



Mahanakhon Skyscraper, Bangkok

Thailand

Aubrey Doucet & Cameron
Robin

ULL, UNIV 100-061, November 2024

Interest Statement

Aubrey

- I got really into Thai culture after a friend introduced me to a Thai show
- I follow a lot of Thai celebrities and love their fashion
- Their traditional clothing is gorgeous, and the architecture attracts many tourists from around the world
- They also have a very rich history that deeply interest me

Cameron

- Just along for the ride
- She chose to do Thailand, and I thought it was an amazing idea
- I am really interested in their high fashion and their recent political craziness as a Political Science major



Case Study

- This explanatory case study aims to answer why the people in Thailand wear the clothing they do.
- The purpose of this case study is to detail phenomena of Thailand that form the country's culture, which determines the clothing worn in the country.
- This is an investigation of components of culture and the resulting clothing worn.
- This study will answer the research questions of why people wear the clothing they do, what do they wear, and what cultural components impact the clothing worn.
- This research study has no control over the occurrence of events and focuses on real-life situations.

Location



- 200,000 sq. mi. (~CA)
- Population - 70 mil. (20th in world)
- Capital – Bangkok (Population – 11 mil.)



Background Facts

- Climate: tropical
 - May to September is rainy, warm, cloudy; November to March is dry, cool; southern isthmus always hot and humid
- Natural Resources: Ores and Minerals
 - Tin, rubber, tungsten, tantalum
- Ethnicity: 98% Thai
 - 1% Burmese – many are refugees
- Official language: Thai
- Religion: 93% Buddhist



<https://www.amazon.com/Decoration-Sculpture-Decorations-Meditation-Figurines/dp/B08YJYYBSY?th=1>



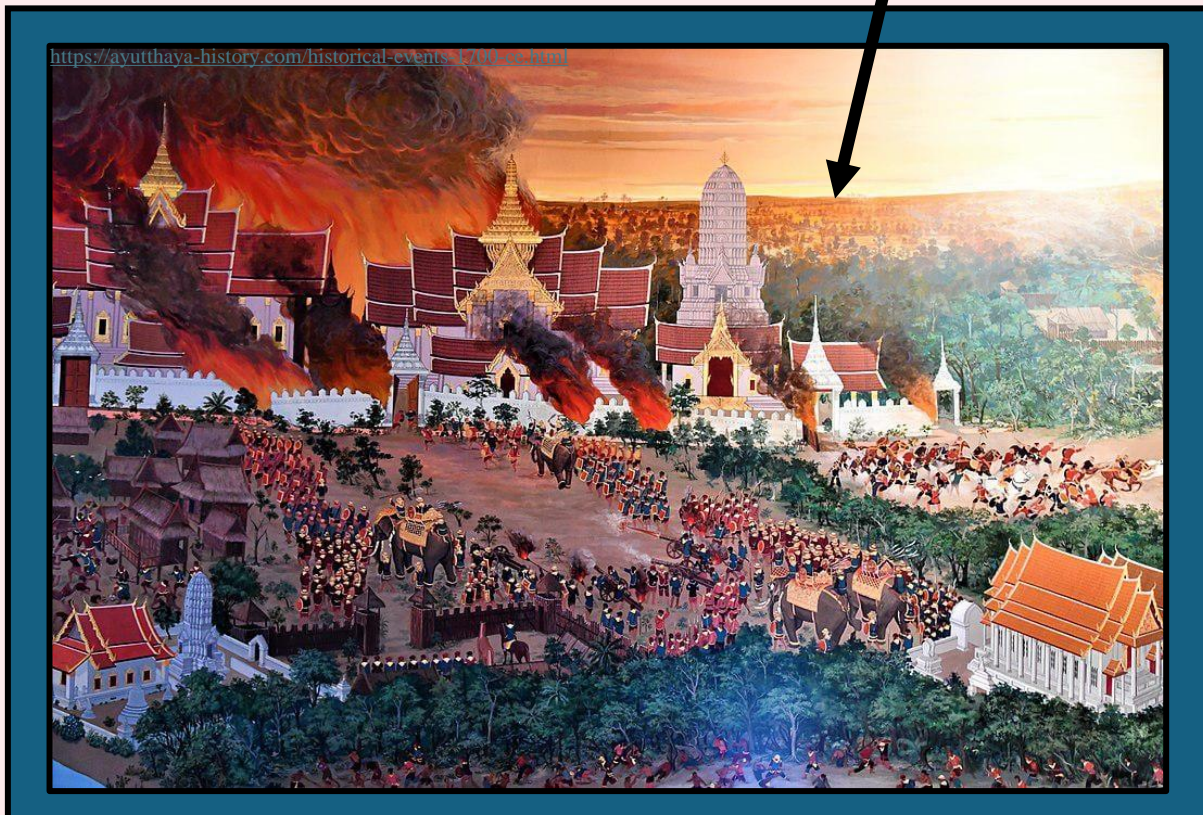
Southwest monsoon weather



<https://www.linkedin.com/pulse/metal-cans-industry-aluminum-beverage-food-2-piece-pa>

History

- Siamese people migrated from China to Southeast Asia in 550
 - Established the Kingdom of Ayutthaya 1350
- 1767 Burmese–Siamese War
 - Burmese armies invaded and burned capital



- Siamese revolution 1932
 - Bloodless coup turned kingdom into a constitutional monarchy
- WW2 occupied by the Japanese
- South Thailand insurgency
 - Ethnic group of the Patani region wish to separate from Thailand

Cuisine

- *Fried Noodles* – mixed with meat, seafood, egg, and/or vegetables in a chili- or peanut-based sauce
- *Saku Sai Moo* (Stuffed Rice Balls) - coated in garlic oil with ground peanuts & pork; very crunchy
- *Fried Bugs* – deep-fried & dipped in a sauce. Most popular insects: mealworms, scorpions, cockroaches, locusts, and crickets



Tourist Attractions

Temple of Dawn

- Located in Bangkok Yai district of Bangkok
- Buddhist temple
 - Named for the Hindu god Aruṇa
- Built in the 16th century during the Ayutthaya Kingdom
- Around 270 ft tall

<https://bkktour.info/2012/02/05/wat-arun/>

<https://idaytrip.com/attraction/wat-arun-temple-of-dawn/>



The Grand Palace

- Located in Bangkok
- Built in 1782
 - Official and ceremonial residence of the country's kings
- Area of 2.4 million square feet
- More than 100 buildings
- Houses The Temple of the Emerald Buddha

<https://www.britannica.com/topic/Grand-Palace>

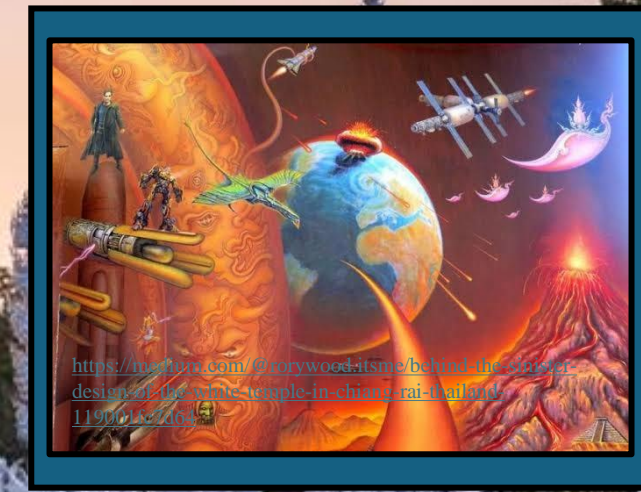
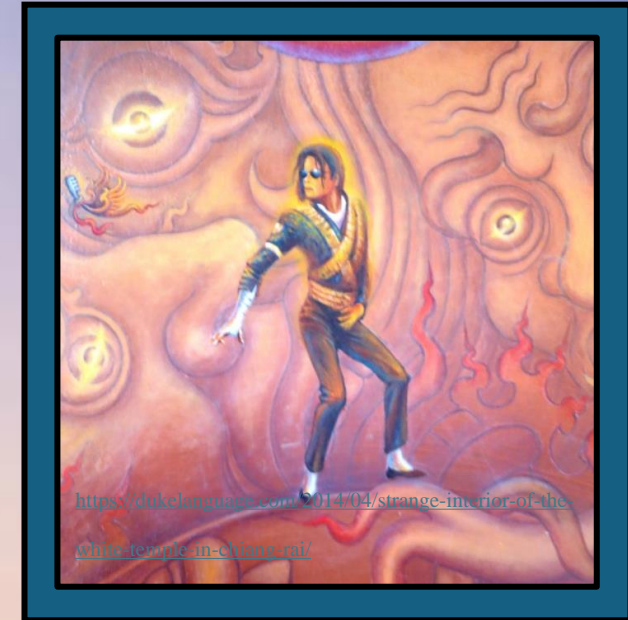


<https://www.pinterest.com/pin/emerald-buddha-stature-in-wat-phra-keew-bangkok-thailand-381046818447985385/>

#10

White Temple

- Located in the Chiang Rai province, Thailand
- Redesign began in 1997
 - Passion project for a local artist
- Buddhist temple
 - Represents purity and Wisdom
 - Journey to enlightenment
- Mural with pop culture references



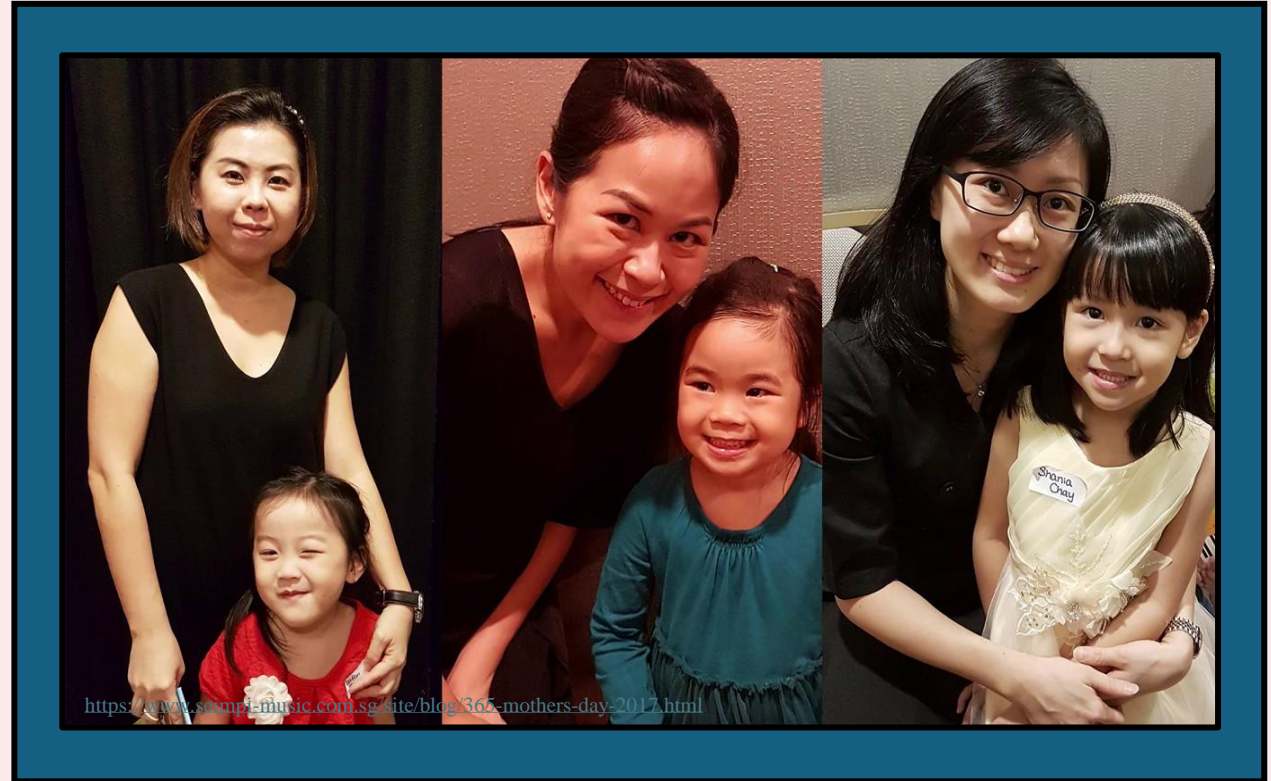
People & Society

- Median Age - 42 y/o
- Life Expectancy at Birth – 78 y/o
- Health Expenditure (of GDP) - 4%
 - Due to the government increasing accessibility to health care



People & Society

- Mother's Age at First Birth – 23 y/o
- Fertility Rate – 1.54 births per woman
- Contraceptive Prevalence – 73%



People & Society

- Literacy Rate – 94%
- School Life Expectancy – 15 yrs
- Child Marriage – 20% 18 y/o F, 10% 18 y/o M
 - 11th highest in the world



Economy: Upper Middle Income

- GDP per capita \$21,000 (99th in the world)
- Below poverty line: 6%
- Export primary product: Machine parts
 - Most exports go to the USA (17%)
 - \$337 billion (27th in the world)
- Import primary product: Crude petroleum
 - Most imports come from China (26%)
 - \$328 billion (25th in the world)



Thai Gen Z Online Shopping

- Gen Z prompted Thailand's online shopping scene
- Different variables influence online purchases
 - Usefulness and volume of online reviews, trust in networking sites, credibility and usefulness of online ads, price sensitivity, and security of online fashion shopping
 - Questionnaires used to determine what young Thai shoppers care about most
- Gen Z has been the most outgoing when it comes to online shopping practices
 - Asked college students at two different Universities what influenced them to commit to a purchase
- Gen Z Thai shoppers most effected by price sensitivity, security of online shopping, and volume of reviews
 - Conscious of spending amounts
 - Personal security online
 - Quantity over quality



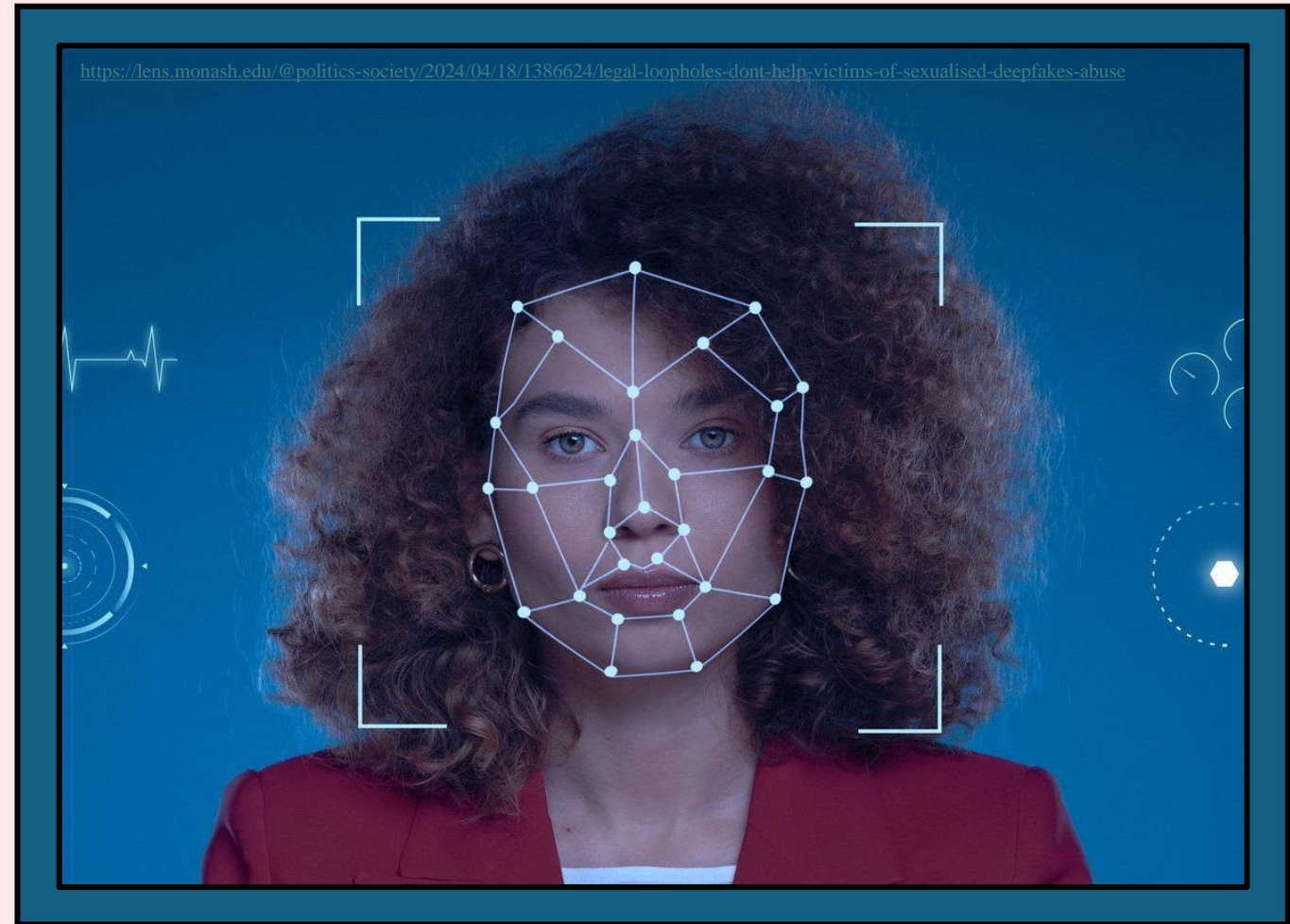
Omnichannel Integration & Fashion Retail

- Combines both offline and online channels of conducting business
- Six aspects of omnichannel integration
 - Product & price, promotion, information access, transaction information, customer service, order fulfillment
- Thai fashion retail culture leans toward online shopping when stores closed from COVID
 - Millennials still value physical retail
- Questions benefits for Thai Millennial fashion consumers instead of fashion retailer
 - Effect on Thai Millennial purchase intention with fashion retailers
 - Perceived risk of purchasing fashion through both sources also come to play
- Perceived risk lowers when Thai fashion retailers integrate product & price, promotion, & information access
- Purchase intention is affected through all aspects of omnichannel integration except order fulfillment
- Perceived risk changes how Thai Millennials react to integrating fashion retail
- Shows the potential for post-COVID fashion industry & Thai retail culture



Possible Bans on Deepfakes and AI

- Deepfakes have positive and negative uses
- Need regulatory framework
- Development of better deepfake detection systems
 - 99% accurate
- Rapid technology advancements
 - Harder to tell what is AI
- Ethical Dilemmas
 - Personal privacy, freedom, damage to reputation, unhealthy societal dynamics
- Spread of false news
 - Political ideologies influence likelihood to share political deepfake videos
- Majority call for government involvement addressing deepfake issues



Thailand's Online Fashion Retail

- Online shopping has boosted thanks to the internet
 - We can buy things with a simple tap of the finger, avoiding the hectic storefronts and finding the best prices
 - E-Commerce market valued at over \$25 billion
- Thailand's online shopping has become much more expansive and trustworthy
 - Lazada, Pomelo, Shopee, Zalora
- Lots of fashion trends have originated or gained popularity through online shopping
 - Streetwear, casual fashion, modernized traditional, sustainable and customizable fashion
- Social media continues to impact fashion, especially marketing
 - Influencer marketing, live streaming, user-generated content
- Several aspects of Thai culture continue to impact day-to-day fashion sales
 - Traditional Thai clothing, festivals and events, Thai monarchy



How Thailand is Boosting Their Growing E-Commerce Economy

- Thailand is a currently rising competitor in the e-commerce landscape
 - 2nd largest market in the region
- Government invested in affordable highspeed internet access nation wide
- Bank of Thailand lowers currency restrictions
 - Makes international purchase easier
 - Makes up 30% of the market
- Youth is the main reason for this boom
 - 62% of buyers are ages 17-36
- Local payment methods are most prevalent
 - Low transaction fees
 - Makes it harder for international websites to accept purchases



Thailand Tries to Decrease Cheap Imports

- Thailand plans to increase restrictions on imports
 - Tougher inspection of licenses and regulations
 - Payment and quality control
- Plans to cap quantity of goods imported online yearly
- Tariffs on goods
 - Steel, textile, plastics, leather, rubber, wood, and even consumer products
- Local producers are struggling to compete with China
 - 3,500 factories shut down in the past 3 years



Global Fashion Spotlights Thailand

- Siam Piwat Group
 - Leader in Thai real estate & major business developer
 - Frontrunner in Southeast Asia's fashion and luxury retail
- Result of collaboration with Women's Wear Daily, industry experts, and operators of leading global brands
- First event in Southeast Asian history to bring together thought leaders and influencers to showcase Thai fashion
 - Done to promote Thailand's fashion scene into a global fashion power
- Theme of the event was "South East Asia – Luxury's New Future"
- Will feature panel discussions on various global fashion-centric topics
 - Key figures and influencers of the Thai fashion industry have been invited to respond



Bangkok International Fashion Week 2024

- 17th Annual Siam Paragon Bangkok International Fashion Week
 - October 2-6, 2024
 - Themed "Envision the Future"
- Result of collaboration between major brands and public entities
 - Tourism Authority of Thailand, MAC Cosmetics, Absolut Vodka, etc.
- Featured 15 fashion shows curated by leading Thai and Asian designers
- Siam Center Visionary Stage
 - Composed of young designers and fashion students from 11 leading universities
 - Used cutting-edge technology to create sustainable pieces
- "Siam Discovery: The Visionary 2024" Campaign
 - Designs explore and experiment by mixing and matching various international and Thai based brands
- "Siam Paragon World Fashion Privilege" Campaign
 - Customers who use a OneSiam KBank Credit Card at participating stores can receive both a Siam Gift Card and a top-tier reward from KBank's card rewards



Southern Thailand's Insurgency

- Hostility began in 2004, Tak Bai Massacre
 - 7 Muslim protestors shot; 78 other died from asphyxiation
- Peace talk between Thai gov. and separatist group Barisan Revolusi Nasional started in 2013
- Still violence today
 - 11 fatalities in July
- Political deadlocks
- Two insurgent's beliefs
 - "Liberated Patani"; Unite 4 Muslim-majority Southern provinces
 - Alternative configuration of autonomy
- Recent change in leadership halted peace talks
- Mutual distrust



Burmese Refugee Crisis

- 90,000 refugees living in Thailand to escape fighting in Myanmar
- Camps establish in the mid-80s
- Resettlement programs
 - Little to no information has been publicly stated
 - Number of refugees to be resettled has downsized
- Thailand denies the refugees legal residence
- Camps lack electricity and running water; bamboo huts with thatched roofs
- Tight control over camps
 - Refugees can't study or work outside camps
 - Receive \$9 in food aid monthly
- Despair causing a rise in domestic abuse, gang violence, drug use, and suicide



Buddhism in Thailand

- 2nd largest Buddhist population
 - China has largest in the world
- Mixed with Hinduism and other Chinese religions
 - Large amounts of Indian and Chinese influence
- Intertwined with Thai monarchy
 - Thai kings often served as Buddhist patrons
- 2014 coup-d'etats increased Buddhist government influence
 - Military leaders exercised control over everything, including religion
- Now permanently ingrained into Thai society and culture



https://en.wikipedia.org/wiki/Buddhism_in_Thailand#:~:text=Buddhism%20in%20Thailand%20is%20largely,with%20approximately%202064%20million%20Buddhists

Thailand's Gender Inequality

- Existed in Thailand's social structure for a while
 - Traditional Thai monarchy enforced this
- Worsened in the 1960's
 - Sudden prosperity made social and economic disparities worse
- Gender disparity is ingrained in the economy
 - Mainly on the basis of sex segregation and employment discrimination
- Has gotten better in recent times
 - Policies and programs help address issue
 - Modernization aids labor market in general



<https://easiaforum.org/2024/08/27/thai-women-business-success-belies-broader-gender-inequality/>

Clothing

Urban wear



Rural wear

rice paddy farmers



Ngob; ola palm leaves laid over a plaited bamboo-strip frame

Mo hom (fabric); cotton short-sleeved shirt, round-necked with no collar- usually dark blue

loincloth

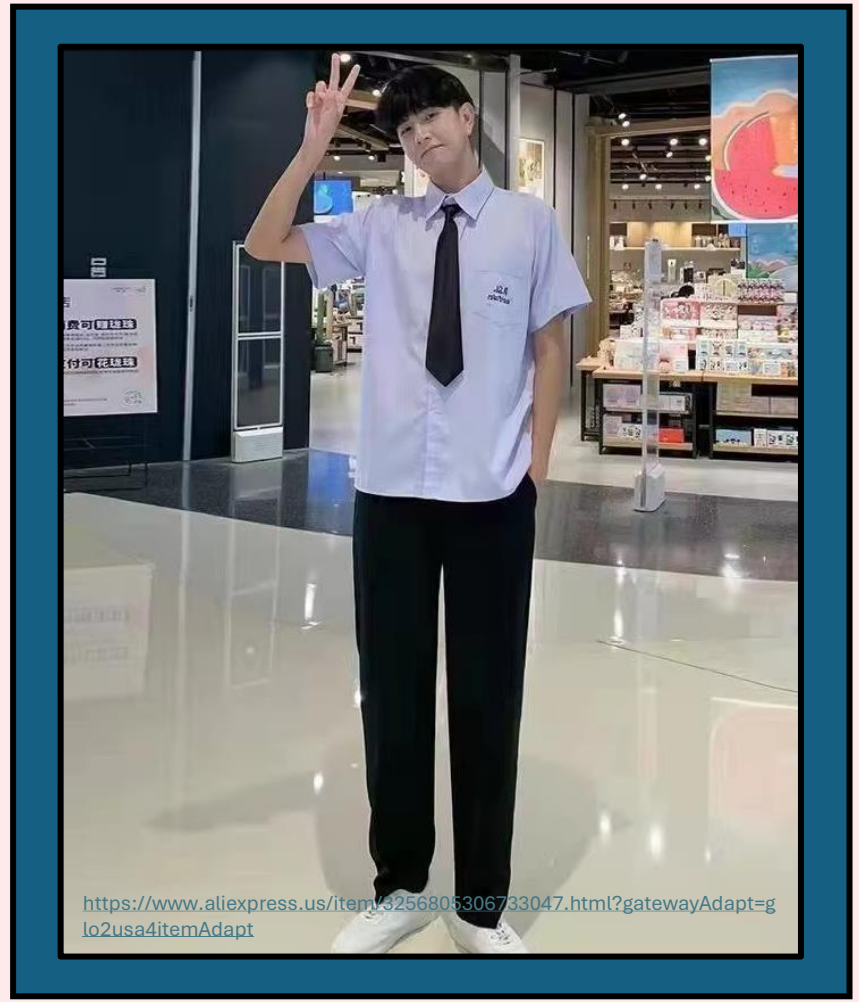
Jeans; sturdy pants



Business wear



College wear



Holiday Wear

Suea Phraratchathan



Sash worn around the waist

Long collar

A blouse with buttons on the front and elbow-length sleeves

Sewn together at the waist

Long-sleeve shirt with buttons fastened up the front

Western-style suit trousers

Siwalai



<https://thailandinsider.com/everything-you-need-to-know-about-traditional-thai-dresses/>

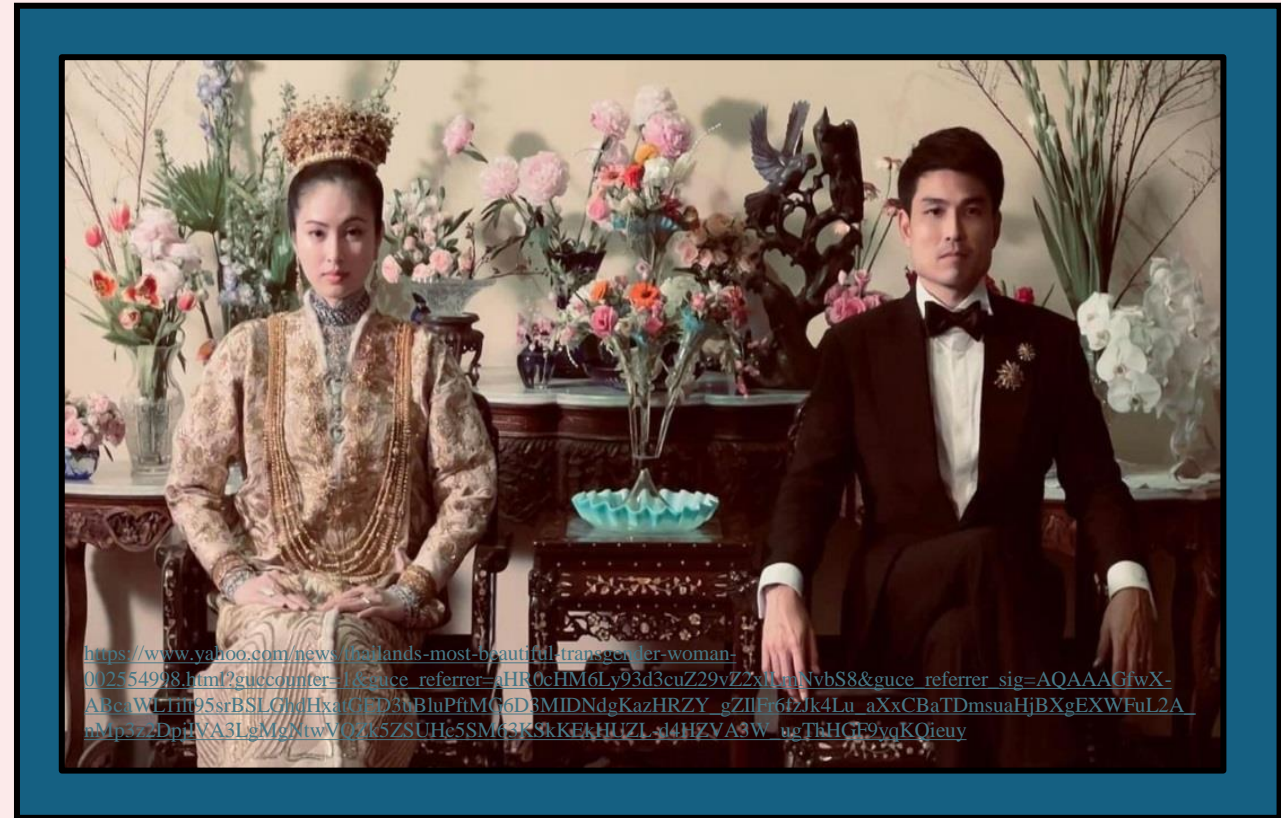
Sabai – elegant shawl-like garment worn over one shoulder

A long tube skirt with two front pleats

Common Wedding



Wealthy Wedding



Special Adornments



Chong Kben

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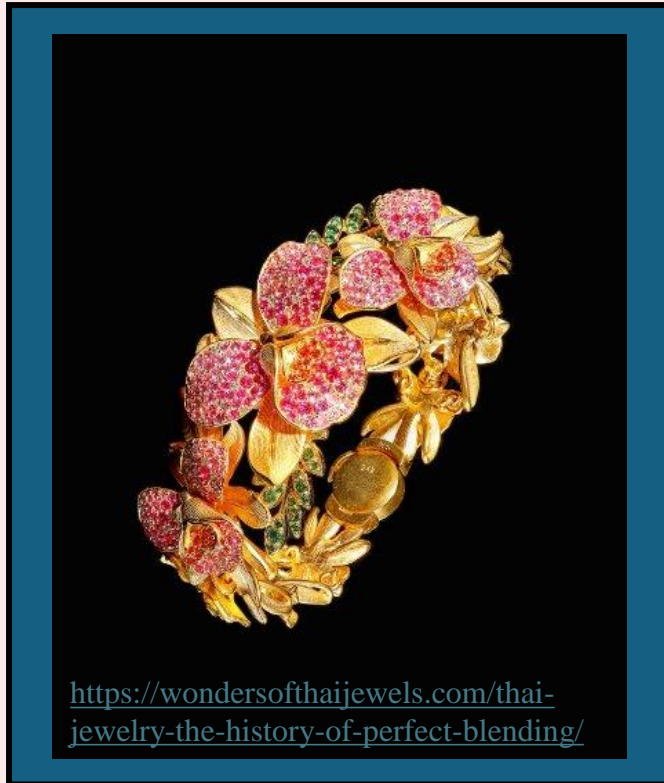
Pha Sinh



- Pant-like lower-body silk wrap commonly worn by both genders
- Can be work bare-chested and bare-foot as a formal dress for men

- Long tube skirts often paired with silk blouses for women
- Made with colorful Thai silk with contrasting colors at the hems

Special Adornments



- Highly attributed to Thai Buddhist culture
- Often a religious symbol

Gold Metal Jewelry



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Thai Silverware Jewelry



- Circular, beaded shapes date back to the Northern Hill Tribes in Thailand
- Well known for expert craftsmanship

Thailand's Major Social Issues

- Stateless persons

- Numbers range from 500k-4mil people
- Majority are refugees, their children, and members of Northern Hill tribes
- Denied all constitutional privileges
- Government is actively working on lowering its numbers



- Illicit narcotics

- Major producers of chemicals used to synthesize drugs
- Hotspot for synthetic and psychoactive drugs trafficking in the Indo-Pacific area



Conclusion

- Thailand's highly developed economy led to modernized, mass-produced fashion
- Their strong Buddhist beliefs & older population yielded more traditional and relatively simple clothing
- Prevalent inequality in their economy established a strong gap in their fashion between demographics
 - i.e., wealthy v. poor, men v. women
- Mastery in certain trades by their native population (i.e., silk, silver) make these materials abundant in Thai fashion
 - Often drawing inspiration from the native people in their design and styling
- Period of political instability greatly hindered their fashion scene
 - Recent efforts try to skyrocket its development