

Marine (sea) Familiarity Index and Its Influence to National Image*

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Abstract

Purposes – This study discusses various aspects of familiarity with the sea and how familiarity with the sea is perceived. This study also summarizes the literature on the factors of previous researches that affect the formation or decision of national image.

Research design and methodology – Sea familiarity index was derived from the results of recognition of free association with the sea, friendliness with the sea, association of the sea with life, interest to the sea, Korea's representative marine regions, and sea related emotionalism. The familiarity with the sea (ocean) perceived by foreign visitors or foreigners in the future will be helpful in deriving a comparative research.

Results – This study has identified the marine tourism resources, marine ecology, and the cognitive and emotional situations consumers feel that should be developed practically. If a continuous time series research is conducted in the future through these, it will be a chance to provide a basis for consumers' dynamic awareness.

Conclusions – Through this study, it is pointed out that the research utilizing the sea and ocean to form national image highly suggested an opportunity to add and utilize new variables academically. This study on the perspective of the formation of national image suggests a new approach to add and utilize new variables to future research using the sea and ocean.

Keywords: Marine image, Korean image, Cultural contents, Marine familiarity index, Development strategy

JEL Classification Code: L8, M3, Z1.

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1. Introduction

Three sides of South Korea are surrounded by the sea. However, the image of one of the maritime powers has not been stood out yet. In order to raise the South Korea's image as a maritime power under various unfavorable factors such as bankruptcy of Hanjin Shipping, it is necessary to raise the marine familiarity. It is also necessary to prepare a plan to raise national image to a higher level through familiarity with the sea. National image is formed by various factors. One of the most important thing among them is familiarity. This familiarity is formed by several factors. In this study, this study discusses various levels of the awareness of familiarity with the sea and how familiarity with the sea is related to national image.

Lee (2015) found that South African consumers' perception of national image on South Korea has a positive influence on purchase intention. The study of Zhang, Kim and Lee (2015) conducted a research where Korean cultural products and the image of South Korea affect consumers' medical tourism intention. Regarding national image, Chang (2013) distinguishes between the general image of a country and the product image of a country and distinguishes which factor generally influences national image formation. In particular, they divided the general national image into cognitive image, emotional image, and normative image and explained that each image influences national image. Yi and Lee (2014) divided national image into economic image, relationship image and image of the people and studied the dimension influencing the national product image. Therefore, it can be said that the marine (sea) familiarity can also belong to the cognitive, emotional, and relational image. In particular, it can play the role as one of the elements of the general national image and the components of the product country image.

This study was conducted to survey the 1,001 adults in South Korea to use it as marine familiarity awareness data. This familiarity survey was conducted from December 15, 2017 to December 27, 2017, based on 1:1 interviews. In the contents of the familiarity with the sea (ocean), marine (sea) familiarity index was measured based on the familiarity with the sea, the extent to which the sea affects life, and the degree of positive emotions related to the sea. In detail, this research explains the results of the recognition of free association with the sea, the degree of familiarity with the sea, the relationship between the sea and life, the interest in the sea, the marine regions representative of South Korea, and the sea related emotionalism. This study investigates the familiarity with the sea that South Koreans recognize first, mutually compares familiarity items of ocean (sea) that future foreign visitors or foreigners recognize and presents a new point of view for checking the difference among them. Also this study suggested ways to improve national image by utilizing the familiarity with the sea (ocean).

2. Literature Review

2.1. Studies on Determinants of National Image

In general, national image means the overall impression consumers have about a particular country (Roth & Romeo, 1992). This is the perception or stereotype of consumers about a specific country combined by various attributes of the economic, political, social and cultural environment. Martin and Eroglu (1993) defined national image as a total of beliefs that provide explanatory and inferential information and clues that consumers have about a specific country. It also distinguishes between a macro image of national image and a microscopic image of national image. Recent studies on national images have found that national image is composed of various elements including not only the economic, political, and cultural dimensions of the nation itself but also the image of the people of the nation (Ahn, 2005). Choi (2013) derived an integrated implication by analyzing cultural marketing cases of Korea's export companies using Hallyu (Korean Wave). In addition, he presented a concrete plan for leveraging culture for marketing when Korean companies pioneer the overseas market. In addition, Bae and Kim (2011) argue that the more abundant the image of cultural contents products, the more favorable attitudes toward Korean Wave.

The spread of Korean Wave contributes to the national brand rise and increase of recognition level about South Korea. In addition, although it enhances cultural intimacy to act as a lubricant for business communication with consumers, it has been analyzed that there is relatively small direct effect on exporting companies in the manufacturing sector except for some consumer goods such as cosmetics and foods (Choi, 2013). In addition, he argues that it is necessary to make efforts to approach the foreign market using Korean Wave as a way of using culture. The direction of this access strategy is to identify the direct relation of the product with Korean wave contents or Korean wave stars and the direct relation with the Korean lifestyle. Chang (2013) analyzed the influence

to the intention to use the service product centered on Chinese consumers through the correlation between the national image factors as an external clue and attitude, satisfaction and re-use intention.

Table 1: Studies and Formative Factors Related to National Image

Researcher	National Image Formative Factors
Kelman (1965)	Degree of international travel, international events, contact with foreigners, social/psychological/cultural similarity
Bojanic (1991)	Beautiful beach, accommodation, residential amenities, beautiful buildings, boring places, national wealth level, road condition, unusual food, dishonest residents, value of American currency, safety, interesting cities, discount shopping, night activities, number of European tourists, language communication, historical artifacts, favorability to Americans
Fontayne (1991)	Accommodation, culture, location, safety, cleanliness, airline, airport service, food, shopping, public transport, festival, climate, price
Echtner and Ritchie (1991)	Various activities and attractions, economic factors, cultural contact, nature experience, recreation environment, comfort, travel convenience, language communication possibility
Martin and Eroglu (1993)	The level of quality of life, economic growth, economic stability, agricultural self-sufficiency, democratization level, industrialization level, mass production capacity, civil government, labor cost, illiteracy rate, level of market liberalization, welfare level, product quality, technological research level
Hang (1993)	Degree of cultural development, degree of industrialization, history and tradition, social stability, degree of richness, degree of democratization, national education level, diligence of the people
Eom (1998)	Travel convenience, exotic experience, travel cost, friendliness, cultural contact, urban experience
Kim (1999)	History and tradition, culture and arts, kindness and courtesy, natural scenery and climate, political stability, education level, price, degree of democracy, economic growth, crime situation, public order, national favorability
Lee, Yang, and Lee (2009)	Private-level activities, government-level activities, enterprise-level activities

Note: Modified from Lee (2006)

In <Table 1>, this study identified national image related studies and the factors of national image related to ocean and the sea in the study of Lee (2006). The main studies related to national image are divided into two streams related to the general national image and the general product country image (Lee & Ganesh, 1999). The first is the research flow in which the overall cognitive dimension for a specific country is related to images, focusing on the image of the general national image. The second is the flow of research conducted in relation to the national image measurement of overall quality perception of products produced in a country centering on the general product country image. The general product country image refers to the image of country's products or the overall image of consumers that consumers have about country's products (Parameswaran & Pisharodi, 1994).

Lee, Yang and Lee (2009) looked at the components of national image with economic factors and non-economic factors. In addition, for the factors influencing national image, they presented the variables that can explain each activity for the analysis using the variables of government, enterprise, and private dimension activities. First of all, the number of years of diplomatic relations by country and the number of government affiliated institutions were measured in terms of government activities. In terms of enterprise activities, they measured the export amount to each country and the amount of foreign direct investment. Lastly, the number of foreign workers by country, the number of South Koreans who left for travel and religious activities, and the cultural products (number of exported films) were used as influence variables in private sector activities.

2.2. Sea and Ocean Related Studies

Studies on ocean and the sea have been studied in terms of marine culture and tourism and have researched various aspects such as marine logistics and ship. The sea, unlike ocean, is a more romantic and has sensuous feeling. However, ocean has logistics and more business-like feeling. However, apart from the emotions and concepts of the sea and ocean, related studies often use the two terminologies by a mix.

The following studies can be suggested as precedent studies of existing studies related to ocean. Kim, Kim and Lee (2018) argue that the sea, which makes up 70% of the Earth's surface, and its resources are the common resources of mankind and conducted studies to prevent marine ecosystem destruction and industrial damage by ballaster water. Kim (2018) considered that discussions on the role of the Korea Maritime Advancement Corporation, which was initially established by the Korea Maritime Advancement Corporation, focused mainly on differentiated shipping finance support and support for existing policies. In addition, he focused on the promotion of cooperation between ship owners and shippers and carried out a suggestive study on the role of Korea Maritime Advancement Corporation.

Hyun, Ye and Lee (2019) presented implications for the sustainable development of the marine culture in Korea and an empirical model for the study and analysis of the marine culture in the future through the actual data of a report on marine culture in Korea. In addition, they defined that marine culture is a phenomenon that affects various values and attitudes in the temporal category as a whole cultural phenomenon including marine culture and arts, marine history, marine folklore, marine leisure sports, marine tourism, and marine environment.

Kim, Kim and Kim (2014) conducted a study to suggest ways to revitalize marine tourism, reflecting the characteristics of marine tourism users, focusing on gender and age. The study of Lee and Kang (2017) argued that for the development of differentiated urban brands, focusing on maritime cities, it is necessary to find out stories about various marine tourism resources and to develop related contents. The study of Ha (2018) argues that marine tourism festivals should include education contents centering on marine culture and environment in order to make a sustainable marine tourism plan.

Overseas examples of marine, port and waterfront development are diverse. For example, many countries, such as London Docklands in the UK, Hamburg Hafen City in Germany, Yokohama MM21 in Japan, Darling port in Sydney Australia, and Baltimore Inner port in the US, attempted the development of marine ports and spaces. South Korea is also developing ports and waterfront spaces nationwide based on Article 51 of Port Act (establishment of basic plan for redevelopment of ports) and Article 50 of the Enforcement Decree (notification of basic plan for port redevelopment, etc.). Especially, South Korea is establishing the hubs of tourism and leisure activities by integrating marine leisure and tourism facilities, marine transportation and tourism support facilities as marine tourism and leisure bases such as Incheon Port (Yeongjongdo Island dumping site), Donghae and Mukho Port (Stages 1, 2, and 3 of Mukho area), Yeosu Port (new port), Mokpo Port South Port (dumping site), Guryongpo Port (dumping site) Busan Port (North Port Yongho Pier), Jeju Port (inner port) and Seogwipo Port. In addition, two ports, Kunsan Port (inner port) and Mokpo Port (inner port), were designated as historical and cultural hubs that have the theme of the modern cultural street, exhibition, cultural facilities, port related modern industrial heritage as hubs for port opening history and culture (Ji, 2018).

Through the previous studies on national image and ocean, it can be seen that national image is influenced by the degree of familiarity and various cultural phenomena and realities such as ocean. Therefore, this study should precede the investigation and analysis of the perception of the Korean people based on their familiarity with the sea to enhance familiarity and develop marine culture. Based on this, it is necessary to identify the perception of Korean maritime familiarity in the first place with the idea that what truly Korean is global.

3. Marine (Sea) Familiarity Awareness Survey

3.1. Marine (Sea) Awareness Survey

3.1.1. The Sea of South Korea - Free Association

In South Korea's free association with the sea, 8.1% of respondents reminded "blue", followed by "wave" (7.8%) and "seafood" (3.9%).

Table 2: Free Association about the Sea of South Korea for Each Characteristic of Respondents

(Unit: No. of people, %)

Category	No. of Cases	%	Category	No. of Cases	%	Category	No. of Cases	%
Total	(1,001)	100.0	Seashore	(8)	0.8	Hallyeosudo Marine National Park	(3)	0.3
Blue	(81)	8.1	Contamination	(8)	0.8	Scary	(3)	0.3
Wave	(78)	7.8	Horizon	(8)	0.8	Shark	(3)	0.3
Seafood	(39)	3.9	Beautiful	(7)	0.7	Sokcho	(3)	0.3
East Coast	(38)	3.8	Three sides are surrounded by the sea.	(7)	0.7	Oil spill in Taeaen	(3)	0.3
Beach	(38)	3.8	Big heart / wide mind	(7)	0.7	Hometown	(2)	0.2
Cool	(37)	3.7	Whale	(6)	0.6	Mud flat experience	(2)	0.2
Fish	(32)	3.2	Navy	(6)	0.6	Good	(2)	0.2
Fishing	(32)	3.2	Swimming	(6)	0.6	Young	(2)	0.2
Ship	(25)	2.5	Nature	(5)	0.5	Horizon	(2)	0.2
Vacation	(23)	2.3	Memory	(5)	0.5	Light housekeeper	(2)	0.2
Ship Seweol	(23)	2.3	Dokdo Island	(5)	0.5	Marine sports	(2)	0.2
Seagull	(22)	2.2	Marine accident	(5)	0.5	Storm	(2)	0.2
Wide	(21)	2.1	Busan	(5)	0.5	Ulleungdo Island	(2)	0.2
Clean	(18)	1.8	Fisherman	(5)	0.5	Relaxed	(2)	0.2
Haeundae	(17)	1.7	West Coast	(5)	0.5	Night sea of Yeosu	(2)	0.2
Sashimi	(17)	1.7	Romance	(5)	0.5	Pleasure boat	(2)	0.2
Lighthouse	(16)	1.6	Gyeongpodae Pavilion	(4)	0.4	Yacht	(2)	0.2
Sunrise	(16)	1.6	Clean sea area	(4)	0.4	Aquaculture	(2)	0.2
Water	(15)	1.5	Diverse	(4)	0.4	Alcoholic beverages	(2)	0.2
My chest is open.	(14)	1.4	Foods	(4)	0.4	Suba diving	(2)	0.2
Travel	(13)	1.3	Dabbling in water	(4)	0.4	Fresh	(2)	0.2
Jeju Island	(12)	1.2	Vacation	(4)	0.4	The Old Man and the Sea	(2)	0.2
Haenyeo (female diver)	(11)	1.1	Abundant	(4)	0.4	Sunset	(2)	0.2
Swimming	(11)	1.1	There are plenty of fisheries.	(4)	0.4	Typhoon	(2)	0.2
Sand	(11)	1.1	Swimsuit	(4)	0.4	Tube	(2)	0.2
Comfortable	(11)	1.1	South Coast	(4)	0.4	Pacific Ocean	(2)	0.2

port	(10)	1.0	Cruise travel	(4)	0.4	Seashell	(1)	0.1
Mud flat	(9)	0.9	Tourist destination	(3)	0.3	Others	(53)	5.3
Summer	(9)	0.9	Deep	(3)	0.3	None	(2)	0.2
Island	(9)	0.9	Jeongdongjin	(3)	0.3			
Dolphin	(8)	0.8	Sailing boat	(3)	0.3			
Vacation spot	(8)	0.8	Marine resource	(3)	0.3			

3.1.2 Familiarity with the Sea for Each Characteristic of Respondents

As a result of asking how friendly you feel about the sea, 70.2% answered "friendly" (very friendly 10.1% + friendly 60.1%).

Table 3: Familiarity with the Sea for Each Characteristic of Respondents

(Unit: No. of people, %)

Category	No. of Cases	①+②		③ Average	④+⑤		Total	Average (5 point scale)	Average (100 point scale)			
		①Very friendly	②Friendly		④ Not that friendly	⑤Not friendly at all						
Total	(1,001)	10.1	60.1	70.2	20.4	9.0	0.4	9.4	100.0	3.7	67.6	
Region	Seoul/Gyeonggi-do	(457)	11.4	69.6	81.0	14.9	4.2	0.0	4.2	100.0	3.9	72.1
	Incheon	(60)	1.7	56.7	58.3	15.0	25.0	1.7	26.7	100.0	3.3	57.9
	Chungcheong-do	(102)	8.8	49.0	57.8	22.5	18.6	1.0	19.6	100.0	3.5	61.5
	Jeolla-do	(93)	8.6	59.1	67.7	25.8	4.3	2.2	6.5	100.0	3.7	66.9
	Gyeongsang-do	(182)	6.6	47.3	53.8	30.8	15.4	0.0	15.4	100.0	3.5	61.3
	Busan	(66)	21.2	63.6	84.8	9.1	6.1	0.0	6.1	100.0	4.0	75.0
	Gangwon/Jeju	(41)	12.2	41.5	53.7	43.9	2.4	0.0	2.4	100.0	3.6	65.9
Experience living near the sea	No experience	(781)	7.6	59.4	67.0	21.9	10.6	0.5	11.1	100.0	3.6	65.7
	Lived in the past	(116)	19.0	65.5	84.5	12.9	2.6	0.0	2.6	100.0	4.0	75.2
	Living at present	(104)	19.2	59.6	78.8	17.3	3.8	0.0	3.8	100.0	3.9	73.6

"Average" was 20.4% (unit: %, n = 1,001). 9.4% said "not friendly". By region, respondents who answered "friendly" were relatively high in Seoul/Gyeonggi-do (81.0%) and Busan (84.8%). The higher the occupational relevance with the sea, the higher the familiarity and the higher familiarity with the past residents in the neighborhood of the sea.

3.1.3 The Extent to which the Sea Affects Life

As a result of questioning the extent to which the sea affects an individual's life, it was found that it had a relatively large effect on leisure/cultural life (average 70.4 points) and eating habits (average 75.7 points). On the

other hand, the effect on household economy (average 47.8 points) and residential life (average 44.9 points) was relatively low. Finally, the individual's happiness was an average of 50.1 points.

3.1.4 Ports Representing South Korea

As a result of questioning about ports representing South Korea, 41.1% of respondents answered "Busan Port". Followed by Mokpo Port (21.8 percent) and Incheon Port (16.8 percent). Also, 53.6% of the respondents answered "Jeju Island" in a result of asking about representative islands of Korea. Followed by Dokdo Island (13.3%) and Ulleungdo Island (12.1%).

Table 4: Ports Representing South Korea for Each Characteristic of Respondents

Category	No. of Cases	%	Category	No. of Cases	%
Total	(1,001)	100.0	Daecheon Port	(8)	0.8
Busan Port	(411)	41.1	Jeju Island	(6)	0.6
Mokpo Port	(218)	21.8	Masan Port	(6)	0.6
Incheon Port	(168)	16.8	Sorae Port	(5)	0.5
Sokcho Port	(29)	2.9	Tongyoung Port	(4)	0.4
Others	(23)	2.3	Samcheonpo Port	(3)	0.3
Pohang	(20)	2.0	Guryongpo	(3)	0.3
Yeosu Port	(18)	1.8	Cheongsapo Port	(2)	0.2
Jumoonjin Port	(15)	1.5	Wando Island Port	(2)	0.2
Ulsan Port	(13)	1.3	Ulleungdo Island	(2)	0.2
Kunsan Port	(11)	1.1	Daebudo Island	(2)	0.2
Daepo Port	(11)	1.1	Yeongil Bay Port	(2)	0.2
Yeonan Pier	(9)	0.9	Geojedo Port	(2)	0.2
Pyeongtaek Port	(8)	0.8			

3.1.5 South Korea's Representative Beaches

When asked about the beaches representative of South Korea, 44.2% of respondents answered "Haeundae". Followed by Gyeongpodae (13.6%) and Daecheon (8.4%).

Table 5: Beaches Representing South Korea for Each Characteristic of Respondents

(Unit: No. of people, %)

Category	No. of Cases	%	Category	No. of Cases	%
Total	(1,001)	100.0	Wando Sinji Myeongsasimni	(7)	0.7
Haeundae	(442)	44.2	Songjeong	(6)	0.6
Gyeongpodae	(136)	13.6	Byeonsan	(5)	0.5

Daecheon	(84)	8.4	Dadaepo	(5)	0.5
Gwanganri	(47)	4.7	Hamdeok	(5)	0.5
Manripo	(27)	2.7	Busan	(5)	0.5
Ggokji	(27)	2.7	Hyeopjae	(5)	0.5
Songdo	(23)	2.3	East Sea	(4)	0.4
Sokcho	(18)	1.8	Seonyudo Island	(4)	0.4
Gangneung	(15)	1.5	Geojedo Island	(4)	0.4
Naksan	(12)	1.2	Jeju Island	(3)	0.3
Mangsang	(12)	1.2	Mongsanpo	(3)	0.3
Anmyeondo Island	(11)	1.1	Homigot	(3)	0.3
Gyeongpo	(10)	1.0	Pohang	(3)	0.3
Jumoonjin	(8)	0.8	Mancheongri	(3)	0.3
Eurwangni	(7)	0.7	Others	(47)	4.7
Mongdol	(7)	0.7	Do not know/No answer	(3)	0.3

3.1.6 Emotions about the Sea

When asked about whether they feel positive (or negative) emotion about the sea, 88.8% answered "feel good" when they see or think of the sea. "Average" was 11.0% and "feel bad" was 0.2% (Unit: %, n = 1,001). Respondents in Seoul, Gyeonggi, Incheon, and Busan regions showed a higher rate of "feel good" response.

As a result of questioning the degree of feeling about the sea by each emotion, the answer of "feel that way" about the positive emotion words such as "lively (71.1 points)" and "exciting (70.6 points)" are high. The 100-point average scores of negative emotional words such as "challenging (34.4.6 points)", "fearful (49.4 points)", "uneasy (54.9 points)", and "unfamiliar (59.6 points)" were calculated inversely.

3.2. Marine (Sea) Familiarity Index

Based on the survey of the previous marine (sea) awareness, this study derived the marine (sea) familiarity index in order to comprehensively identify the familiarity. The familiarity index, which indicates the degree of familiarity with the sea that combines the degree of familiarity with the sea, the degree of interest, the degree to which the sea affects the life and the positive emotions about the sea was 64.5 points. In detail, the friendliness/interest is 65.5, the influence on my life is 60.0, and the positive emotional induction is 68.8 (Unit: point, n = 1,001). It was shown that people living in Busan felt more friendliness than other regions (70.6 points). In the survey, respondents living in areas near the sea, such as Incheon and Busan, felt that the sea had a greater influence on their lives. Table: 6 describe the demographic characteristics of this study. Out of the total 1001 samples, 273 people aged 40-49 were found to be relatively large.

Table 6: Familiarity Index about the Sea for Each Characteristic of Respondents

(Unit: No. of people, point)

Category		No. of Cases	Familiarity Index	Friendliness / Interest	Influence on My Life	Positive Emotional Induction
Total		(1,001)	64.5	65.5	60.0	68.0
Gender	Male	(510)	64.2	65.3	59.4	67.9
	Female	(491)	64.8	65.8	60.6	68.1
Age	19~29	(231)	64.0	64.5	60.1	67.3
	30~39	(231)	64.6	66.3	59.5	68.0
	40~49	(273)	64.0	64.7	59.6	67.8
	50~59	(266)	65.4	66.6	60.8	68.7
Region	Seoul/	(457)	66.3	68.4	61.9	68.6
	Incheon	(60)	65.8	62.3	67.6	67.5
	Chungcheong-do	(102)	60.6	61.9	53.1	66.8
	Jella-do	(93)	60.9	64.0	52.4	66.4
	Gyeongsang-do	(182)	62.7	60.7	60.6	66.9
	Busan	(66)	70.6	72.0	66.5	73.2
	Gangwon/Jeju	(41)	58.1	61.0	48.9	64.5

4. Conclusion

National image is formed by normative, cognitive, and emotional factors. It can also be formed by a textual path, a relational path, or a personal experience path. National image affects the product image, and its ripple effect such as tourism image is very high. Therefore, in order to improve national image, various efforts are needed through various routes. Especially, familiarity is formed highly according to consumers' cognitive, emotional, relationship and personal experiences. This familiarity can contribute greatly to the improvement of national image.

In this study, this study has identified the actual situation to improve national image through familiarity with the sea. In particular, this study could see how much familiar emotion to the sea people have by identifying it with quantitative index. As mentioned at the introduction, South Korea, whose three sides are surrounded by the sea,

needs to develop and utilize in-kind assets and services in order to utilize more sea resources. Familiarity with the sea can be an important asset in creating more tourism revenue, local development and attractiveness.

Through the analysis of the realities of the awareness about free association about the sea, the degree of familiarity with the sea, the relationship between the sea and life, the interest in the sea, the marine regions representative of South Korea, and the emotionality related to the sea, it was found that the sea influences the life of culture of Korean people a lot. This study has implications for the understanding of the fields that require policy attention and effort through this identification of the detailed actual situation.

Also, practically existing studies on the sea have been mainly focused on the perspective of tourism, marine ecology and engineering, with particular focus on logistics and transportation. Therefore, this study on the perspective of the formation of national image suggests a new approach to add and utilize new variables to future research using the sea and ocean.

In conclusion, academically this study has identified the marine tourism resources, marine ecology, and the cognitive and emotional situations consumers feel that should be developed practically. If a continuous time series research is conducted in the future through these, it will be a chance to provide a basis for consumers' dynamic awareness.

On the other hand, the limitations of this study are lack of systematic modeling and empirical analysis for empirical studies due to the lack of existing empirical studies. In addition, this study expects that comparative studies will be carried out in the future to compare foreign consumers with domestic consumers in using samples.

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