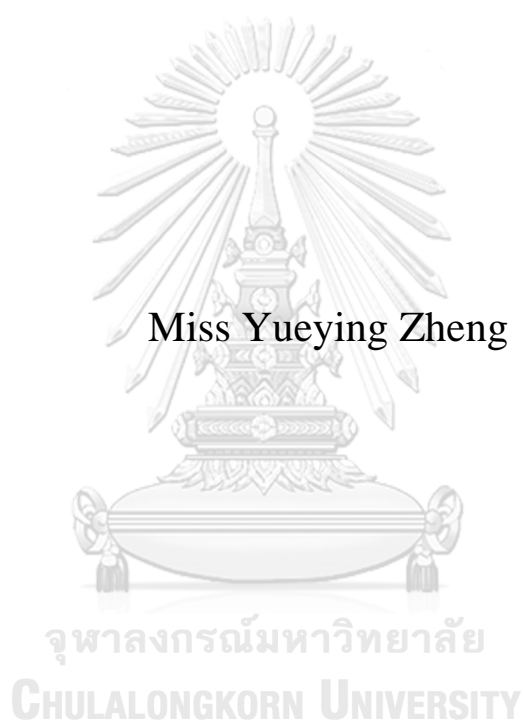


An Analysis of Success and Popularity of Thai Boy Love Series  
Among Chinese Fan



Miss Yueying Zheng

A Thesis Submitted in Partial Fulfillment of the Requirements  
for the Degree of Master of Arts (Communication Arts) in  
Communication Arts  
FACULTY OF COMMUNICATION ARTS  
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Academic Year 2022  
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การวิเคราะห์ความสำเร็จและความนิยมซีรีส์วายไทยในกลุ่มแฟนในประเทศจีน



วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาโทสาขาสถาปัตยกรรมศาสตรมหาบัณฑิต  
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ปัจจุบันนี้ ละครซีรีส์วายของประเทศไทยได้รับความนิยมทั้งในประเทศและต่างประเทศมาตั้งแต่ช่วงปี ค.ศ. 2010 โดยเฉพาะในประเทศจีนนั้น แฟนคลับชาวจีนได้สร้างวัฒนธรรมกลุ่มแฟนของพวกเขาและสามารถทำให้ซีรีส์วายของประเทศไทยกลายเป็นที่นิยมมากขึ้นในต่างประเทศ โดยกลุ่มแฟนคลับชาวจีนได้มีการแปลซีรีส์วายของประเทศไทยจากภาษาไทยเป็นภาษาจีน นอกจากนี้ยังมีการติดต่อเนื้อหาใหม่ รวมทั้งการไปเข้าร่วมงานกิจกรรมที่จัดขึ้นโดยตราสินค้าที่มีผู้นำเสนอเป็นนักแสดงหรือดาราที่พวกเขาชื่นชอบ และการซื้อสินค้าของตราสินค้าเหล่านี้ ซึ่งงานวิจัยนี้มีวัตถุประสงค์เพื่อวิเคราะห์ความสำเร็จและความนิยมของซีรีส์วายไทยในกลุ่มแฟนคลับชาวจีน และศึกษาวัฒนธรรมแฟนและเศรษฐกิจแฟนจีน รวมถึงผลกระทบทางเศรษฐกิจต่ออุตสาหกรรมสร้างสรรค์ของประเทศไทย โดยงานวิจัยนี้ได้ใช้วิธีการวิจัยแบบผสมผสาน (Mixed Method) ซึ่งประกอบไปด้วย การวิเคราะห์ด้วยบท (Textual Analysis) ของซีรีส์ 2 เรื่อง คือ *เปลริกผันด้วยใจเธอ (I Told Sunset About You)* และ *คินน์พอร์ช เดอะซีรีส์ ลา พอร์เต้ (KinnPorsche the Series)* และการสนทนากลุ่ม (Focus Group Discussion) โดยมีผู้เข้าร่วมวิจัย 2 กลุ่ม จำนวนกลุ่มละ 8-9 คน ผู้ร่วมสนทนากลุ่มมีอายุ 16-26 ปี นอกจากนี้ ยังได้ใช้การสำรวจจากแบบสอบถาม (Questionnaire Survey) ที่เก็บรวบรวมข้อมูลจากกลุ่มตัวอย่างทั้งหมด 401 ราย

การศึกษาค้นคว้าครั้งนี้พบว่า การออกแบบฉากของซีรีส์วายของประเทศไทย รวมไปถึงสถานที่ที่ใช้ในการถ่ายทำนั้น สะท้อนเอกลักษณ์แบบวัฒนธรรมจีน โดยพบว่า การออกแบบฉากและโทนสีของซีรีส์วายที่ศึกษา รวมทั้งการเปลี่ยนแปลงโทนสีของแต่ละบทบาทในซีรีส์นั้น เป็นองค์ประกอบที่มีความสำคัญมากสำหรับกลุ่มผู้ชมชาวจีน สำหรับด้านการรับชมซีรีส์วายไทยนั้น แฟนคลับชาวจีนส่วนใหญ่จะเลือกการรับชมจาก Cloud Link ที่แชร์บน Wechat จากกลุ่ม Fan Subbing และแพลตฟอร์มอื่นที่ไม่ได้รับการอนุมัติจากรัฐบาลจีน ในขณะเดียวกัน ด้านองค์ประกอบที่มีอิทธิพลต่อการเลือกรับชมซีรีส์มากที่สุดของแฟนคลับชาวจีนคือ ฉากที่สวยงามและการเล่าเรื่องที่น่าดึงดูดใจ ซึ่งยังส่งผลต่อเศรษฐกิจแฟนอีกด้วย นอกจากนี้แล้ว งานวิจัยครั้งนี้ได้ใช้ตราสินค้า *Caremate* และ *Srichand* เป็นกรณีตัวอย่าง โดยพบว่าทัศนคติที่มีต่อโฆษณาของกลุ่มตัวอย่างนั้น ได้รับอิทธิพลจากตัวแปรด้านระดับความสวยงามของผู้ที่เป็นผู้นำเสนอสินค้า ตัวแปรด้านความเหมาะสมและความสอดคล้องของผลิตภัณฑ์ โดยมีผลกระทบอย่างมากต่อทัศนคติของแฟนที่ต่อตราสินค้า ซึ่งส่วนใหญ่ส่งผลต่อเจตนาในการซื้อ ในส่วนของการศึกษาความตั้งใจที่จะเข้าร่วมกิจกรรมนั้นพบว่า ทัศนคติที่ได้รับอิทธิพลจากตัวแปรที่เป็นของที่ระลึกมีความสำคัญมากที่สุดต่อตัวแปรสองตัวคือ บรรทัดฐานส่วนตัว การรับรู้ถึงการควบคุมพฤติกรรม

สาขาวิชา นิเทศศาสตร์  
ปีการศึกษา 2565

ลายมือชื่อนิสิต .....  
ลายมือชื่อ อ.ที่ปรึกษาหลัก .....

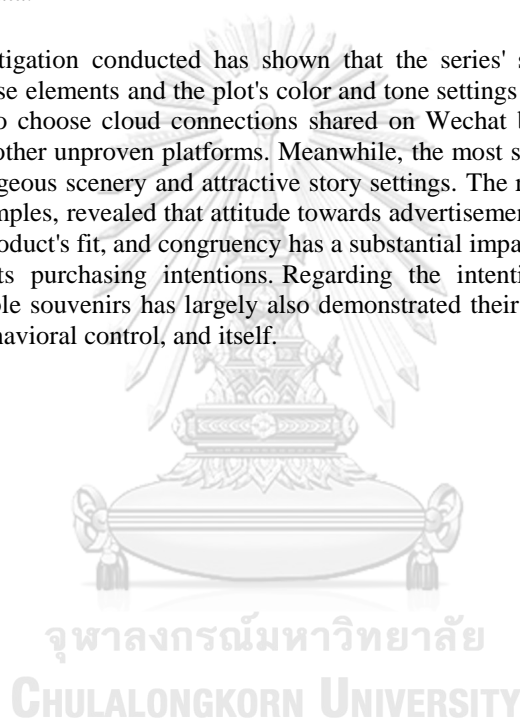
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KEYWORD: Thai Boys Love series Chinese fandom Fan economy Purchase intention Creative industry

Yueying Zheng : An Analysis of Success and Popularity of Thai Boy Love Series Among Chinese Fan. Advisor: Asst. Prof. Dr. THITINAN BOONPAP, Ph.D.

The Thai Boys Love series has gained popularity since the 2010s, notably in China. Chinese fans have demonstrated their ability to popularize the Thai Boys Love series by translating and reediting the material, as well as by purchasing goods promoted by their favorite celebrities and going to events hosted by the brands. This research aims to examine the success and popularity of the Thai Boys Love series among Chinese fans and to analyze Chinese fandom and fan economy, as well as their economic effect. As a result, this research used a mixed methodology that included textual analysis on the text of two series, *I Told Sunset About You* and *KinnPorsche the Series*, focus group discussions with two groups of 8–9 participants aged 16–26, and a questionnaire survey that has garnered 401 valid data.

The investigation conducted has shown that the series' settings, including the filming locations with Chinese elements and the plot's color and tone settings and alterations, are significant. Chinese fans have to choose cloud connections shared on Wechat by the official accounts of fan subbing groups and other unproven platforms. Meanwhile, the most significant elements influencing their choices are gorgeous scenery and attractive story settings. The research, which used *Caremate* and *Srichand* as examples, revealed that attitude towards advertisements influenced by the endorser's attractiveness, the product's fit, and congruency has a substantial impact on attitude toward the brand, which mostly affects purchasing intentions. Regarding the intention to attend events, attitude influenced by valuable souvenirs has largely also demonstrated their significance among subjective norms, perceived behavioral control, and itself.



Field of Study: Communication Arts  
Academic Year: 2022

Student's Signature .....  
Advisor's Signature .....

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Time elapses quickly, like a fleeting show. Two years of post-graduate life are like daydreams for me because I still remember the day I got the admission to study there and how delightful I was. In this bright and vibrant youth time, all the encounters and experiences are immense inspirations to me. I cannot help but recall the past warm days shared with my lovely teachers and friends, and the feelings of nostalgia and gratitude spontaneously overwhelm my heart.

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Everyone I've mentioned has been essential in fostering my development, evolution, and success. The person I want to thank the most—and certainly not the least—is myself for never giving up and for always thinking positively in the face of chances and difficulties. All of the experiences have improved me and laid the foundation for a wonderful future that I'll be more than I appear to be and speak less than I think.

Yueying Zheng

# TABLE OF CONTENTS

	<b>Page</b>
.....	iii
ABSTRACT (THAI) .....	iii
.....	iv
ABSTRACT (ENGLISH) .....	iv
ACKNOWLEDGEMENTS .....	v
TABLE OF CONTENTS .....	vi
LIST OF TABLES .....	ix
LIST OF FIGURES .....	x
CHAPTER 1 INTRODUCTION .....	1
1.1 Research Background .....	1
1.2 Research objective .....	6
1.3 Research question .....	7
1.4 Scope of this study .....	7
1.5 Research contribution .....	7
1.6 Definition of terms .....	8
1.7 Research conceptual framework .....	10
CHAPTER 2 LITERATURE REVIEW .....	11
2.1 Theories and concepts of Fan, Fandom, and Fan economy .....	13
2.1.1 Fan .....	13
2.1.2 Fandom .....	14
2.1.3 Fan Subbing as a kind of fan labor .....	16
2.1.4 Fan economy .....	19
2.2 Theories and concepts of Creative industry .....	21
2.3 Theories and concepts of Branding and Advertising .....	24
2.4 Theories and concepts of Consumer behavior .....	28

2.5 Review literature.....	30
CHAPTER 3 METHODOLOGY .....	36
3.1 Research design .....	37
3.1.1 Textual analysis.....	37
3.1.2 Focus groups discussions .....	39
3.1.3 Questionnaire survey .....	41
3.1.4 Quality of research instruments.....	43
3.2 Research method.....	44
3.2.1 Date Collection.....	44
3.2.2 Data Analysis .....	48
3.3 Hypotheses & Variables .....	50
3.4 Ethical Consideration.....	52
CHAPTER 4 FINDINGS.....	53
4.1 Findings from the textual analysis.....	53
4.1.1 <i>I Told Sunset About You</i> .....	53
4.1.2 <i>KinnPorsche the series</i> .....	62
4.2 Findings from focus group discussion .....	68
4.2.1 Demographic information .....	68
4.2.2 The Commonalities between the two-focus group discussion .....	70
4.2.3 The differentials between the two-focus group discussion .....	75
Focus Group Discussion I ( <i>I Told Sunset About You</i> ) .....	75
Focus Group Discussion II ( <i>KinnPorsche the series</i> ).....	83
4.3 Findings from questionnaire survey .....	87
4.3.1 Validity and reliability.....	88
4.3.2 Demographic information .....	89
4.3.3 Chinese fans' exposure to Thai Boys Love series.....	91
4.3.4 The integrated model of <i>Caremate</i> .....	93
4.3.5 The integrated model of <i>Srichand</i> .....	96
4.3.6 The intention of attending brand-organized events .....	99



CHAPTER 5 SUMMARY AND DISCUSSION .....	101
5.1 Summary .....	102
5.1.1 The filming location .....	102
5.1.2 Settings .....	104
5.1.3 Exposure to Thai Boys Love series and related contents .....	106
5.2 Discussion .....	107
5.2.1 The success of Thai Boys Love series .....	107
5.2.2 Chinese fandom .....	108
5.2.3 Thai Creative industry and Chinese fandom and fan economy .....	111
5.2.4 The integrated model of Chinese fandom and fan economy .....	117
5.3 Limitation .....	118
5.4 Practical Implication .....	118
5.4.1 Develop Chinese features in the creative production in Thailand .....	118
5.4.2 Develop the celebrity endorsement, product fit to improve attitude .....	120
5.5 Direction for Future Research .....	121
APPENDIX I .....	122
FOCUS GROUP DISCUSSION QUESTIONS .....	122
APPENDIX II .....	125
QUESTIONNAIRE OF THE SURVEY .....	125
APPENDIX III .....	133
THE EVALUATION OF VALIDITY (IOC) .....	133
REFERENCES .....	157
VITA .....	163

## LIST OF TABLES

	<b>Page</b>
Table 1 Engagement and exploration questions .....	41
Table 2 Exit question .....	41
Table 3 Sample of matrix for assessing level of consensus.....	49
Table 4 Likert Scale Measurement .....	50
Table 5 Demographics of focus group discussion I (n=8).....	69
Table 6 Demographics of focus group discussion II (n=9) .....	70
Table 7 Cronbach's Alphas of variables in the research.....	88
Table 8 Age range of the samples.....	89
Table 9 Gender of the samples.....	90
Table 10 Education level of the samples .....	90
Table 11 Monthly income of the samples.....	90
Table 12 Occupations of the samples .....	91
Table 13 Platforms of viewing content.....	91
Table 14 Reasons the samples choose to view Thai Boys Love series .....	92

## LIST OF FIGURES

	<b>Page</b>
Figure 1 Chinese fans' posts on Sina Weibo to express their intentions .....	4
Figure 2 The ads of the two brands that celebrities endorsed.....	5
Figure 3 Research conceptual framework.....	10
Figure 4 UNCTAD Classification of creative industries .....	23
Figure 5 Conceptual model of integrated model.....	27
Figure 6 The theory of planned behavior.....	30
Figure 7 The narrative model.....	38
Figure 8 Sample of Venn diagram .....	48
Figure 9 The narrative model of this series .....	54
Figure 10 Teh's home (Kopitiam) .....	55
Figure 11 The main street (Thalang Road).....	56
Figure 12 The temple of restoring relationship (Sang Tham Shrine) .....	57
Figure 13 Beach and sea in Phuket .....	58
Figure 14 Main color changes of Teh .....	59
Figure 15 Main color changes of Oh-Aew .....	60
Figure 16 Main color changes of Tarn.....	61
Figure 17 Gentle color tone .....	62
Figure 18 The narrative storylines of KinnPorsche the series .....	64
Figure 19 Chao Phraya River & Wat Arun in the series.....	65
Figure 20 Chan Ta Then waterfall in the series .....	66
Figure 21 Color and tone of the series .....	67
Figure 22 Venn diagram of "Not interested at first".....	75
Figure 23 Venn diagram of "Contribution on social issues discussion" .....	80
Figure 24 The integrated model of Caremate .....	93
Figure 25 The integrated model of Srichand .....	96
Figure 26 The planned behavior model of attending events.....	99

Figure 27 The integrated model of Chinese fandom and fan economy ..... 117



# CHAPTER 1 INTRODUCTION

## 1.1 Research Background

Concern among the wider populace has been raised over the Thai Boys Love series since the 2010s (Prasannam, 2019; C. Y. Zhang & Dedman, 2021), especially in China. They have the ability to introduce foreign content into China fan subbing, as a sort of fan labor, has played a significant part (Sun, 2020). Chinese fans, meanwhile, are the key power of fandom and the fan economy (Boonchutima & Lou, 2022; He, 2014; Wang, 2017). Also, they have significant purchasing power as well, particularly regarding products whose endorsements are provided by celebrities whom they like (Jiang, Thanabordeekij, & Chankoson, 2018; Liang & Shen, 2016). As a result, assessing fandom and fansub as a form of fan labor is critical for both cultural and economic values. Concurrently, analyzing the consumption behaviors of Chinese fans who buy celebrity endorsement products is also important. In addition to this, on December 26, 2022, the Chinese government made the announcement that beginning on January 8<sup>th</sup>, 2023, China would significantly relax its travel restrictions, centralized quarantine, and PCR tests for inbound travelers. These travelers are no longer required to undergo quarantine upon arriving on the mainland (Cheng, 2022). It is therefore essential to predict the intention of Chinese fans to attend events that are arranged by a brand, and it is essential for the infectors of the intentions to give guidance to stakeholders in the creative industries in Thailand.

In this research, there are two Thai Boys Love series have been analyzed, *I Told Sunset About You* and *KinnPorsche the series*, which

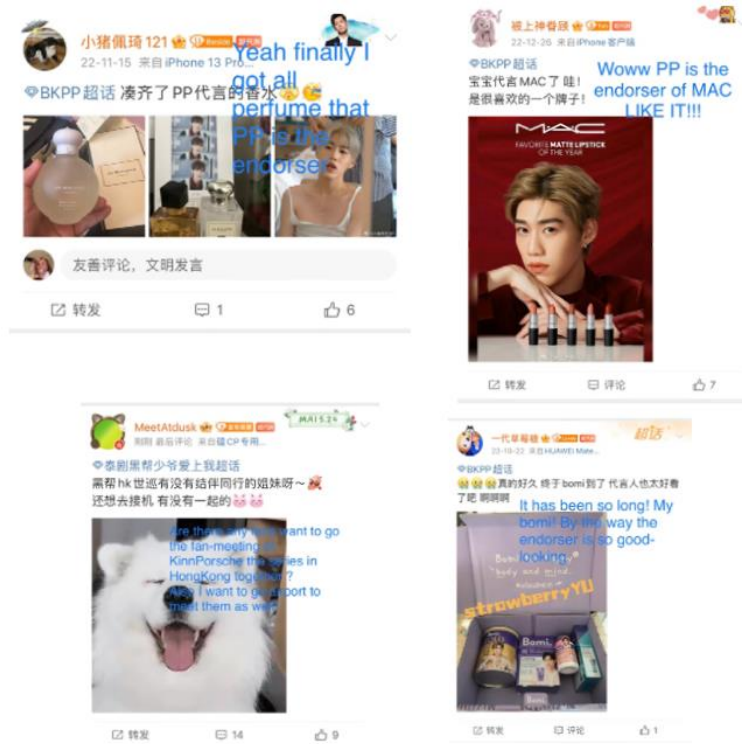
have garnered a significant number of fans: *I Told Sunset About You* has 208,000 fans, and *KinnPorsche the series* has 355,000 fans; meanwhile, the two main male characters in the series each have plenty of adoring fans of their own; the *BillkinPP* page has 833,000 fans, while the *MileApo* page has 177,000 fans (till 2023.1.8, according to data from *Sina Weibo*, a social media platform in China). Yet, the two series share a variety of Chinese elements, such as their filming locations, the unique plots, and other settings. These characteristics can be viewed as major attractions of specific series that can establish a sense of connection between the Thai Boys Love series and Chinese fans and make the audience intrigued about the culture represented by the series.

As a result, it is evident that the two series are important to research because of their widespread influence and popularity among Chinese audiences and fans. As a group of people who are in colleges or universities, those between the ages of 16 and 26 have a great deal of free time to watch Thai Boys Love series that they are interested in. Furthermore, most of them are still unemployed and require financial support from their families in order to follow their favorite series and the celebrities who acted in them. The large number of Chinese fans in this age bracket demonstrates their potential purchasing power for products endorsed by celebrities and their intention to attend brand-organized events.

Meanwhile, fansubbing groups in China have helped to bring Thai Boys Love series into China, despite the fact that the Chinese government's censorship mechanism makes it nearly impossible to show Thai Boys Love series in China. Most Chinese audiences have

no choice but to watch videos created by fansubbing groups; on the other hand, fansubbing groups or other fan-made videos have also been contributing to the industry involving the Thai Boys Love series. Therefore, research requires fan-subbed and fan-made videos, which can be thought of as a form of fan labor and fandom. Unfortunately, there are little scholarly studies on this type of fan labor, despite its considerable cultural and economic benefits.

Thus, the Chinese audience, who makes up a significant proportion of the global viewership of the Thai Boys Love series. This support has taken the form of purchasing merchandise related to the celebrities, investing in product placement, attending events, translating subtitles, and reediting videos. This fandom is worthy of research, as are the aspects of the Thai Boys Love series that have influenced the decisions that Chinese fans have made regarding their viewing preferences. Scholarly research published in a number of different journals has shown that Chinese fans have the potential to accelerate the expansion of the tourist and entertainment industries (Song, Shi, Chen, Nijkamp, & Li, 2019; Sun, 2020).



**Figure 1** Chinese fans' posts on Sina Weibo to express their intentions

To better understand, there are two brands that endorsed by two couples of actors who have acted as the main characters in *I Told Sunset About You* and *KinnPorsche the series*. *Caremate* that endorsed by *Billkin* and *PP*, and *Srichand* endorsed by *Mile* and *Apo* in the mainland of China. The official account of *Caremate* on *Sina Weibo*, there are 88 thousand followers of *Caremate* and 78 thousand followers of *Srichand*. Concerning their sales, it was reported in May 2023.





*Figure 2 The ads of the two brands that celebrities endorsed*

Even though the popularity of the Thai Boys Love series has had a significant economic impact on the country's creative industries, very little academic research has been done on the cultural norms and fan behaviors of Chinese fans who support the series. This is despite the fact that the series has had a significant economic impact on the country. As a result of the announcement made by the Chinese government on January 8<sup>th</sup>, 2023, that China significantly relaxes its travel restrictions, there has been an increase in the number of Chinese fans coming to Thailand to attend the events that celebrities are holding in Thailand in the future.

This study aims to examine the Chinese fandom of two Thai Boys Love series that have become famous during the COVID-19 pandemic: *I Told Sunset About You* and *KinnPorsche* the series. Textual analysis, focus group discussions with eight to nine Chinese fans aged 16 to 26 in each group, and a questionnaire survey to study

Chinese fans' consumption behavior and study their future intention to attend brand-organized events was used.

As a result, these phenomena, in which Chinese fans watch Thai Boys Love series translated by fansubbing groups and subsequently intend to purchase celebrity-endorsed products and attend brand-organized events, is significant of research as fan economy and its effects. As there is still a gap in studying Chinese fansubbing groups that provide translated Thai Boys Love series to Chinese audience and those fan-made videos, which anticipated that this research would fill the void of studying fansub as a form of fan labor, which has rarely been analyzed in the context of Thai Boys Love series and Chinese fans, thereby making a significant contribution. Moreover, the findings of this study would strengthen Thai creative industries stakeholders' understanding of Chinese fandom. As a form of Thailand's soft power, the exploration of the success and popularity of Thai Boys Love and their influence throughout Asia would contribute to the development of the television program production industry and related creative industries.

## **1.2 Research objective**

1. To explore success and popularity of Thai Boys Love series among Chinese fans.

2. To analyze fan economy of Thai Boys Love series among Chinese fans, especially the intentions of Chinese fans to purchase merchandise endorsed by celebrities and attend brand-organized events and its influence on Thai creative industries.

### 1.3 Research question

1. Why are Thai Boys Love series successful and popular among Chinese fans?
2. What can influence the intentions to purchase merchandise endorsed by celebrities and attend brand-organized events of Chinese fans and how the behavior affect Thailand's creative industries?

### 1.4 Scope of this study

This study is focused on the fandom analysis of two Thai Boys Love series, *I Told Sunset About You* and *KinnPorsche the series*, as well as the contents of the two series.

This research has used mixed method including textual analysis, focus group discussion, and a questionnaire survey. The textual analysis has focused on the narrative storylines, the filming locations, and the color and tone settings. The online focus groups discussions concluded 8-9 Chinese fans aged 16-26 years old of the certain series. As well as using quantitative research methods to collect data through the online survey instrument "wjx." The data is being collected in the *WeChat* (a Chinese chatting platform) and *Xiaohongshu* (a popular Chinese social media platform), and 401 valid data was collected and analyzed.

### 1.5 Research contribution

1. The research outcome can expand knowledge about Chinese fandom of Thai Boys Love series, their purchase behavior, and its economic effects.

2. Creative industries, as stakeholders in Thailand can apply the research outcome to enhance the production value and economic value of Thai Boys Love series.

### 1.6 Definition of terms

Thai Boys Love series are television dramas or programs produced in Thailand that have a main romantic storyline told by two male characters. Since 2022, several Thai Boys Love series have attracted global fans' attention, especially *I Told Sunset About You* and *KinnPorsche the series*, which have millions of Chinese fans on social media. "Thai Boys Love" refers to two series in this study: "*I Told Sunset About You*" and "*KinnPorsche the Series*." In this research, the textuality of the two series, such as the narrative storylines, the filming locations, and the color and tone settings would be examined. Then, the influence of celebrity-endorsed products and their brands, by taking *Caremate* and *Srichand* as examples, are investigated as well.

Fans, as a group of people who are obsessed with a particular star, celebrity, film, TV program, or band, participate in communal activities and create their attentions through a process of subjective exploration (Jenkins, 2006). In this research, fans refer to Chinese fans who have contributed to the related Thai creative industries, which include not only the Thai television industry but also other creative industries as well. Particularly, those young Chinese fans are the main group of studying since they are the main group of Chinese fans who are interested in Thai Boys Love series.

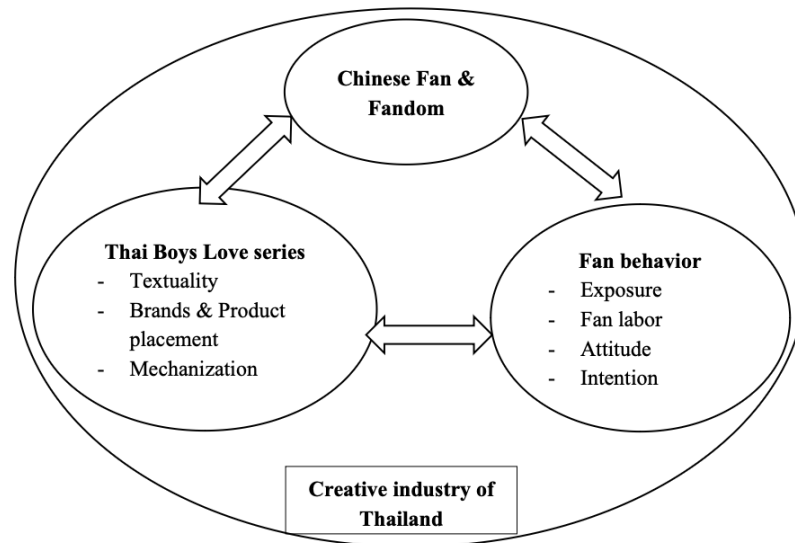
Fan labor in this study is focus on the fansub and fan-edited videos, which are a kind of fan labor that do not charge for any fee from anyone. Due to the restrictive regulations, the Chinese fansubbing groups this study investigated have facilitated the distribution of the Thai Boys Love series to the Chinese public and have also offered the Chinese audience a variety of foreign content. So, the focus of this study is on the influence of Chinese fansubbing groups and those fan-made videos on Thai Boys Love series and Chinese fans.

Attitude in this study refers to the attitude towards the ads of brands and the brands, by taking *Caremate* and *Srichand* as examples, and the variables that may impact on the attitude towards attending the brand-organized events, whether they are favorable or unfavorable of the ads, brands, and events. By utilizing theories and concepts of branding and consumer behavior, several hypotheses have been proposed to be tested in this study as well.

Intention reflects on consumption behavior on the products of brands, by taking *Caremate* and *Srichand* as examples, and the possibility of attending specific brand-organized events in this study. According to the theory of planned behavior, attitude influences intention; previous research has also shown that attitude can positively influence intention. Besides, the purchase intention would be influenced by attitudes toward the brand and congruency directly, as the integrated model illustrated. Thus, the factors that may impact on the intention on purchasing products and attending events is tested in this study.

## 1.7 Research conceptual framework

According to the discussion above, the research conceptual framework is like as following:



*Figure 3 Research conceptual framework*



## CHAPTER 2 LITERATURE REVIEW

Historically, research investigating the factors associated with fandom or the fan economy has focused on K-content, and plenty of scholars have paid attention to it. In spite of this, over the past ten years, the Thai Boys Love series has amassed a significant amount of fans all over the world, making the industry a more important player in the global economy (Gu, 2020; Jirattikorn, 2021; J. Zhang, 2021). In particular in China, there are two Thai Boys Love series that have garnered a significant number of fans: *I Told Sunset About You* has 208,000 fans, and *KinnPorsche the series* has 355,000 fans; meanwhile, the two main male characters in the series each have plenty of adoring fans of their own; the *BillkinPP* page has 833,000 fans, while the *MileApo* page has 177,000 fans (till 2023.1.8, according to data from *Sina Weibo*, a social media platform in China). At the same time, it is impossible to disregard the significant economic impact that these Chinese fans have had, since they have been a driving force behind the expansion of particular creative industries (Sun, 2020).

Despite the fact that a great number of academics have focused their attention on the study of Chinese fandom, there is still a gap in the research that needs to be filled. To begin, previous research hardly touched on the topic of Chinese fansubbing groups that make Thai Boys Love series videos and Chinese fandom to investigate the factors that contribute to the popularity of such series. Second, very little research and investigation has been done on the characteristics of Chinese fans despite the fact that they have a high purchasing power (Liang & Shen, 2016; Yukang, 2022). Third, although there are

academics who have focused their study on the Thai Boys Love series, their analysis is restricted to the travel industry; consequently, research from the perspective of creative industries is required to fill in the gaps. In conclusion, there is a general lack of academic literature on the series *I Told Sunset About You* and *KinnPorsche the series* because both tv programs are relatively recent additions to the field of television production; despite this, a significant number of Chinese fans have an interest in them, which should be investigated.

Beginning with a brief overview of the most significant concepts and theories related to fandom, fan economy, and creative industry will be presented. The next part of the reviews will focus on two theories about branding, marketing, and consumer behavior: the source credibility, attractiveness, and match-up hypothesis, and the planned behavior theory. On the other hand, it provides important hypotheses that can be seen at chapter three by briefly introducing and discussing recent research regarding theoretical models to analyze the important factors that would influence Chinese fans' attitudes and their intention to purchase merchandise endorsed by celebrities and attend brand-organized events.

This research will be built on theories and concepts as following:

*2.1 Theories and concepts of Fan, Fandom, and Fan economy*

*2.2 Theories and concepts of Creative industry*

*2.3 Theories and concepts of Branding and Advertising*

*2.4 Theories and concepts of Consumer behavior*

*2.5 Review literature*



## 2.1 Theories and concepts of Fan, Fandom, and Fan economy

### 2.1.1 Fan

Fans, as a group of people who are obsessed with a particular star, celebrity, film, TV program, or band, participate in communal activities and create their attentions through a process of subjective exploration (Hills, 2003). In the Oxford English Dictionary, "fan" was defined as "a devotee of a particular activity or performer." The dictionary separates fans from "fanatics," who are filled with excessive and often misguided enthusiasm, and also from "fanciers," who are really connoisseurs or enthusiasts (Duffett, 2013). As Abercrombie and Longhurst (1998) classify both fans and enthusiasts as "a sort of competent audience", there are little distinctions between the two: To beginning, the activities of enthusiasts are not centered on various media pictures and famous people in the same way that the activities of fans are. Second, it is possible to postulate that enthusiasts are not heavy consumers of certain forms of media, most notably likely the broadcast media; yet it is possible that enthusiasts are heavy consumers of specialty publications that are specifically geared toward the enthusiasm itself. Third, in comparison to the activities of the fans, the enthusiasm appears to be somewhat more well-organized. However, due to the fact that there is not much of a difference between the terms "fan" and "enthusiast," Duffett (2013) has decided to use the term "enthusiast" as a synonym for "fan." As for this study, a fan can be considered an "enthusiast," as Duffett had been in agreement with this characterization. Meanwhile, fans in this study are particularly refer to the Chinese fans of the two Thai Boys Love series, *I Told Sunset About You* and *KinnPorsche the series*.

### **2.1.2 Fandom**

As Duffett (2013), fandom research is a very broad body of scholarship that has been around for a long time and that has fandom as its primary focus. This body of scholarship is also multi-disciplinary. Scholars who are interested in the topic are either interdisciplinary in their approach or have backgrounds in academic traditions such as sociology, anthropology, or psychology. On the other hand, fandom is a sociological phenomenon that is related with contemporary capitalist cultures, electronic media, mass culture, and public performance. It was in late seventeenth-century England when the word "fan" was first used. At the time, it was a common abbreviation for the word "fanatic" (a religious zealot). A century later, when it was being used by writers in the United States to describe the fervor of baseball fans, the term came into significance in that country (Abercrombie & Longhurst, 1998).

As a result of the expansion of electronic media throughout the nineteenth century, the phenomenon of fandom became increasingly important. According to Ferris and Harris (2011), "there would be no fame if there were no fans, and there would be no fans if there were no media, whether print or electronic." In other words, if there were no fans, there would be no celebrity. Therefore, the connection that exists between fandom and electronic media has inextricably bound up with since the nineteenth century. Then, the demand of fans actually helped to shape Hollywood in certain ways, as dominating studios attempted to target female audiences and offer them with

figures of identification in order to meet to those audiences' identifications (Duffett, 2013).

By the time the twenty-first century rolled around, personal computers had become popular in American households and were thoroughly ingrained in the entertainment business. The internet has created a venue for fans to engage in activities such as playing games and discussing their preferred programs in chat rooms and online forums. Since 2005, video platform websites such as YouTube have made it easier for people to become fans of independent, lost, and obscure cultural phenomena that may before have remained undetected. New artists, on the other hand, have a simpler way than ever before gaining fame and fan bases. Fans are an important group of internet users, and as soon as new social media platforms emerged, they promptly set up fan pages for their idols to share information with one another (Duffett, 2013). At the same time, as Jenkins (2006a) commended: Across the past decade the web has brought these consumers from the margins of the media industry into the spotlight; research into fandom has been embraced by important thinkers in the legal and business communities. What might once have been seen as “rogue readers” are now Kevin Robertson’s “inspirational consumers.” Meanwhile, the complexity of fandom is this, as he explained:

In the late 1980s and early 1990s, cultural scholars, depicted media fandom as an important test site for ideas about active consumption and grassroots creativity. We were drawn toward the idea of ‘fan culture’ as operating in the shadows of, in response to, as well as an alternative to commercial culture. Fan culture was defined

through the appropriation and transformation of materials borrowed from mass culture; it was the application of folk cultural practices to mass cultural content (Jenkins, 2006b).

The term "fan" is increasingly used to refer to a wide variety of ordinary people who have a positive emotional connection to popular culture. This engagement may take the shape of a connection with the text, image, performance, or creative signature of a public figure. Alternatively, it may be the case that the public figure inspires the creative signature. It could involve admiration for a particular cultural form or genre (Duffett, 2013). Studies of fandom have focused not only on the degree of audience participation but also on the quality of such participation. Therefore, fandom is a sort of cultural creation that should be recognized. When considering fandom, it is more beneficial to think about "what it does" than "what it is" (Cavicchi, 1998). In contrast, the focus of this study on fandom will not merely be on understanding fandom but rather on the ways in which fandom affects its participants.

### **2.1.3 Fan Subbing as a kind of fan labor**

Unquestionably, in this age of information technology, the internet or a website has revolutionized and further simplified the whole phenomena of fandom. When discussing the relationship between fandom and the economy, a number of academics link fan labor to the digital economy. According to Duffett (2013), the availability of information to fans has significantly risen as a result of digital preservation. Despite the fact that working in the digital media

industry is not a lot of fun and fan work can be interpreted as unpaid labor (Lacey, 2014; Terranova, 2000), the operations in which value is generated (Turk, 2013) and the cycle of fan exchange complicate more conventional ways of thinking about these topics. As (Terranova, 2000) explained:

*Free labor, however, is not necessarily exploited labor. Within the early virtual communities, we are told, labor was really free: the labor of building a community was not compensated by great financial rewards (it was therefore “free,” unpaid), but it was also willingly conceded in exchange for the pleasures of communication and exchange (it was therefore “free,” pleasurable, not imposed) (Terranova, 2000).*

Therefore, in the contemporary age, it is just as likely for fan phenomena to be measured in tweets as it is for them to be measured in box office figures (Sanderson & Hope Cheong, 2010). Therefore, fan involvement should be appreciated as a new type of publicity and advertising that is produced by volunteers. In this age of market fragmentation, corporations desperately need this form of publicity and advertising. To put it another way, "fan production" can be considered its own type of labor(Lacey, 2014).

Fan translation, also known as "translation for fans by fans"(Díaz-Cintas & Muñoz Sánchez, 2006), is the fan-made translation of audiovisual content. It can be done either individually (Vazquez-Calvo, Zhang, Pascual, & Cassany, 2019) or in teams (Dwyer, 2012; L. T. Zhang & Cassany, 2019). Fansubbers are viewers who are self-motivated and are looking for the experience of viewing

a "authentic text" (Cubbison, 2005). They use their professional expertise and language skills to enhance audiovisual accessibility (O'Hagan, 2012), and they are self-selected translators who typically do not have formal translator training. Fan subs, on the other hand, have the potential to contribute to the creation of an alternative global media circulation across languages and cultures (Vazquez-Calvo et al., 2019). Fan-subtitled content, which can be thought as a type of "user-generated content," has involved a wide variety of media texts and forms through various internet platforms. These new communication platforms, on the other hand, make it possible for fans to share information with one another, work together virtually, and contribute to what is known as "user-generated content." Such fan activities are frequently seen to be a component of a participatory culture, in which fan interpretations and social interactions result in the creation of cultural products that, in turn, serve the fans' fandom (Jenkins, 2006b).

Therefore, fan sub as a form of fan labor or fan activity has contributed to the achievement of an alternative global media circulation across languages and cultures; to put it another way, fan sub has assisted in the promotion of those products, regardless of whether it is a television program, music, movies, or other forms of media. In point of fact, serving as a form of free labor, fan subtitling is done much more for the sake of joy than for financial gain. Despite this, the economic values that are created by fan labor or fan subtitling are numerous and worthwhile.

Particularly in China, where there is strict censorship of television programs with homosexual themes, Chinese fansubbing

groups have long contributed to the development and distribution of international content such as the Thai Boys Love series. Yet, there is still a gap in the academic literature between research on fan production or fan activities and fan culture. In this research, fansubbing groups are regarded as a vital resource for fans and average viewers to learn about the Thai Boys Love series. This means that this study will contribute to a greater understanding of Chinese fansubbing groups and Chinese fandom.

#### **2.1.4 Fan economy**

The term "fan" derives from the word "fanatics," which literally means "insane but divinely inspired" (Jenkins, 2006b). On the other hand, the term "fan" is sometimes used by wider society to imply an enthusiastic economic consumer (Duffett, 2013). The term "fan economy" therefore refers to a system that is mainly comprised of the practices of fans' material consumption of the products that their idols related, as well as the practices of fans' cultural consumption, along with the occasional practice of fans' own (re)production of their idols' images, products, and side products that manifest the creative dimension of fandom in addition to the economic aspect of fandom (Zubernis & Davis, 2016). When a fan discovers other people who have an interest in the same brand or artist, they may decide to create or join a "fan group," which has its own rituals, attitudes, and behaviors. The use of social media and mobile technology is facilitating the development of long-term connections that are stable, positive, and mutually beneficial between fans and their idols. These links not only help artists develop their public identities and brands,

but they also fulfill the needs of fans who want to feel connected to their favorite artists on a more personal level(Liang & Shen, 2016)

Over the course of the last decade, the proliferation of the internet has driven these once-neglected customers into the center of the media world, and scholars studying fan cultures have gained the attention and support of notable people in the fields of law and commerce. Those who were once considered "rogue readers" are now Kevin Robertson's "inspiring consumers."(Jenkins, 2006a) Fans have become a consumption power in various cultures, since Hills (2003) and Sandvoss (2005) described being a fan as consistent, emotionally invested consumption of the object of fandom. And Stanfill (2019) established a four-part taxonomy of the kind of consuming normalized for fans to understand how individuals connect with an object of fandom:

*First is Consumption 1.0, consuming the object of fandom itself, whether watching in person or via media, whether paid or free; second is subconsumption, or consumption that is supplementary and supports the main experience rather standing alone; third is the supraconsumption of licensed goods, which can circulate independent of the object of fandom; and fourth is Consumption 2.0, or transmedia and interactive consumption (Stanfill & Condis, 2014).*

In spite of this, the most crucial aspect is consumption 2.0, which indicates that in addition to reactivity, there will also be transmedia and interactivity. Due to the fact that it is extremely similar to Web 2.0, it is able to function on user-generated content (Hadas, 2009; Van Dijck & Nieborg, 2009) and is dependent on consumer action in order



to operate. Despite the fact that in the past, fans' consumption was viewed in a negative way due to the fact that they had an intense desire, which was considered to be a passive emotion. Stanfill (2019) stated that the media industry wants even more intense fan desire, such as developing a feeling of loyalty or attachment to fan objects or characters. It typically takes some time to develop this relationship.

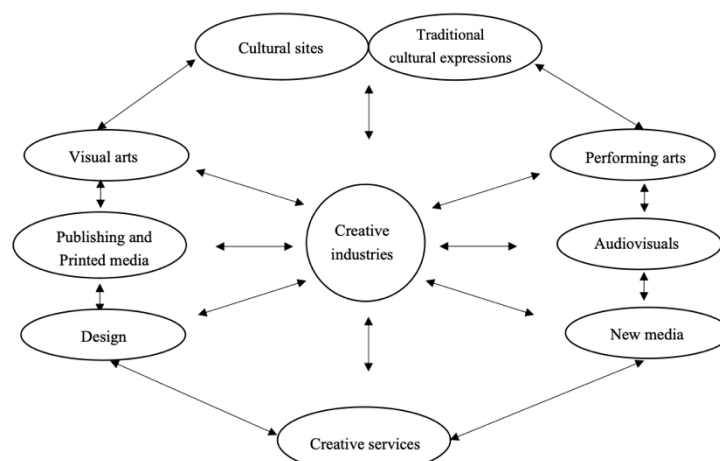
From the discussion about theories and concepts of fan, fandom, and fan economy above, studying fan economy and its influence is an important part of fandom studies. However, Chinese fans, as a sizable group of Thai Boys Love series fans, can have a significant economic impact on certain Thai creative industries. The values of both the economy and culture are therefore important, which is one of the reasons why this study will analyze Chinese fans of two Thai Boys Love series: *I Told Sunset About You* and *KinnPorsche the series* to discuss their viewing habits, consumption behaviors, and attitudes and intentions.

## 2.2 Theories and concepts of Creative industry

Numerous organizations have defined the creative industry, and the term "creative industry" was preceded by "creative nation," which was defined by Australia in 1994. The Department of Culture, Media, and Sport exposed the creative industry to it in 1997 by establishing the creative industry task force. Recently, a large number of different models have been proposed; among these four models, the various classification systems that they imply for the creative economy are highlighted. The UK Department of Culture, Media, and Sport

(DCMS) model defines it as those requiring creativity, skill, and talent, with the potential to generate wealth and employment through the exploitation of their intellectual property (DCMS, 2001). This model makes no distinction between the included industries, whereas the other three models identify a core group of industries. As opposed to the model of the symbolic text, this perspective considers the high or serious arts to be the province of the social and political establishment and focuses on popular culture. Thus, the processes are represented through the industrial production, dissemination, and consumption of symbolic texts or messages. The concentric circles model is predicated on the proposition that cultural goods are what give these industries their most distinguishing characteristic, and that creative ideas originate in the core creative arts in the form of sound, text, and image, and then diffuse outwards through a series of layers or concentric circles that they proposed. WIPO has also discussed its model, which is based on industries directly or indirectly involved in the creation, manufacture, production, broadcasting, and distribution of copyrighted works (WIPO, 2003). There is a distinction that can be made between industries that create intellectual property and those that are required in order to deliver goods and services to the consumer. In addition, there are industries that have partial copyrights, which include those in which intellectual property is only a tiny part of the industry.

The United Nations Conference on Trade and Development (UNCTAD) characterized it as "any economic activity producing symbolic products with a heavy reliance on intellectual property and for as wide a market as possible"(UNCTAD, 2004). As a result, they differentiate between "upstream activities" and "downstream activities," and since cultural industries are a subset of the creative industries, the classification of the creative industries is divided into four broad groups: heritage, art, media, and functional creations(UNCTAD, 2010).



*Figure 4 UNCTAD Classification of creative industries*

The expression of LGBTQ+ people in Thailand can undoubtedly be viewed as an important soft power of Thailand, which can be seen not only in daily life but also as a powerful cultural expression to other countries around the world. China, on the other hand, has a strict censorship policy on managing this kind of theme in media products, which has allowed the Thai content to become popular among Chinese fans. However, there is no certain answer as to whether China will continue this strict censorship in the future or not. Studying the

Chinese fandom of the Thai Boys Love series may therefore be beneficial for the development of media production in both countries.

## **2.3 Theories and concepts of Branding and Advertising**

### **The source credibility, attractiveness model and Match-Up Hypothesis**

As one of the most prevalent marketing practices of businesses, conducting endorsement strategy is so important that a good one may enhance the lever of consumers' recollection toward product information (Friedman & Friedman, 1979), boost consumers' awareness of endorsed brands, favorably alter consumers' attitude about low-involved items (Kamins, 1990; Petty & Cacioppo, 1986), and even increase consumers' purchase intention and preference toward brand (Bower & Landreth, 2001; Kamins, 1990; Lafferty, Goldsmith, & Newell, 2002; Mathur, Mathur, & Rangan, 1997). Fans are, without a doubt, the most likely consumers to purchase a product that features a celebrity that they admire in the role of spokesman. There are lots of models that have been developed to help select appropriate celebrity endorsers (Seiler & Kucza, 2017). In fandom studies, three of these models are related: the source credibility model, the source attractiveness model, and the match-up hypothesis model that has been proposed by Seiler and Kucza (2017) as an integrated model.

As Seiler and Kucza (2017) stated, human beings tend to think in stereotypes as a way of categorizing people they meet. This is a cognitive process that runs automatically and unconsciously. And

source credibility plays an important role in this process and has a positive but complex (Sternthal, Phillips, & Dholakia, 1978), effect on the persuasiveness of a message (Harmon & Coney, 1982).

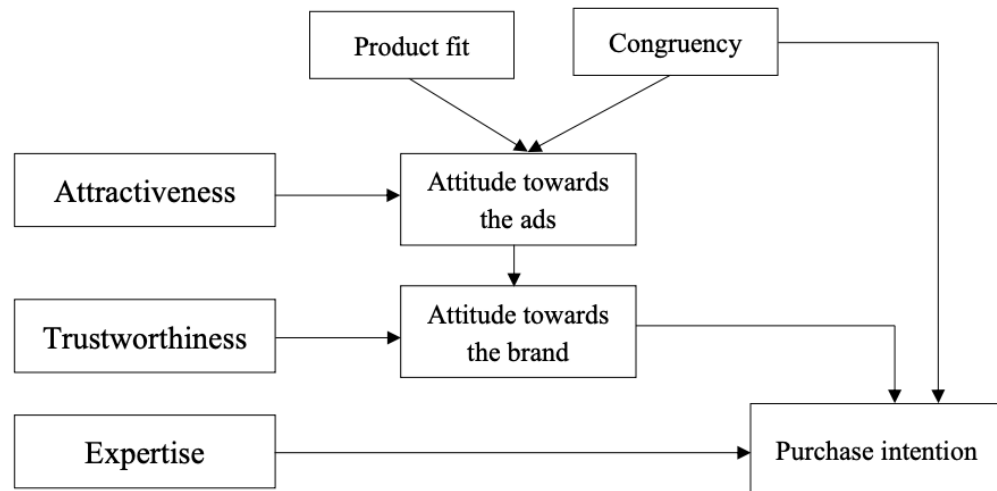
As for the source attractiveness model refers to the endorsers' physical appearance, personality, likeability, and similarity to the receivers. This alludes to the perceived social value of the source. The social adaptation theory is the foundation of the source attractiveness model, which establishes a connection between the effectiveness of a message and the similarity, familiarity, and likeability of an endorser. This theory offers an explanation for the effects that the attractiveness of a source has (McGuire, 1989). Thus, the source attractiveness model is about physical attractiveness. Joseph (1982) stated that when attractive models are used in advertisements, receivers make more favorable evaluations of the ad as well as the product being advertised, and those who are physically attractive communicators are liked more than unattractive ones. And Kahle and Homer (1985) agreed that physical attractiveness can influence attitudes, citing Aristotle's observation that " Beauty is a greater recommendation than any letter of introduction."

Therefore, there is a positive connection between the physical attractiveness of a celebrity and the attitude or reflection of the public regarding that star. Fans, in fact, are the most important group of people who will buy products associated with the celebrities or idols they adore, and they should thus be considered essential consumers. Additionally, the relationship between fans and celebrities, which may not just be based on their physical attractiveness but also on the

product fit between the brand and the endorser, should also be taken into consideration.

This is actually the match-up model, which had previously centered on celebrity advertising. As proposed by Kamins (1990), there is an interaction effect between celebrity appeal and product type. For the product that is associated with attractiveness (i.e., luxury vehicles), it was discovered that a more attractive celebrity led to more spokesperson credibility and a more favorable attitude toward the advertisement than a less attractive celebrity. In contrast, for a product unrelated to attractiveness (such as a home computer), the attractiveness of celebrities will not have a significant effect on the same dependent variables. Regarding the "match-up" concept of celebrity selection, the outcome is consistent with the predictions of social adaptation theory. Moreover, the results demonstrated the relationship between the characteristics of the spokesperson and the characteristics of the advertised product (Kamins, 1990).

Although the connotations of the celebrity endorser and brand vary and are subject to the consumer's own inference (Batra & Homer, 2004), the literature suggests that certain types of celebrities are rated highly congruent by consumers with certain product categories, such as sports products (Kim & Na, 2007) or energy drinks (Till & Busler, 2000) endorsed by athletes, and beauty-related products endorsed by entertainment stars (Kamins, 1990; J.-G. Lee & Thorson, 2008)



*Figure 5 Conceptual model of integrated model*

As shown by Seiler and Kucza (2017), attractiveness, trustworthiness, and expertise positively influence credibility. According to the findings of their research, credibility also has a positive influence on attitudes toward advertisements and brands, as well as on intentions to make purchases. In addition, the relationship between attitude toward the advertisement and attitude towards the brand was investigated, and it was found that attitude toward the advertisement had a positive impact on attitude toward the brand. Choi and Rifon (2012) discovered a strong and positive relationship between product fit and ad attitude, which Seiler and Kucza (2017) demonstrated product fit positively affects ad attitude. Because of this, endorsers should be carefully selected to fit the product that is to be advertised in order to create a successful testimonial strategy. Then, they suggested that congruence might not be the best option when it comes to matching an endorser with a brand because it might not be a good fit for both sides (Seiler & Kucza, 2017). And the celebrity-product fit appeared to have a direct, positive effect on

attitudes regarding the advertisement, but no direct effects were detected on brand attitudes or purchase intention (Choi & Rifon, 2012).

From the discussion above, it is necessary for this study to estimate how the attractiveness of celebrities, endorser-product fit, trustworthiness, expertise, and congruency impact consumers' attitudes towards ads and the brand, as well as the impact of attitude on purchasing intention.

## **2.4 Theories and concepts of Consumer behavior**

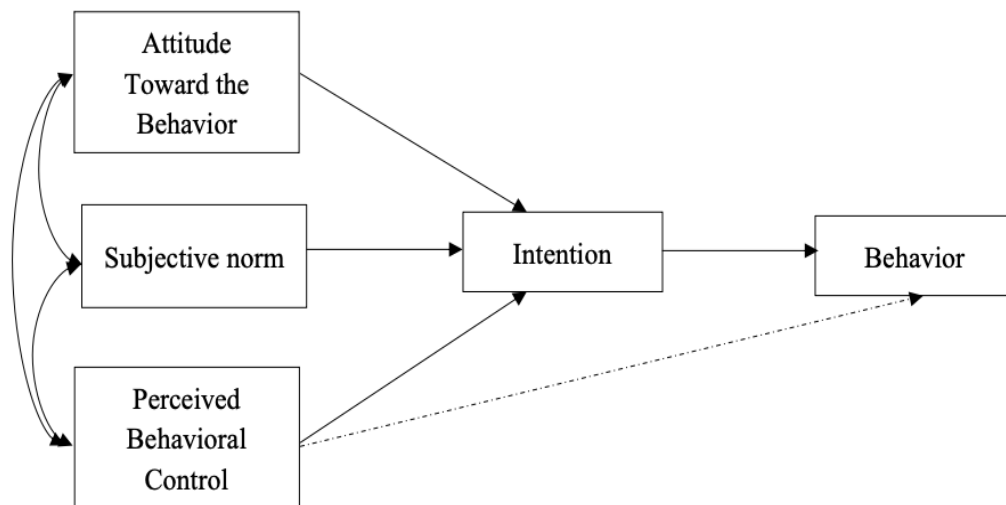
### **Theory of planned behavior**

Fandom is a type of participatory culture that changes the focus of literacy from individual expression to participation in the community, which can be seen as: 1. relatively low barriers to artistic expression and civic engagement; 2. strong support for creating and sharing creations with others; 3. some type of informal mentorship whereby what is known by the most experienced is passed along to novices; 4. members who believe that their contributions matter; and 5. members who feel some degree of social connection with one another (at the least, they care what other people think about what they have created) (Delwiche & Henderson, 2012; Jenkins, 2009). Fans, of course, as the most valuable characteristic, have always contributed to supporting their adorable celebrities or TV programs by purchasing the products that celebrities endorse, subtitling those TV programs they like, and attending events about celebrities or TV programs. In other words, fans have always contributed to the success



of their favorite celebrities or TV programs. Consequently, it is very important to find out what is behind these actions, which could be called planned behavior.

The theory of planned behavior (Ajzen, 1985, 1991, 2011b) proposes that a person's behavioral intentions usually predict their behavior and suggests three key predictors of these intentions. These key predictors are a person's attitude toward the behavior, subjective norms surrounding the behavior, and perceived control over the behavior. People's positive or negative evaluations of the activity itself are reflected in their attitudes toward behaviors that they observe in others. The presence of social pressure to engage in or abstain from a behavior is an example of what is meant by the term "subjective norms." The term "perceived behavioral control" refers to an individual's perception that they have the resources and opportunities necessary to engage in a particular behavior. This theory has been adequately vetted by empirical evidence (Armitage & Conner, 2001; Hagger, Chatzisarantis, & Biddle, 2002; Reysen, Chadborn, & Plante, 2018), and it has also been employed to investigate fans' intentions to attend fan gatherings (Cunningham & Kwon, 2003).



*Figure 6 The theory of planned behavior*

## 2.5 Review literature

Recent developments in fan studies and fandom research have centered on K-pop and Hallyu, as well as soft power and the creative industries (Proctor, 2021; Sung, 2014). However, the Thai Boys Love Series industry has also been considered by academics as a potential industry in the process of emerging and a source of soft power for Thailand (C. Y. Zhang & Dedman, 2021). As a result of the fact that Thai television dramas have been an integral part of the country's television landscape for more than half a century, their appeal has recently spread to neighboring Asian nations. Especially in China, enthusiastic Chinese fans of the Thai Boys Love series have spontaneously established fansub groups, developed merchandise about their idols or characters, purchased merchandise to help them, and expressed an intention to come to Thailand (Jiang et al., 2018; C. Y. Zhang & Dedman, 2021).

Regarding fandom, the majority of journals concurred that fan involvement is vital and needs to be valued as a new kind of publicity and advertising (Duffett, 2013). And Hellekson (2009) defines this fandom economy as one that is based on exchange, both of ideas and of effort, where the community is made up of giving, receiving, and reciprocating with one another. For the most part, academics have concentrated their attention on Korean content (i.e., K-Pop, K-Drama, or K-Movies), which offers a wide variety of approaches and points of view when it comes to the study of fandom.

Utilizing the participatory theory to understand fan culture, Sung (2014) examined K-pop fandom in Australia. This paper, which is an anthropological study of K-pop reception and participatory fan culture, not only contributes to an understanding of how local institutions, fans, and private sponsors' interactions form a unique local popular-music scene, but it also argues for the importance of recognizing the participatory culture surrounding popular music from local viewpoints. By examining local scenes of K-pop reception and fan culture, the study reveals the rapidly expanding consumption of K-pop in Europe and emphasizes multidirectional perspectives on globalization from a perspective of soft power. Therefore, such K-content can be viewed as a form of soft power that may motivate fans to work for free, which is synonymous with “fan labor” (Proctor, 2021). Additionally, fans' unselfish labor, or “fan labor” can contribute to the economy, particularly in the creative industries (Proctor, 2021; Sun, 2020). In conclusion, Chinese fan labor transforms the K-pop industry into an alternative creative industry

since Chinese fan labor, as creative labor, is an indispensable component of the K-pop industry, as Sun (2020) asserted.

As a form of fan labor, fansub has received attention. Despite restrictive censorship in China (He, 2014; Saejang, 2019; Wang, 2017), Chinese fansubbing organizations continue to strive to disseminate foreign audiovisual context into China. Therefore, Chinese fansubbing groups can be viewed as a group of individuals who have always contributed to the economy and creative industries. According to Boonchutima and Lou (2022), their discussion of the relationship between Chinese viewers' attitudes toward fansub and attitudes against sponsorship, which suggests that Chinese audiences generally enjoy fansub videos and always have positive opinions on sponsorship, sponsors can also benefit from these investments. However, there is still an academic gap in researching Chinese fansubbing groups that provide Thai Boys Love series. Despite their huge contributions, according to the findings of (Gu, 2020), the Chinese female audience of Thai Boys Love series intends to visit Thailand, implying that the majority of Thai Boys Love series viewers (which are almost entirely fansub videos) intend to help the Thai tourism industry grow. Nonetheless, Chinese fandom as a kind of cultural production can significantly impact several industries (Q. Zhang & Negus, 2020).

Existing research that has focused on the impact of Chinese fans by treating them as consumers has demonstrated that the fan economy has become a dominant trend in China's media and entertainment industry, influencing production techniques. Producers have begun to recognize the positive influence fans may have on their products, not

only as consumers but also as contributors to the creative process (Liang & Shen, 2016). The consumption patterns of fans should therefore be analyzed thoroughly. According to the discussion of Yukang (2022), which suggested that the development of the social economy is inseparable from the fan economy, college fans can be seen as a large market for the development of the social economy, which can also spawn an industrial chain of the fan economy and promote the development of the economy.

Therefore, it is necessary to analyze the relationship between celebrity endorsement and the consumption behavior of fans, who can be regarded as important consumers, in order to better comprehend the motivations of fans and develop the creative industries associated with them. Particularly those industries that have used celebrities as endorsements and who choose to advertise their products using celebrity endorsements. As the most popular marketing strategy, the conduct endorser strategy can bolster the growth of a particular business. Representative studies that have found a strong positive correlation attractiveness in the source credibility model can have a positive effect on endorsement effectiveness (Chang, Chen, & Tan, 2012). As a result, attractiveness is the most important variable to be examined.

Even though the meanings of the celebrity endorser and brand are different and depend on what the consumer thinks (Ajzen, 1985), research shows that certain types of celebrities are rated high congruence by consumers with certain product categories, such as sports products (Kim & Na, 2007) or energy drinks (Till & Busler, 2000), endorsed by athletes and beauty-related products endorsed by

entertainment stars (Kamins, 1990). And, as analyzed by McCormick (2016), the endorser-product congruency will have a positive effect on consumers' purchasing intentions, particularly among millennials, who, in this digital age, are so reliant on social media platforms that advertising on those sites may also contribute to an increase in product sales and profitability. Thus, endorser-product congruency is a crucial variable to investigate in terms of its effect on fans' attitudes about advertisements and their purchase intentions. In addition, it is vital to examine the impact of attitudes toward advertisements and brands on purchasing intention.

Fans may consequently contribute to the growth of some enterprises, particularly in the creative industries (Sun, 2020). The planned behavior can be achieved by attitude, norm, and perceived control uniquely (Reysen et al., 2018); consequently, the prediction of fans' participation in brand-organized promotion activities should be examined. According to Vesce and Botti (2019), who studied three infectors (food, staff behavior, and information) that would impact the attitude of visitors and their intention to return, and these three infectors could favorably affect the attitudes. As for fandom studies, previous research has concentrated more on sports fans than on media fans, but those studies still indicated that attitudes toward events had a substantial influence on the intention to attend (Eddosary, Ko, Sagas, & Kim, 2015; Reysen et al., 2018). As Yoon, Lee, and Lee (2010) suggested, pre-informational service, program, and souvenirs have been tested as factors that influence attitudes towards attending events, and they found the impact of them are significant. Thus, the

pre-informational service that Yoon et al. (2010) suggested should be considered the most impactful factor.

In order to forecast the intention of Chinese fans to attend brand-organized events, it has been proposed that three factors (pre-informational service, programs, and souvenirs) would impact their attitudes, with subjective norms and perceived behavioral control influencing the intention together.



## CHAPTER 3 METHODOLOGY

This study has employed a mixed method that collected quantitative and qualitative data by textual analysis on the content in the two Thai Boys Love series *I Told Sunset About You* and *KinnPorsche the series*, which can be seen as the basic research method of this study. In addition, two focus groups discussions have been utilized to collect data from two groups of Chinese fans aged 16-26 years old of the two series, with 8-9 people in each group, in order to investigate the reasons why Thai Boys Love series can be popular in China as a pilot study. Furthermore, a quantitative method based on the former textual analysis and focus group discussion has been used to study the Chinese fan economy and Chinese consumers' intentions on purchasing merchandise endorsed by celebrities and their attending brand-organized events.

This chapter provides a brief introduction to the research approaches by outlining the textual analysis, focus groups discussions and the questionnaire survey. In the section devoted to research methods, it describes the sampling method, data collection, and data analysis procedures for each approach. Furthermore, it proposes hypotheses, as well as discusses the ethical considerations this research should take into account. The details as following:

### *3.1 Research design*

### *3.2 Research method*

### *3.3 Hypotheses & Variables*

### *3.4 Ethical consideration*



### 3.1 Research design

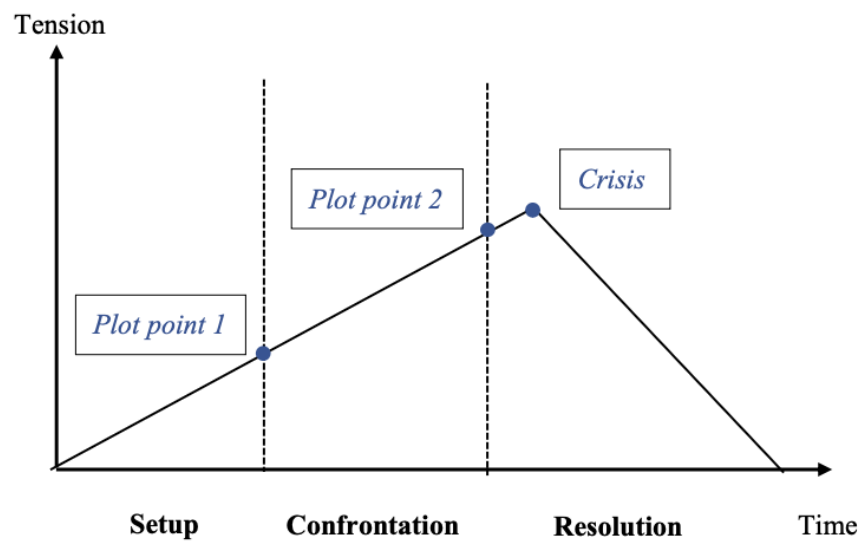
This study has used qualitative and quantitative methods. The qualitative technique included textual analysis of the two series' contents. As well as focus group discussions with two groups of Chinese fans aged 16-26 of the two series for each with 8-9 participants. Furthermore, using a quantitative method, a questionnaire delivered on *WeChat* (a Chinese chatting platform) and *Xiaohongshu* (a Chinese social media) to Chinese Thai Boys Love fans.

#### 3.1.1 Textual analysis

As the main basis of this study, textual analysis concentrated on the settings of the series, such as the narrative settings, the filming locations, and the color and tone settings. Details of the textual analysis are as follows:

##### Part 1: The narrative model of the series

In this part of research, the narrative of each series has been analyzed. Different series has different narrative storylines that can be seen at chapter 4.



*Figure 7 The narrative model*

## Part 2: The filming locations

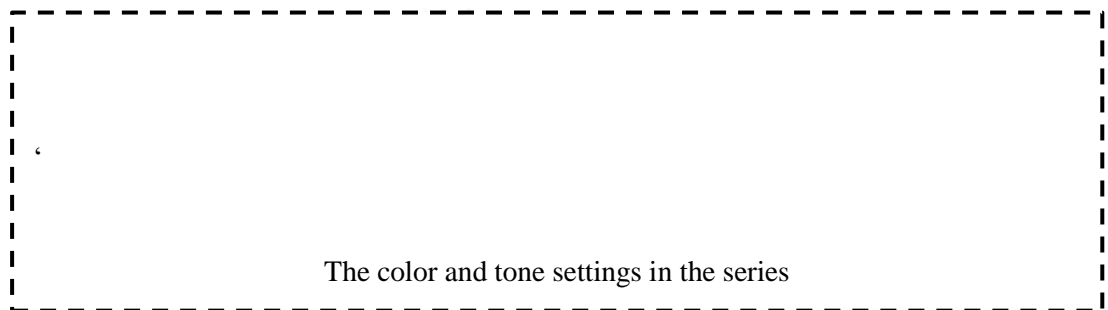
In this part of the analysis, the filming locations in each series have been analyzed, as well as the Chinese cultural features in the scenes, with the pattern as follows:

The unique filming locations

Analysis from the scenes above:

### Part 3: The color and tone settings

In this part of the study, the color and tone settings of the series be investigated, both the color changes of the main characters in *I Told Sunset About You* and the unique settings of two series have been analyzed with the patterns as follow:



Analysis from the scenes above:

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#### 3.1.2 Focus groups discussions

There were 8-9 people in each focus group discussion who identify as fans of the specific two Thai Boys series, *I Told Sunset About You* and *KinnPorsche the series*. The focus group questions consist of three main parts: 1) demographics and pattern of viewing; 2) engagement and exploration questions; 3) exit questions (the complete list of questions see Appendix I).

### Part 1: Demographics and pattern of viewing

In this part, respondents were asked about (1) their exact age; (2) gender; (3) educational level; (4) occupation; (5) monthly income; (6) their fan identity of one of the series (*I Told Sunset About You* and *KinnPorsche the series*); (7) the experience they watch these two Thai Boys Love series.

### Part 2: Engagement and exploration questions

In this part, there have been several questions made to comfort participants and to drill down to the focus of this study.

No.	Question
1	Why do you like the Thai Boys Love series <i>I Told Sunset About You /KinnPorsche the series</i> ?
2	How would you describe those fansub videos you watched, why?
3	What are your favorite parts of the series, why?
4	Who are your favorite characters in the series, why?
5	Have you ever bought those merchandise endorsed by celebrities of the certain series, what kind of product did you purchase and how much did you spend?
6	Are you going to purchase those products endorsed by celebrities/again? Why?
7	What can make you have the intention of purchasing those products endorsed by celebrities?

8	If there are brand-organized events, are you going to attend? Why? And what make you want to attend/not to attend?
9	What is your advice on the further production of Thai Boys Love series, why?

*Table 1 Engagement and exploration questions*

### **Part 3: Exit question**

In this part, there were several questions made to pick up on anything that may has previously missed in the focus group discussion.

No.	Question
1	Is there anything you'd like to mention about the series or the characters/ celebrities that we haven't discussed?

*Table 2 Exit question*

#### **3.1.3 Questionnaire survey**

The survey questions consist of three main parts: 1) screen question and demographics; 2) Chinese fans' exposure to the Thai Boys Love series; 3) the intention of purchasing celebrity endorsed products, as the brand *Caremate* and *Srichand* as examples; 4) the intention of attending brand-organized events. As for the third and fourth parts of the questions, they scored by using the Likert five-level scale, from (1) strongly disagree to (5) strongly agree and scoring the answers that are the best matches to the respondents' attitudes (see Appendix II).

### **Part 1: Screening question and demographics**

In this part, respondents were asked about (1) their exact age; (2) sex; (3) educational level; (4) occupation; (5) monthly income; (6) are they fans of one of the series (*I Told Sunset About You* and *KinnPorsche the series*).

### **Part 2: Chinese fans' exposure to the Thai Boys Love series**

In this part, several questions have been asked to investigate Chinese fans' exposure to the Thai Boys Love series. Meanwhile, the elements that attract Chinese fans were asked about and discussed in relation to their impacts.

### **Part 3: The intention of purchasing celebrity endorsed products**

In this part, respondents have been asked several questions about the variables that this research needs to test: the attractiveness of the brands' celebrity endorsers, product fit, congruency, trustworthiness, and expertise. The data tested the variables' influence on the attitudes toward the ads and the brands, by taking *Caremate* and *Srichand* as examples, and the purchase intention.

### **Part 4: The intention of attending brand-organized events**

In this part, respondents have been asked to answer several questions about their intention to attend brand-organized events.

There were three variables had been tested their impact on the attendance intentions, attitude, subjective norms, and perceived behavioral control. Also, another three variables have been tested their influence on attitudes toward attending events: pre-information service, programs management, and valuable souvenirs.

### 3.1.4 Quality of research instruments

#### 1) Validity

To evaluate the validity of the survey research, the Item Objective Congruence (IOC) index was used as the basis for screening the item quality. In each item, two experts were asked to determine the content validity scores (see in Appendix III).

The score = 1, congruent, means the expert is sure that this item really measured the attribute.

The score = -1, incongruent, means the expert is sure that this item does not measure the attribute.

The score = 0, questionable, means the expert is not sure that the item does measure or does not measure the expected attribute.

$$IOC = \frac{\sum R}{N}$$

$\sum R$  = The total scores given by experts  
 $N$  = The number of the experts

The IOC scores lower than 0.5 will be revised.

The IOC scores higher than or equal to 0.5 will be reserved.

## 2) Reliability

The reliability of the questionnaire was determined by Cronbach Alpha Coefficient ( $\alpha$ ) to ensure that the responses collected through the instrument are reliable and consistent. The questionnaire was tested with 30 people that are not in the sample group in advance. Then, the reliability value of the survey research had been calculated by using Cronbach's alpha to ensure whether there was internal consistency within the items. Cunningham and Kwon (2003) illustrated the value of Coefficient Cronbach's Alpha as the following:  $\geq 0.9$  = Excellent,  $\geq 0.8$  = Good,  $\geq 0.7$  = Acceptable,  $\geq 0.6$  = Questionable,  $\geq 0.5$  = Poor, and  $\leq 0.5$  = Unacceptable. Therefore, for the research questionnaire to be reliable, its value of Coefficient Cronbach's Alpha must be at least 0.7.

$$\alpha = \frac{n}{n - 1} \left[ 1 - \frac{\sum (S_I)^2}{(S_T)^2} \right]$$

$n$  = The number of items

$(S_I)^2$  = The variance of each item

$(S_T)^2$  = The variance of total scores

## 3.2 Research method

### 3.2.1 Data Collection

#### 1) Focus group discussion

In this section, the data was collected by means of an online focus group discussion. In the group discussion, there was one moderator who had taken an active role in guiding the conversation while also playing an observer role. Regarding the sampling plan,



posting on specific *Wechat* and *Xiaohongshu* was used to find 8-9 participants between the ages of 16 and 26. Meanwhile, the first person participated in the focus group discussion should be so essential that he/she has the duty to introduce other participants of this focus group discussion.

In this part, to recruit the first person and other participants for the two focus groups discussions, there were several posts on *Wechat* and *Xiaohongshu*. Then, they recommended their friends who are also fans of the two series to get involved into the discussion. Thus, snowball sampling was used to sample the participants of the focus group discussion.

As a kind of chain-referral sampling method, snowball sampling has contributed to this study in that it can provide referrals to recruit the samples required and involve a primary data source of participants who were able to join in this study. Snowball sampling therefore helped researcher to have enough data to analyze and make informed decisions and conclusions. Furthermore, exponential non-discriminative snowball sampling was utilized to select the participants of this study. That means, however, that the first participants were recruited, and then he or she had provided some more new referrals. Then each of them has recommend new information or referrals, and so on, till there were enough participants for the sample. Even though there may be sampling bias and a margin of error, the participants may provide information about referrals who are familiar and have similar traits. Snowball sampling in this study still helped the researcher find suitable participants more effectively, and for people who don't want their personal information to be

explored, snowball sampling contributed to reach target people by referring from those who agree. As a result, snowball sampling was used to sample target groups of participants for the focus groups discussions in this study.

## 2) Questionnaire survey

In this section, the data was gathered via the distribution of an online questionnaire to certain fans. "wjx" provided the online questionnaire service ("wjx" is a professional Chinese online survey service platform that has been utilized by numerous enterprises and individuals in China). The survey has been distributed via *WeChat* and *Xiaohongshu*.

The total population of the questionnaire in this study is a group of Chinese fans of two particular Thai Boys Love series. They live in mainland China, are 16–26 years old, and watch online fansub videos. The population is estimated to be about 1.573 million. *KinnPorsche the series* has 355,000 fans, and *I Tell Sunset About You* has 208,000 fans; meanwhile, the two main male characters in the series each have plenty of adoring fans of their own; the *MileApo* page has 177,000 fans, while the *BillkinPP* page has 833,000 fans (till 2023.1.8, according to data from *Sina Weibo*, a social media platform in China). The sample's age range was 16–26 years old. According to the Yamane formula (1967), at an acceptance sampling error of 5%, the sample size should be around 400 and the actual data gathered was 401 answers.

n= Sample size

$$n = \frac{N}{1 + N * (e)^2}$$

N= Population size

e= The acceptable sampling

The data provided answers to these research questions through the Statistical Package for Social Sciences (SPSS). Descriptive statistics on each question (frequency, mean, standard deviation, and regression equation) help understand the sample's demographics and general views. Inferential statistical calculations to infer the links between variables that conform to research hypotheses.

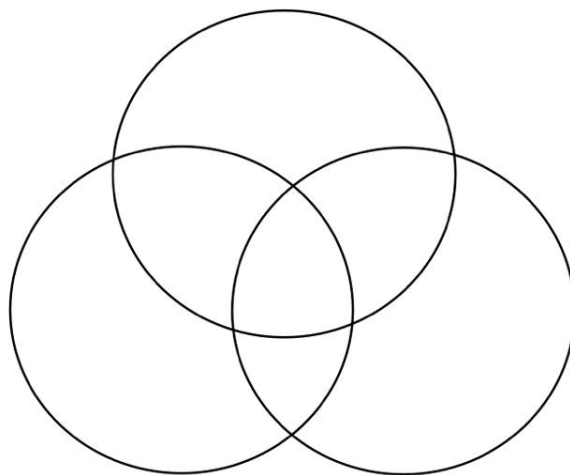
In this part of the study, convenience sampling was used to collect data from 401 answers to the questionnaire. Since there was no need for accurate sampling in this study, the convenience sampling method can help provide information quickly and make research easier. It can therefore be applied by brands and organizations to measure their perception of their image in the market. The data collected from fans and potential consumers can help to understand the consumers' opinions on products. As well as the benefits of availability and cost effectiveness of this sampling way, despite the possibility of bias in the sampling, convenience sampling is still the better way to sample for this part of the study, considering there are more advantages than other kinds of sampling. Thus, convenience sampling was utilized to sample for the survey to provide more extensive data and information for this study.

### 3.2.2 Data Analysis

#### 1) Focus group discussion

##### (1) Venn diagrams

Venn diagrams, also known as set diagrams, can visually represent sets and track the answer patterns of subgroups of interest across each focus group question or several questions. For the purpose of this investigation, Venn diagrams was employed to look at how the various features of the participants relate to the various questions.



*Figure 8 Sample of Venn diagram*

##### (2) Matrix for assessing level of consensus

As Onwuegbuzie, Dickinson, Leech, and Zoran (2009) suggested, the matrix for analyzing the level of consensus can assist researchers in documenting the number of focus group participants who offer substantial remarks or examples that generate or support the consensus opinion. This study used this matrix to record the remarks and opinions of focus group participants and provide a clearer

number of members who have certain opinions on the question or topic.

Focus group questions	Member 1	Member 2	Member 3	Member 4	Member 5
1					
2					

*Table 3 Sample of matrix for assessing level of consensus*

### **(3) Conversation analysis**

Conversation analysis is an appropriate method to employ with focus group data, since the focus group discussion is about conversational interaction and the conversation analysis involves examining the sequences and forms of turns (i.e., turn-taking and turn organization). According to Heritage (2005), the conversation analysis can examine the conversational interactions in the following ways: (a) turn-taking organization (i.e., identifying very specific and systematic transformations in conversational turn-taking approaches); (b) overall structural organization and interaction (i.e., building an overall map of the interaction with respect to its typical phases or segments); and (c) sequence organization (i.e., examining how certain courses of action are formed and developed and how particular action opportunities are activated or withheld). (d) turn design (i.e., identifying distinct selections that a person's speech characterizes: the action that the talk is designed to perform and the means that are selected to perform the action); (e) lexical choice (i.e., identifying the ways that speakers select their descriptive terms that are linked to the

institutional setting); and (f) epistemological and other forms of asymmetry (Onwuegbuzie et al., 2009).

As a result, conversation analysis was applied to this research in order to discuss the topics that has been examined and the interactions that took place during the focus group discussion.

## 2) Questionnaire survey

SPSS is used to conduct the analysis on the survey data. As part of the descriptive statistics, the mean, standard deviation, and regression equation was calculated. The Likert five-level scale scores are shown in the table below.

Level of Agreement	Score	Scoring Range
Strongly agree	5.0	5.00-4.21
Agree	4.0	4.20-3.41
Somewhat Agree	3.0	3.40-2.61
Disagree	2.0	2.60-1.81
Strongly disagree	1.0	1.80-1.00

*Table 4 Likert Scale Measurement*

### 3.3 Hypotheses & Variables

Based on the literature about theories and concepts in the chapter 2, as well as the discussion there, we can therefore propose hypotheses as following:

H1: Perceived attractiveness of the celebrity is a positive predictor of fans' attitude towards the ads.

H2: Endorser-product fit is a positive predictor of fans' attitude towards the ads.

H3: Congruency is a positive predictor of fans' attitude towards the ads.

H4: Trustworthiness is a positive predictor of fans' attitude towards the brands.

H5: Attitude towards the ads of fans is a positive predictor of fans' attitude towards the brands.

H6: Expertise is a positive predictor of fans' intention to purchase products.

H7: Congruency is a positive predictor of fans' intention to purchase products.

H8: Attitude towards the brands of fans is a positive predictor of fans' intention to purchase products.

H9: Pre-informational service positively influences fans attitude towards attending to the events.

H10: Programs of events positively influences fans attitude towards attending to the events.

H11: Souvenirs positively influences fans attitude towards attending to the events.

H12: Attitude towards attending to events can positively impact on fans' intention of attending brand-organized events.

H13: Subjective norms can positively impact on fans' intention of attending brand-organized events.

H14: Perceived behavioral control can positively impact on fans' intention of attending brand-organized events.

### **3.4 Ethical Consideration**

In this research, a variety of ethical principles were considered. To begin, for this study to be as objective as feasible, bias and self-deception were avoided or minimized as much as possible. Additionally, bias was avoided as much as possible in the research design, data analysis, data interpretation, peer review, and other parts of the research. Second, to respect participants' privacy and ensure the confidentiality of the research, all of the records were used solely for the goal of promoting academic research and scholarship and not for any commercial purpose. Thirdly, to be responsible, the purpose of this research is to promote social good through public education and advocacy; therefore, no discrimination against participants based on their gender, race, ethnicity, or other factors was permitted. To be honest and respectful, this research was represented appropriately in all scientific communications. The data, results, methods and procedures, and publication status have been accurately reported by respecting intellectual property, utilizing published data and results, and giving proper credit or acknowledgement to all contributors.



## CHAPTER 4 FINDINGS

This chapter presents the findings from textual analysis carried out on the two Thai Boys Love series, *I Told Sunset About You* and *KinPorsche the series*. In addition to the data collected from the focus group discussions with a total of 17 participants (focus group discussion I for 8 participants and focus group discussion II for 9 participants), and the data collected from the questionnaires filled out by the sample of 400 respondents. The data was gathered in April and May of 2023. The findings are categorized as follows: textual analysis, focus group discussion, and questionnaire survey.

### *4.1 Findings from the textual analysis*

### *4.2 Findings from focus group discussion*

### *4.3 Findings from questionnaire survey*

## **4.1 Findings from the textual analysis**

### **4.1.1 *I Told Sunset About You***

*I Told Sunset About You* is a Thai Boys Love series that released in 2020. It has depicted the interaction between two teenage guys named *Teh* and *Oh-Aew*, schoolboys living in Phuket who used to be childhood best friends but had a falling out and have not spoken for several years. As they enter their final year of high school, they rekindle their friendship in a Chinese-language tutorial school where they are preparing to apply to universities. After competing with one another at first, they finally make up and begin to repair their

connection as *Teh* assists *Oh-Aew* in preparing for the impending Chinese examination. They get more intimate with one another, developing a new closeness that begins to expand beyond friendship but also puts the relationship they share to the test as *Teh* battles to comprehend and cope with his emotions. In the end, they decide to be friends and give an open ending to audience. *Teh* and *Oh-Aew*, played by "Billkin" Putthipong Assaratanakul and "PP" Krit Amnuaydechkorn, are two teenage boys in the film. It explores their connection as they struggle with issues of identity, adolescence, and love.

There are three parts of the series *I Told Sunset About You* that have been investigated in this section. These features include the narrative model of this series, the filming location, and the color settings.

### 1) The narrative model of this series

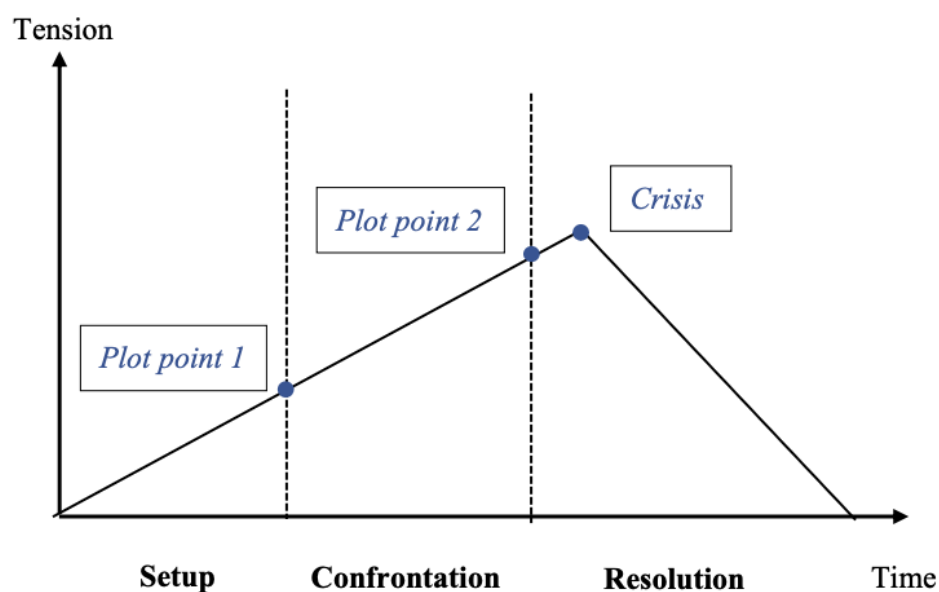


Figure 9 The narrative model of this series

**Plot point 1:** *Oh-Aew* and *Teh's* relationship is repaired.

**Plot point 2:** *Oh-Aew* confesses his affection on *Teh* to him.

**Crisis:** The fact that the two characters seem to enjoy each other and even kiss doesn't change the fact that they can't end up together.

## 2) The filming location

When it comes to this particular series, the majority of the filming takes place in Phuket, Thailand. However, out of all the filming locations, there are a select few that need special attention.

### (1) *Teh's* home (*Kopitiam*)



*Figure 10 Teh's home (Kopitiam)*

In this series, *Teh*'s home has a lot of Chinese cultural elements, such as the red lanterns, Chinese words, Chinese traditional custom, and so on. The location setting like this can not only shows the seriousness of the director and the crew, as well as the degree of importance of Chinese audience for the crew, but also the fitness between the story and the main location, Phuket, where has a lot of Thai culture that influenced by China.

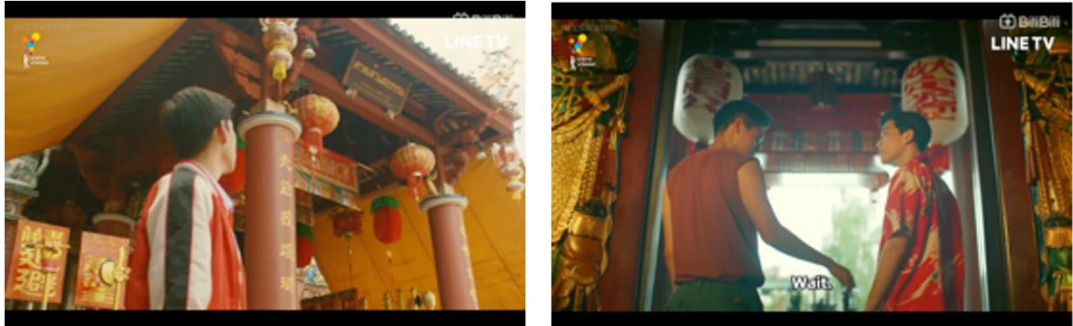
## (2) The main street (*Thalang Road*)



*Figure 11 The main street (Thalang Road)*

As for the primary roadway in this series, there are a number of locations along this road that serve as the primary settings for this series. These locations include the dessert shop, where the boys frequently choose to congregate, as well as the Chinese language school, in which the boys pursue their studies of the Chinese language. In addition to the scene that was portrayed, *Teh* and *Oh-Aew* were able to mend their broken relationship and then went out for a ride on the road together on a motorcycle. Therefore, this road is an important location for the development of the plot and the relationship between the two main characters.

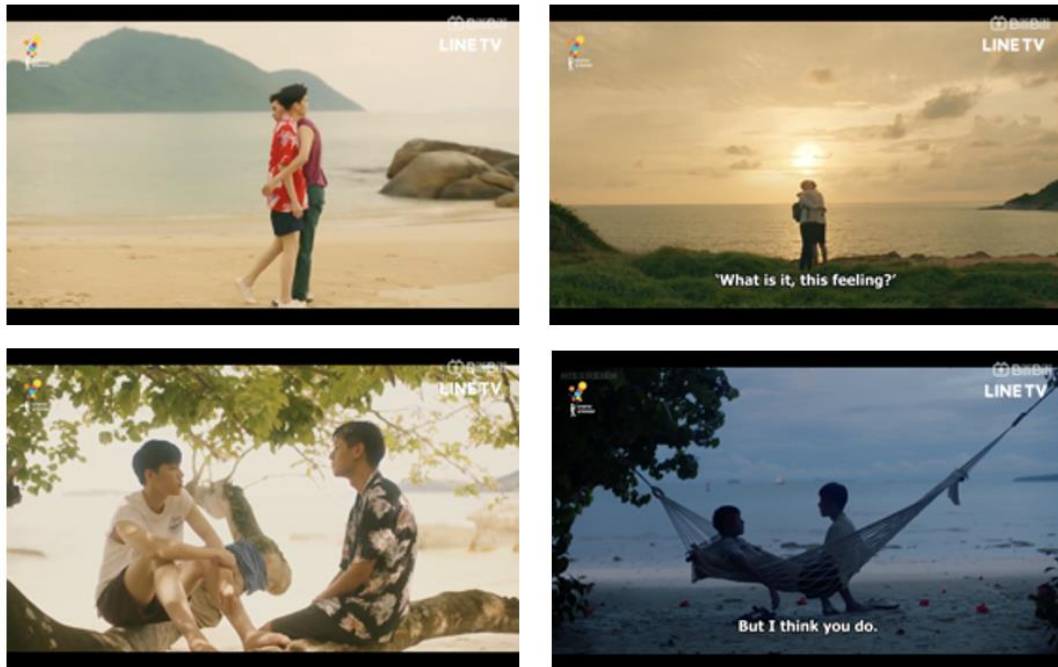
### (3) The temple of restoring relationship (*Sang Tham Shrine*)



*Figure 12 The temple of restoring relationship (Sang Tham Shrine)*

This temple appears twice in this series, the first one is when the two main characters are telling their feelings in the past years to each other and crying for a new beginning to each other. As for the second time, when *Oh-Aew* tells *Teh* how he feels and he likes him, after *Teh* thinks for a night and they meet at beach then come to there. It can be seen as a symbol of restoring relationship and their new beginnings for their lives. This series has featured this temple on two separate occasions. The first one takes place when the two main characters are sharing their thoughts and emotions from the previous year with one another and about the lack of a fresh start. The second one is when *Oh-Aew* reveals to *Teh* that he has feelings for him and that he likes him, *Teh* takes some time to answer *Oh-Aew*, and then the two of them head to the beach to meet up. It can be interpreted as a symbol of repairing relationships and making new beginnings in their lives.

#### (4) Beach and sea in Phuket



*Figure 13 Beach and sea in Phuket*

Beaches are another significant location because of how frequently they are visited by the two main characters throughout this series. This series has a number of shots that take place on or near the beach or sea, including the scene in which the two of them make up, the scene in which *Oh-Aew* declares his affection for *Teh*, the scene in which *Teh* returns to look for *Oh-Aew*, the scene in which the two of them race to catch the sunset together, and many other scenes. Actually, the beaches and waters of Phuket have been a major factor in the creation of those stunning landscape photographs that have garnered a lot of positive feedback.

In conclusion, there have been four distinct types of filming locations discussed, and all of them have been used to portray Phuket,

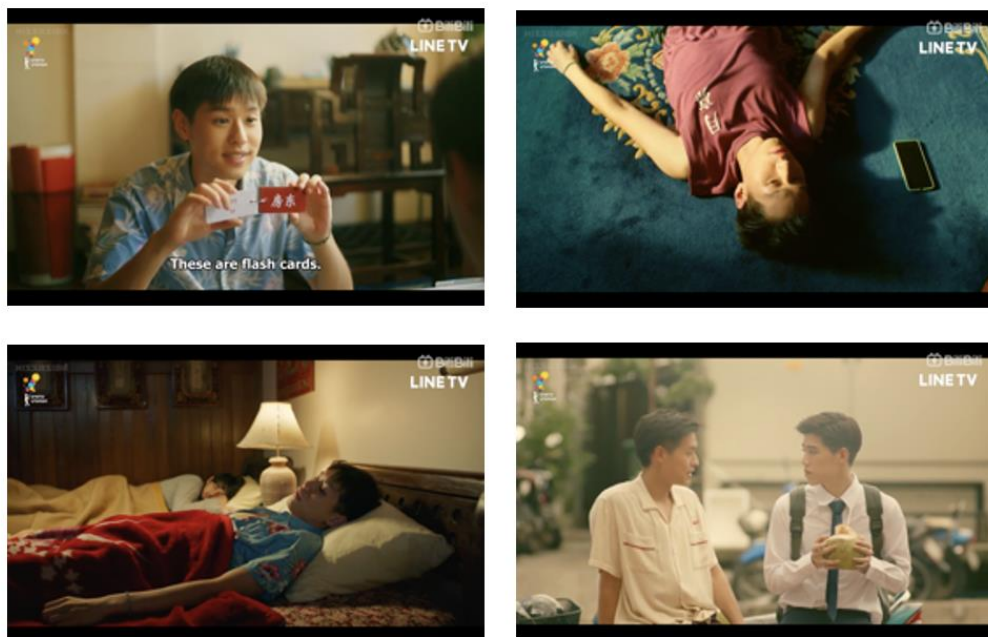
Thailand. The areas where the series was filmed authentically reflect aspects of Chinese culture and are replete with cultural artefacts.

### 3) The color settings of the series

#### *Color changes*

As for this series, the comparison of red and blue is so evident that it can be seen as the distinctive color of the various characters, such as *Teh's* color is blue, *Oh-Aew* is red and *Tarn*, who is placed as *Teh's* crush, is purple. Meanwhile, the color of each character varies as the plot develops; in the end, the colors of their garments transform into white, which may be viewed as a possibility to each other and themselves. The specifications are as follows:

***Teh: Blue – Red – Blue – White***



**Figure 14** Main color changes of *Teh*

During the progression of the narrative, *Teh*'s clothing primarily turns from blue to red. When *Teh* has a crush on *Oh-Aew* and eventually falls in love with him, this phrase describes the progression of their relationship. This signifies that *Teh*'s signature color is blue, and *Oh-Aew*'s signature color is red. Then, when they have a sorrowful conflict, the color changes to blue; nevertheless, the blanket *Teh* uses is red, which signifies the relationship between *Teh* and *Oh-Aew* is continuing despite the conflict. When it comes to the final scene of two characters running, the color of their clothing changes to white, which can be regarded as a possibility. The possibility is about the relationship between them and their future lives.

***Oh-Aew: Red – Blue – Red – White***



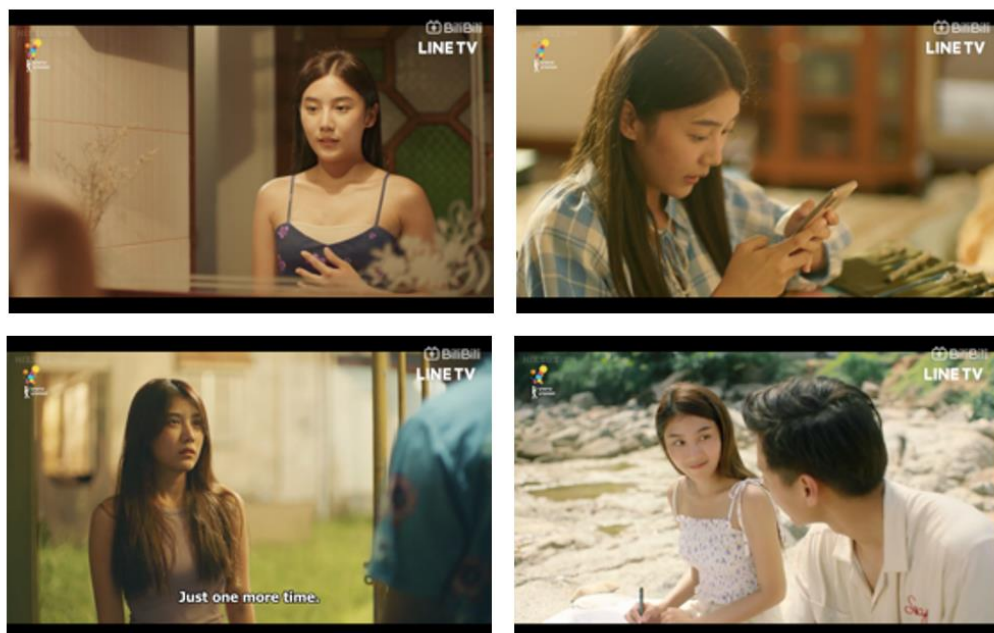
*Figure 15 Main color changes of Oh-Aew*

Red is the color that best represents *Oh-Aew*, as was just discussed, and it is also the color that serves as his signature. *Oh-Aew*



is wearing a lot of red at the beginning of the series; this can be seen on his flower, his phone case, and his clothing. Then, when their relationship is going through some rough patches, the color changes to blue, and the statement "Things that I never say" on his T-shirt refers to an uncertain crush that *Oh-Aew* has had in the past. The next thing that happens is that red goes back to *Oh-Aew*, which essentially implies that he goes back for himself. In conclusion, in order to convey the concept of possibilities, the color of *Oh-Aew* transforms into white, just as *Teh*.

***Tarn*: Purple – Blue – Purple – White**



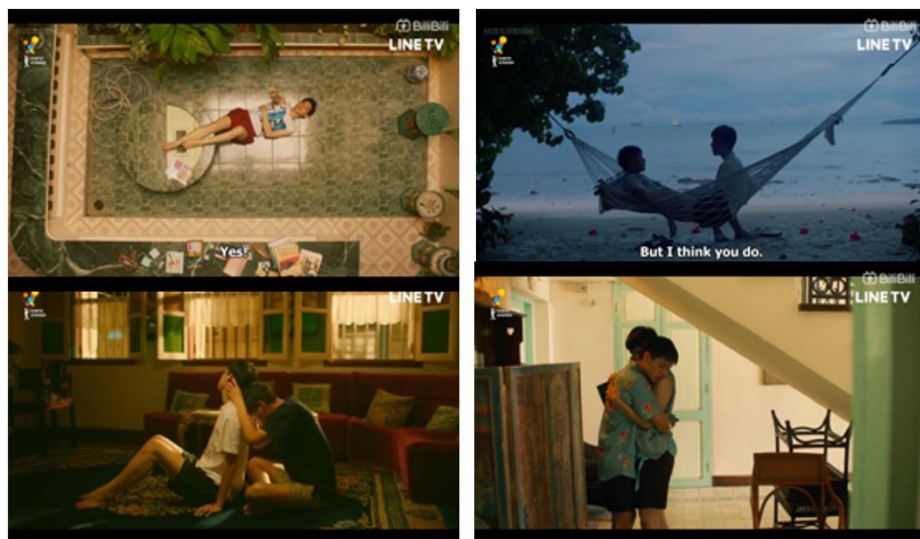
***Figure 16 Main color changes of Tarn***

As for *Tarn*, as she has romantic feelings for *Teh*, she gets ready for a date with *Teh* in the mistaken expectation that he will choose her. It is clear from her attire that her original color is purple, which can also be inferred from her clothing. However, *Teh* doesn't choose

her, leading her to consider the reasons for his decision and hope he loves her deeply. Therefore, the fact that the color of her fabric changed to blue, which is *Teh's* color, indicates that Tarn is in love with *Teh*. Next, she realizes that *Teh* has affection for *Oh-Aew*, which breaks her heart and leaves her feeling helpless. As a result, the color transforms into purple, which is her signature color. In the end, it turns white, which, like *Teh* and *Oh-Aew* before it, signifies the possibility of life in the future.

### *Gentle color tone*

Overall, it is clear that the tone of this series is very gentle and full of sunlight, which brings a gentle tone of color to this series. The gentle color tone so matches with the plot that make an effort on the development of the story, the scenery shots examples as follow.



*Figure 17 Gentle color tone*

#### **4.1.2 KinnPorsche the series**

*KinnPorsche the series* has presented a story about “Kinn” Anakinn Theerapanyakun, the second son and de facto heir of the

Theerapanyakun crime family, is attacked on his way home from making a business deal. He meets “*Porsche*” *Pachara Kittisawasd*, a local barman and underground warrior, while fleeing for his life. *Kinn* locates *Porsche* and extends an employment offer after being impressed by his combat skills to keep him safe from assassination attempts by the enemy. *Porsche* reluctantly consents to become *Kinn's* full-time bodyguard in order to earn enough money to support his younger brother *Porchay* through college and to continue living in the home that belonged to their deceased parents. He develops his fighting abilities over the coming months and learns more about the shadowy organization he has joined, but he also starts to fall in love with his boss, *Kinn*.

Even though *Kinn* is open with his sexual orientation, the future is not easy for the love birds. *Kinn's* uncle is the head of the family's second (minor) branch, which is eager to seize power. His younger brother, *Kim*, is a growing celebrity, his older brother, *Tankhun*, is a PTSD-stricken mess, and *Vegas*, his cousin from the minor family, is also becoming a rising threat to him. In addition, the mystery surrounding *Porsche's* parents' tragic murder appears to be connected in some way to the Theerapanyakun family. It stars “*Mile*” *Phakphum Romsaithong* as *Kinn* and “*Apo*” *Nattawin Wattanagitiphat* as *Porsche*.

In this area of the review, there are also three aspects of *KinnPorsche the series* that have been analyzed. These aspects include the intricate narrative plots of the series, the filming locations, and the color and tone of the scenes.

## 1) Narrative storylines

In contrast to the format of *I Told Sunset About You*, *Kinn Porsche* the series consists of numerous stories that will coexist with one another and develop at the same time. That means that despite the fact that Kinn and *Porsche* are referenced in the title of the series, the storyline of the series also focuses on a range of other characters; the particulars are as follows:

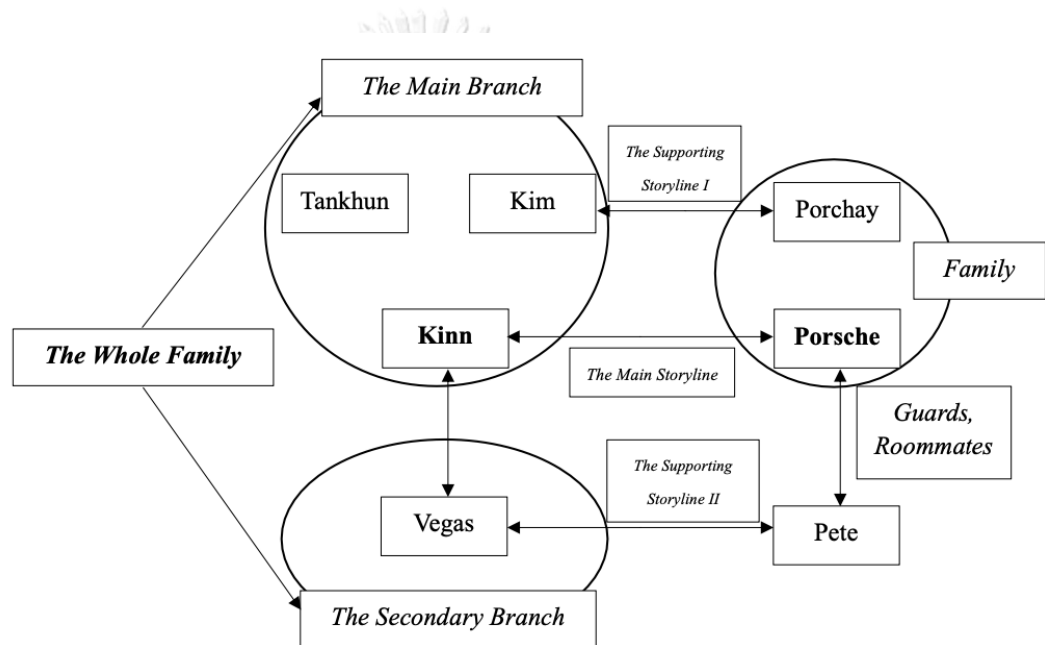
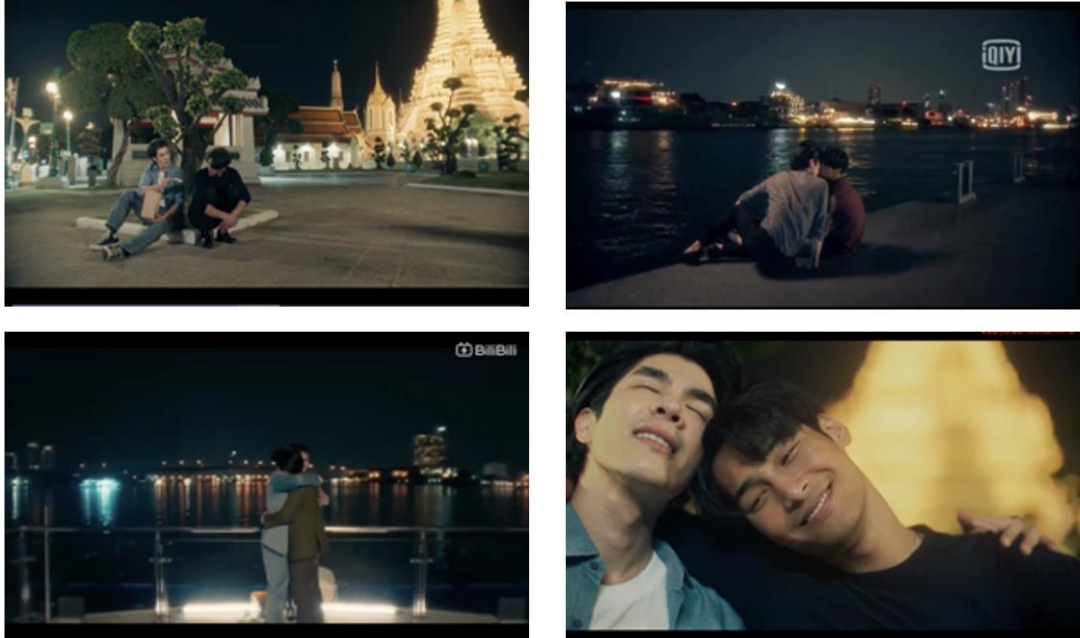


Figure 18 The narrative storylines of *KinnPorsche* the series

## 2) The filming locations

As for *KinnPorsche* the series, the filming locations of it are mostly in Bangkok, Thailand, among all of them, the followings are the details of two main locations that should be pay attention to.

### *Chao Phraya River & Wat Arun*



*Figure 19 Chao Phraya River & Wat Arun in the series*

A temple known as *Wat Arun* may be found close to the *Chao Phraya River*, which is the most important river in Thailand. The initial filming of the first kiss course between the two major characters takes place next to the river, which may play a role in the progression of the romantic narrative. In addition, the filmmaker decides to film those intimate scenes in the evening, under a golden light. When there is a greater feeling of romance in the atmosphere.

### *Chan Ta Then waterfall*



**Figure 20** *Chan Ta Then waterfall in the series*

There is an additional filming location that should be brought into consideration, and that is the forest. In Episode 6, both of the main characters are forced to flee to the forest in order to avoid being tracked down by others. This action takes place at the *Chan T Then waterfall*, which is located in the *Chonburi* province of Thailand. When the scene is shot with a darker and colder tone, the relationship between the two can be better understood; when the scene is shot with a more pleasant tone, the shots of the scenery are more realistic and authentic.

In conclusion, there have been two primary filming locations that have been analyzed throughout the series. These filming locations have displayed the scenery of Thailand in a variety of different ways.

### 3) The color and tone settings of the series



*Figure 21 Color and tone of the series*

The color of this series is darker, in contrast to *I Told Sunset About You*, which has lighter colors. This series features a significant amount of black and makes extensive use of darkness, which results in a diverse range of viewing experiences for the audience. The series manages to maintain a sense of mystery while also maintaining a certain level of integration with its plot because of the contrast between the darkness and the flowing light and color. In addition to that, the cold tone of the color is perfectly suited to the plot of the story, which is about the gangster and his bodyguard. The use of a cool color tone combined with golden light can be a contribution to the audience's experience because the narrative focuses on a conversation that takes place between two mature men.

To sum up, this section of the essay has examined the two series' textual aspects. The narrative plots, color and tone schemes, and filming locations have all been addressed. *I Told Sunset About You* was primarily filmed in Phuket, Thailand, whereas *KinnPorsche the series* was shot in Bangkok, Thailand. Regarding the color and tone of *I Told Sunset About You*, the series' major characters' colors have

altered as light-toned plots have been developed. The tone of the *KinnPorsche the series*, on the other hand, has always been gloomy and mysterious. As for the narrative lines, as it has been demonstrated above, *KinnPorsche the series* contains richer narratives about various individuals from all branches of the entire family, in contrast to *I Told Sunset About You*, which only has one primary plotline about *Teh* and *Oh-Aew*.

## 4.2 Findings from focus group discussion

According to the methodology of this study, two focus group discussions regarding the two Thai Boys Love series, *I Told Sunset About You* and *KinnPorsche the series* have been held on April 9, 2023, served as the pilot study for the subsequent questionnaire survey. There were 8 participants in the focus Group discussion I (*I Told Sunset About You*) and 9 participants in the focus Group discussion II (*KinnPorsche the series*). The following are the discussion's specifics and findings:

### 4.2.1 Demographic information

<i>Characteristics</i>	<i>n (%)</i>
<b>Age, y</b>	
≤ 18	1 (12.5%)
18-25	6 (75%)
26-35	1 (12.5%)
<b>Gender</b>	
Female	7 (87.5%)
Male	1(12.5%)



<b>Educational level</b>	
High school	1 (12.5%)
Undergraduate	4 (50%)
Graduated	3 (37.5%)
<b>Occupation</b>	
Student	6 (75%)
Officer	1 (12.5%)
Others	1 (12.5%)
<b>Monthly income</b>	
≤ 1,500 CNY (Approximately 7,500 Baht)	2 (25%)
1,501-3000 CNY (Approximately 7,500 -15,000 Baht)	5 (62.5%)
≥ 3,001 CNY (Approximately 15,000 Baht)	1 (12.5%)

*Table 5 Demographics of focus group discussion I (n=8)*

<i>Characteristics</i>	<i>n (%)</i>
<b>Age, y</b>	
≤ 18	2 (22.2%)
18-25	6 (66.7%)
26-35	1 (11.1%)
<b>Gender</b>	
Female	8 (88.9%)
Male	1 (11.1%)
<b>Educational level</b>	
High school	2 (22.2%)
Undergraduate	5 (55.6%)
Graduated	2 (22.2%)
<b>Occupation</b>	
Student	6 (66.7%)
Officer	2 (22.2%)
Others	1 (11.1%)

**Monthly income**

≤ 1,500 CNY (Approximately 7,500 Baht)	2 (22.2%)
1,501-3000 CNY (Approximately 7,500 -15,000 Baht)	5 (55.6%)
≥ 3,001 CNY (Approximately 15,000 Baht)	2 (22.2%)

Note: Percentages may not add up to 100 due to rounding.

*Table 6 Demographics of focus group discussion II (n=9)*

## **4.2.2 The Commonalities between the two-focus group discussion**

### **1) Watching Experience**

According to the information that was provided by the participants, the two set of participants who took part in the study have watched the two Thai Boys Love series separately.

When it came to when and where people chose to watch the series, most of the time it was on the weekends, holidays, or evenings when they had time to themselves because that was when the show was shown. They did not devote a significant amount of time to watching the series with their parents or in any other setting.

### **2) Platform of watching**

As for the platform that they selected, it is highly unlikely that they chose one of the main Chinese streaming platforms like Youku, IQiyi, or others. As a result of China's stringent censorship laws, most of the main streaming services don't carry Thai television shows in which the primary plot involves two males falling in love with one another or other LGBTQ+ related scenarios.

However, this does not preclude fans from interacting with their favorite Thai Boys Love series in any way. They opt to follow the official accounts of fansub groups on *WeChat*, which enables those groups to share cloud links of videos they have already translated from Thai to Chinese. In addition, a few of the participants said that in order to find a certain television show, they would either use Baidu or Google to conduct a search for the title of the show; in some cases, this allows them to jump right into watching the show. There was also the opinion that they have chosen other unapproved platforms, that may not be officially approved by the Chinese government, such as *Duoduo Video*(多多视频), *Renren Video*(人人视频), *Taiju TV*(泰剧TV), *Taijutu* (泰剧兔), or others.

In the meantime, they have also discussed their initial thoughts on Thai television programs that were broadcast on the Anhui channel (Anhui is a province in China; due to the structure of the Chinese television system, practically every province has its own TV channel).

### **3) Attitudes towards fan made videos and fansub videos**

During the portion of the discussion devoted to their perspectives on the videos remade by fans or the subtitles translated by fans, they voiced their appreciation for the fans' labors of love. Especially those fansubbing groups that have volunteered to be the ones to bring foreign culture to the Chinese public and have accepted the obligations that come with doing so. Sharing those videos that they

translated does not profit them in any way, notwithstanding the possibility that they get money through tie-in ads in their account on WeChat.

Aside from the fansub videos that these fansubbing groups translated from Thai to Chinese and then shared on the cloud for free, other videos that fans altered from series or event videos have also been brought up. These videos may be found on the internet. According to what the participants provided, the fan-made videos have helped some series or actors gain a better reputation. They suggested a Chinese platform called *Bilibili*, which is similar to YouTube but available in China. It has thousands of users, and anyone may share their own legally produced videos on the network. As a result, there are a great deal of fan-remade videos that are based on the series. Our participants have indicated that those films provide them with another channel through which they may learn about the various fan communities and about the companies that are associated with the Thai Boys Love series.

When it comes to the influence of those fan-made videos, most of them have mentioned that they learned about a particular series from the fan-remade videos first. This is due to the fact that those videos are typically edited from the highlights of the series, such as the kiss scene, the fighting scene, the scenery shots, and so on. In the meantime, those fansub videos and fan-remade videos can demonstrate the enthusiasm of Chinese fans who are willing to make a contribution to the distribution of the Thai Boys Love series without expecting anything in return.

#### **4) Chinese feature settings advice**

During the discussion that took place in the two focus groups, there was a significant topic that participants brought up a lot, and that was the presence of Chinese elements in the two series. In fact, they are aware of the intention of the director teams to incorporate elements of Chinese culture into the series in order to appeal to a Chinese audience. However, the participants claim that some aspects of Chinese culture presented in a particular series strike them as strange and are not something they are familiar with.

They proposed that there should be some Chinese crews or professors who know about Chinese culture to give advice on the makeup, the costumes, and other settings of the series to make it more similar to Chinese culture.

#### **5) Purchasing behavior**

When it comes to questions about their purchasing behaviour of celebrity-related and celebrity-endorsed products, the majority of respondents indicate that they do purchase these items. A remarkable finding was made, namely that customers are more likely to purchase publications that feature either the lead actors or other actors that they admire on the cover. Due to the fact that magazines are readable and have values associated with collecting, as well as the fact that the cost of magazines is not excessive for the individuals who took part in the two-focus group discussion, a total of 14 of the 17 participants agreed with this viewpoint.

Regarding their purchasing habits for products endorsed by celebrities, the participants demonstrated a great deal of interest in these products. Out of the seventeen participants, twelve have bought the products that celebrities had endorsed. When it comes to the reasons that ultimately matter, price, usability, and the amount of adoration that celebrities receive become the primary variables that have influenced their selections. The other 5 participants who showed their interest in buying products agreed with this opinion.

#### **6) Brand-organized events attending**

Due to the pandemic of COVID-19 during the last three years, Chinese fans barely have chance to attend offline events as much as other fans do. During the discussion, they felt sorry for missing those events that organized in Thailand and other countries and regions. They admitted that the price of events would be one of main decisive factors on attending, as well as the events' locations. As they declared, the location is the most important factor since it will influence their budget and traveling way. We also discussed about the factor of staffs' behavior, although participants' responses were not intense as the other two factors, they referred to it should be a necessary factor for organizers to serve customers better.

### 4.2.3 The differentials between the two-focus group discussion

#### Focus Group Discussion I (*I Told Sunset About You*)

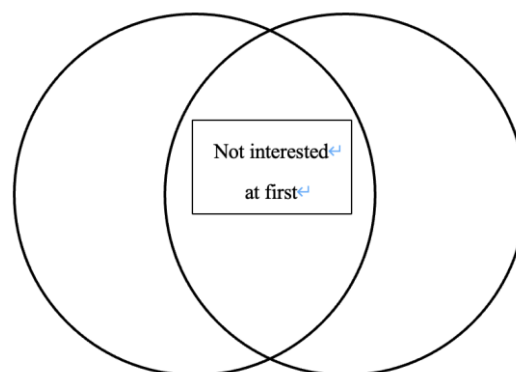
##### 1) Fan identity

During the discussion, only one of the eight participants did not identify herself as a fan of the Thai Boys Love series. On the other hand, considering her exposure to the two Thai Boys Love series and the fact that she has an opinion on the other questions, her involvement should be regarded as being on the same level as that of the other participants. The remaining seven participants identify as fans of the Thai Boys Love series, and they recalled their various viewing experiences of the two Thai Boys Love series as well as other Thai Boys Love series.

##### 2) Findings about the series

##### (1) Not interested at first

Two out of eight participants in the focus group discussion stated that they were initially uninterested in the series. The justifications are as follows:



*Figure 22 Venn diagram of “Not interested at first”*

*A: At first, it seems as though the plot is going to be about puppy love or limerence, neither of which have anything to do with sex or sexual relationships. I initially did not comprehend it, but after giving it a try, I discovered that it is fascinating, which was unexpected. PP, who has a beautiful face, is also someone I greatly adore. Perhaps the opening plot is not my cup of tea, but I enjoy the series because of its attractive actors and the next plotline.*

*B: A good friend of mine suggested that I check it out because, among other things, she gushed about how lovely the series' overall vibe is and how much she adores it. Then I viewed the first episode with curiosity; however, I disliked Ter's makeup and costume. Perhaps it's just me, but I dislike males with dark or chocolate skin. However, I later fell in love with PP. I enjoy his good looks; he is so lovely, and that is why I am so obsessed with the show.*

In conclusion, some of the participants held the opinion that the previous narrative focused on purely romantic feelings or limerence. Chinese audience will base their judgment not only on their first impression of the series but also on the leading actors' appearance, the plot of the first episode, and the makeup and outfit style of the main actor. However, the presence of the series' lead actor is what ultimately convinces them to start watching the show again and turns them into fans of the franchise. Therefore, casting is quite important for a television series, as it might play a role in attracting more people.



## **(2) Beautiful scenery shots**

During the discussion, practically every participant brought up the fact that there are many gorgeous pictures of landscape in the series, and they all agreed on its contribution. The processing of the story was helped along by the inclusion of those amazing shots of the environment. There were four individuals who took part in the discussion and claimed that the stunning visuals of the surrounding area were one of the reasons why they initially decided to watch this series.

According to the release date, the majority of participants watched this series during the years 2020 and 2021, which coincided with the outbreak of the COVID-19 pandemic at a time when China had a stringent approach in place to manage the disease. According to what they said, the beautiful scenery in the shots made them feel like a breath of fresh air in their often-stressful lives. This was especially the case in the last shots of the series, which depict the two main characters running around the island while a magnificent sunset can be seen in the background. It was the photo that was mentioned the most throughout the course of the discussion, and as the participants noted, they had the impression that the energy coming from this shot was coming from young juveniles. After seeing this series, some of the participants mentioned that they had the desire to visit Phuket, which is one of the most well-known tourist destinations in Thailand and serves as the primary setting for most of the filming locations for this series.

### **(3) Chinese cultural features**

During the course of the discussion, there were three people out of the eight participants who brought up the Chinese cultural features of this series, providing perspectives that were both favorable and negative.

*A: I was very impressed by the Chinese elements that were included in this series, particularly the scenario where the main character was learning Chinese. I believe that this plot is grounded in reality and comes out rather naturally. To the best of my knowledge, a significant percentage of Thai schoolchildren initiate their studies of the Chinese language at an early age. As a result, I enjoy the plot.*

*D: With regard to those aspects of Chinese culture, one of my favorite scenes is the one in which they visit a temple that has red lanterns. I believe that it is possible to recognize elements of Chinese culture, which causes me to feel both familiar and startled. It demonstrates that the filmmakers and crew paid attention to our Chinese audience, which makes me feel both familiar and surprised.*

*F: I agree with the comments of other people on the Chinese elements in this series; it can come as such a surprise for us to see that there are Chinese features in television programs that are not produced in China. Having said that, there are instances when I*

*cannot tell the difference between their makeup and their costumes, particularly the traditional costumes. Even if I am not very knowledgeable about this particular form of Chinese culture, I am still able to see that there is something fundamentally flawed about it.*

*G: I have to agree with you; the Chinese elements included in this series are really amazing to me. It is clear that PP has worked hard to sing the song in Chinese, as evidenced by the fact that the background song PP uses, which is titled "Skyline (如何)," is quite lovely. The effort that they are making and the emphasis that they place on us move me.*

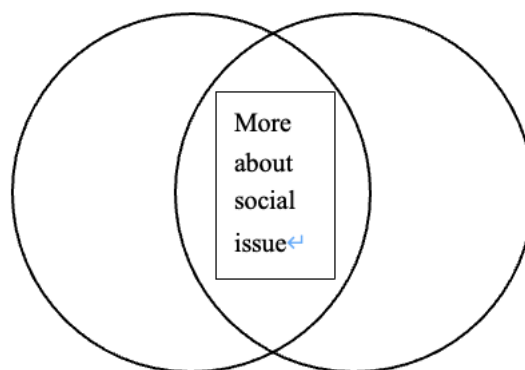
*H: Despite the strangeness of the Chinese expressions in this series, I find the delicate settings and attractiveness of the two actors to be fascinating. And I believe the reason I feel there is something odd there is because when Thai culture is influenced by Chinese culture, we are not yet born. We become unfamiliar with the culture that has been preserved by Chinese Thais or Thais, as there must be significant differences between Chinese culture and Chinese elements in Thai culture.*

In conclusion, from the standpoint of the Chinese audience, it is an honor to see Chinese elements in foreign television programs. As the participants pointed out, this demonstrates how important the Chinese audience is to the filmmakers and how willing they are to

expose themselves to these programs with their own native Chinese culture. Even though there is something strange, as they noted, they can still comprehend it because something may have changed after the former Chinese culture was introduced to Thailand.

### (3) Contribution on social issues discussion

Regarding the wide-open questions, we discussed a variety of fascinating subjects. Participants had a conversation about the social context of this series, the process of coming to terms with one's sexual orientation, as well as the position of women and LGBTQ+ individuals in society.



**Figure 23 Venn diagram of “Contribution on social issues discussion”**

*B: I do not believe that this series is a traditional Boys Love series since I have watched quite a few Thai Boys Love series, and every time I watch the pilot episode of one of those shows, I end up getting bored because it appears like all that is going on is sexual relations. On the other hand, this series takes place in a Thai high school at a time when people are still wondering about the sexual orientation of both and others. Perhaps this is because the setting is*

*Thailand. Considering this, I believe it is more accurate to refer to it as a youth series about two lads.*

*C: In fact, I believe that it has expressed the social concerns that are occurring at this time, such as the fact that LGBTQ+ persons will always have troubles when they "come out of the closets" or live a regular existence.*

At the same time, it would appear that there is disagreement as to whether feminine qualities are neglected and whether or not the establishment of those female roles is courageous.

*F: I would like to make mention of the female characters that appear in this series, particularly Ter's girlfriend, who makes the decision to break their relationship in order to give Ter the freedom to pursue his own happiness. I admire how unselfish and courageous she is. In fact, this boldness of female roles can be seen in a variety of Thai Boys Love series; it may illustrate both the status of women in Thailand and the vitality that they possess.*

*H: No, I don't think it's all about the brave; I think it's a kind of sacrifice that women make in order to support the male qualities in achieving their partnerships. I mean, despite the fact that this series is about the love or connections between two guys, I do not believe*

*that the context in which women are expected to comprehend and make sacrifices for themselves is preferable.*

*G: I agree with H, since in this day and age, it is empowering for women to realize that our voices matter and that our roles are not always minimized. Although I agree that the love between guys is the central theme of this series, that does not imply that the qualities of female characters are unimportant in any way. In the meantime, other Thai Boys Love series have represented this issue, and I believe that this is the contribution that Thai Boys Love series have made to introducing Thailand and the socioeconomic position of Thailand to audiences outside of Thailand.*

In conclusion, during the discussion, two out of the eight participants agreed with the opinion that the series is more about societal issues. These issues included the status of women and people of color who are LGBTQ+, as well as the revelation of the sexual orientation of two major characters. In addition, the female character in this series, who goes by the name Tarn, was perceived as a sacrifice for the two major male characters, despite the fact that there was also a voice from them saying that this female character is so strong and exhibits women's power.

## **Focus Group Discussion II (*KinnPorsche the series*)**

### **1) Fan identity**

According to the information provided in the introductions of those taking part in this focus group discussion, the entire group (n = 9) has acknowledged that they are fans of the Thai Boys Love series. Because they have not only seen *KinnPorsche the series*, some of them have also been interested in other Thai Boys Love series and contributed to the growth of this series. Additionally, this is the reason why they have watched *KinnPorsche the series*.

### **2) Findings about the series**

#### **(1) Be interested by the name and the setting at first**

During the discussion about *KinnPorsche the series*, four of the nine participants remarked that they had been interested in the Chinese name of the series. The Chinese term, 黑帮少爷爱上我, which has a different meaning than either the Thai or the English name, was brought up throughout the discussion. It literally translates to "gangster fell in love with me" in Chinese. This name is frequently used in Chinese online romance fiction, which has a significant following among Chinese women.

In contrast to the replies given during the focus group discussion I, the major of participants indicated that they had been drawn to the setting of this series at the beginning of the first episode for the reasons that are listed below:

*b: The plot of this series is what initially drew me in, despite the fact that it is so old-fashioned that it is easy to predict what will take place in the times to come. Despite this, I'm curious about the rest of their backstories.*

*d: It has an appealing Chinese name; I'm not sure who came up with the name, but the hashtag that it gave rise to has attracted the attention of those who are fans of the Thai Boys Love series as well as other people. I believe that it is most likely the primary reason why this series has grown so famous in such a short amount of time.*

## **(2) Appearance of actors**

The majority of those who have participated in the conversation have brought up the topic of performers' physical attractiveness at some point. The public's enjoyment of this series can be attributed, in large part, to *Apo*, the actor who plays *Porsche*. *Apo*, who is praised for his good looks and his acting ability, has been credited with making the audience like this series.

## **(3) Fast plot progression**

Nearly all of the participants commented on how quickly the primary storyline is developing and how each plot has made significant contributions to the overall development of the story. The majority of the time, they have a strong preference for this kind of



environment; nonetheless, two of the nine participants have indicated their perplexity over the environment:

*b: I don't know if it's feasible for males to have genuine romantic connections with one another, but if it is, I don't think it could happen so quickly. I find that a little hard to believe, but despite that, I did enjoy it.*

*f: In comparison to the other Thai Boys Love series that I have watched, I believe that this one is the sexiest. There are much too many sexual scenes, and there are times when I am completely confused about the plot or what just took place. This is, in fact, a show about the relationship that develops between two guys, and while it may move at a slightly faster pace than in real life, that very fact is one of the things that makes this show so appealing.*

#### **(4) Rich characteristic lines**

When it comes to the topic in question of characteristics that they adore, seven of the participants indicated that they like *Porsche*, one of the key characters, and five of them expressed their liking for *Kinn*, another main character. Both of these characters are from the main story. Surprisingly, there were four people who admitted to having a soft spot for other characters, such as *Tankhun*, who is *Kinn's* older brother.

*i: Out of all of these characters, my favorites are Apo and Tankhun. I find them the most interesting. Because of his charming face and his strikingly good physique, there is no logical reason for me not to like Apo as a performer. Concerning Tankhun, I must say that I find something endearing about his craziness. I mean, in this world, everyone needs to express their feelings, and while I think Tankhun is insane, in real life, we all need to be like him.*

*d: I agree; I like Tankhun, too. He is the character who is a psychopath, but he also has his own insistency and tenderness.*

In the meantime, other participants were having a conversation about the varied aspects of this series. It is one of the primary reasons why people became fans of this series, as evidenced by the comments that they provided.

*a: This series is distinct from others; some of the Thai Boys Love series, in my opinion, do not have settings for other characters at all. Nevertheless, I believe that it is significant since it has the potential to make the series more engaging and appealing to the audience.*

*c: In my perspective, there are instances when I enjoy the stories of the supporting characters more than the stories of the main characters. The narratives of these people take on an air of greater significance due to the limited space available for them. Regarding*

*this series, Vegas and Pete's narrative is my favorite since I find it to be rather endearing, and I think their appearances complement one another very well. The story is one of redemption for one another, and I find that aspect of their narrative to be quite moving.*

*f: As for me, I thought the plot involving the supporting characters was interesting, and I wasn't the only one who thought so. The fact that Kimhan and Porchay have a clandestine relationship, which lends an air of mystery to the narrative, is one of the reasons I enjoy the plot revolving around their relationship.*

To summarize, the development of the Thai Boys Love series relies heavily on the rich characteristic lines that are present throughout each novel. That indicates that the main storyline, which has a lot going on, is not enough for the audience, at least the Chinese audience. For Chinese audience, the supporting plot may be the primary factor in their decision to watch a particular television series. When it comes to the *KinnPorsche series*, nearly every character has a unique adventure to recount, which is one of the things that contributes to the overall success of the series.

### **4.3 Findings from questionnaire survey**

The data from questionnaire survey was gathered in May, 2023 and there were 452 answers which included 401 valid answers that should be analyzed. The details as follow.

### 4.3.1 Validity and reliability

As it has been mentioned in the chapter 3, there should be two tests for the validity and reliability of the questionnaire survey.

For the validity, there were three professors who had been invited to evaluate the index of item objective congruence (IOC) of the questions of the questionnaire (seen at Appendix III).

For the reliability of this research, Cronbach's coefficient alpha was used to test, the reliability scores for the research are all more than 0.7 as the table shows.

Variables		Cronbach's Alpha
<i>The source credulity, attractiveness model and Match-Up Hypothesis</i>		
<b>Attitude towards the ads</b>	Attitude towards the ads of Caremate	0.884
	Attitude towards the ads of Srichand	0.878
<b>Attitude towards the brand</b>	Attitude towards Caremate	0.857
	Attitude towards Srichand	0.900
<b>The intention of purchasing products</b>	The intention of purchasing products of Caremate	0.865
	The intention of purchasing products of Srichand	0.880
<i>The intention of attending brand-organized events</i>		
<b>Attitude towards the events</b>		0.904
<b>The attending intention</b>		0.903

*Table 7 Cronbach's Alphas of variables in the research*

### 4.3.2 Demographic information

According to the data gathered, the average of participants is around 23 years old (Mean of age is 23.04). About half of the participants are around 19-25 years old, following with the participants around 26-30 years old, it was 23.2%. There were also teenagers around 13-28 years old had identified themselves as fans of the two Thai Boys Love series, about 19.5%. About the gender of participants, there were 45.9% participants are male and 53.9% are female, and 0.2% is others. As for their monthly income, it has been polarized that there are around 35% of them have monthly income less than 2000 CNY (Approximately 10,000 Baht), however, there are over 40% of them have income around 4000-10,000 CNY (Approximately 20,000 – 50,000 Baht) per month and people who have income around 8000-10,000 CNY (Approximately 40,000 – 50,000 Baht) monthly are more than people who have 4000-8000 CNY (Approximately 20,000 – 40,000 Baht). That is depended on their occupations, as for this research, there were around 40% of participants are students, and there were numbers of participants are working in private companies as well, the proportion is around 33%. The details as the table follow.

Age range	Frequency	Percent
<b>13-18</b>	78	19.5
<b>19-25</b>	197	49.3
<b>26-30</b>	93	23.2
<b>30-39</b>	33	8.0
Mean	23.4	

*Table 8 Age range of the samples*

Gender	Frequency	Percent
<b>Male</b>	184	45.9
<b>Female</b>	216	53.9
<b>Others</b>	1	0.2

*Table 9 Gender of the samples*

Education	Frequency	Percent
<b>Under high school</b>	46	11.5
<b>High school</b>	74	18.5
<b>Bachelor's degree</b>	247	61.6
<b>Master's degree and above</b>	34	8.5

*Table 10 Education level of the samples*

Monthly income (Unit:CNY)	Frequency	Percent
<b>Under 2000 (Approximately 10,000 Baht)</b>	147	36.7
<b>2001-4000 (Approximately 10,000 – 20,000Baht)</b>	21	5.2
<b>4001-8000 (Approximately 20,000 – 40,000 Baht)</b>	98	24.4
<b>8001-10,000 (Approximately 40,000 – 50,000 Baht)</b>	100	24.9
<b>Over 10,000 (Approximately 50,000 Baht)</b>	35	8.7

*Table 11 Monthly income of the samples*

Occupation	Frequency	Percent
<b>Student</b>	164	40.9
<b>Work in the government sector</b>	62	15.5
<b>Work in private company</b>	133	33.2
<b>Freelancer</b>	14	3.5
<b>Business owner</b>	11	2.7
<b>Unemployed</b>	4	1.0
<b>Retired</b>	9	2.2
<b>Other</b>	4	1.0

*Table 12 Occupations of the samples*

#### 4.3.3 Chinese fans' exposure to Thai Boys Love series

In this section, there were two questions about the platforms the samples have chosen to view the series and the related contents, as well as the reasons why they chose to watch certain series. Both questions focused on the reasons why the samples selected to watch the particular series.

Platform	Frequency	Percent
<b>Bilibili</b>	192	47.9
<b>Wetv</b>	180	44.9
<b>Xiaohongshu</b>	182	45.4
<b>Cloud link</b>	150	37.4
<b>Weibo</b>	106	26.4
<b>Other</b>	22	5.5

*Table 13 Platforms of viewing content*

According to the table above, the samples have chosen to watch the series and content related to the series on *Bilibili* the most, as the

proportion is 47.9%. Followed by *Xiaohongshu* (percentage of 45.4%) and *Wetv* (44.9%). Also, those cloud links shared by fan subbing groups have been chosen by the proportion of 37.4%. It's worth noting that *Xiaohongshu* is not a streaming platform but a lifestyle-sharing social media platform in China; however, it has still been one of the most influential platforms.

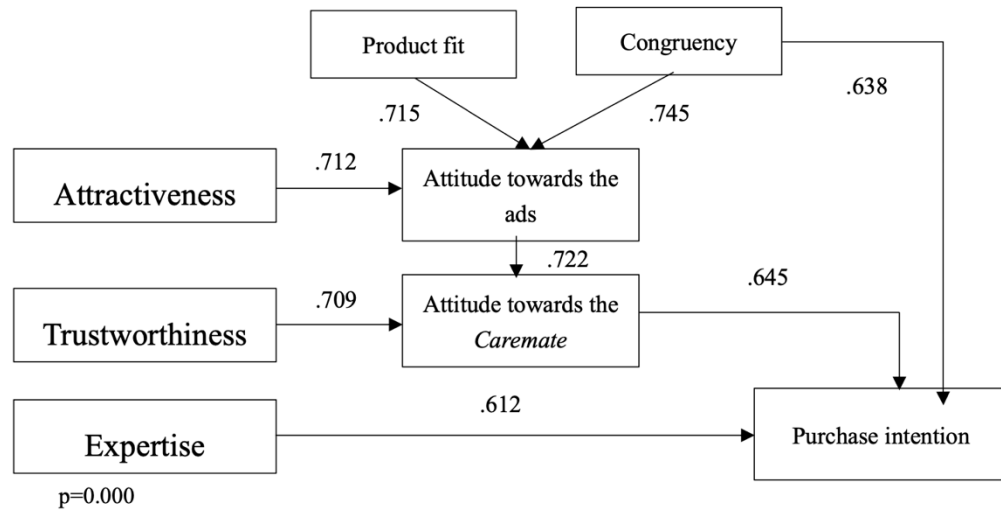
Aspect	Frequency	Percent
<b>Scene</b>	315	78.6
<b>Storyline</b>	282	70.3
<b>Director</b>	176	43.9
<b>Other</b>	1	0.2

*Table 14 Reasons the samples choose to view Thai Boys Love series*

According to what has been demonstrated above, the most convincing norms that affect viewers' decisions regarding whether to watch Thai Boys Love are the show's beautiful scenes, which account for almost eighty percent of the total. Next on the list is the delicate and rich storyline of the series, which was selected by around 70% of viewers as another factor that is essential to them. However, beautiful scenes and numerous stories are the most important variables that affect the viewing decisions of Chinese fans. Meanwhile, the director is another incentive for people to view the series.



#### 4.3.4 The integrated model of *Caremate*



**Figure 24** The integrated model of *Caremate*

As the graph shows, the correlations between the variables are positive ( $r > 0$ ) and significant ( $r > 0.6$ ). For the variable "attitude towards the ads", there are three variables that influence it: the attractiveness of celebrity endorsers, product fit, and congruency. As it shows, congruency has the most influence on it, as  $r = 0.745$ , followed by product fit, as  $r = 0.715$ , and the similar influence of the attractiveness of celebrity endorsers ( $r = 0.712$ ). As for the attitude towards the brand, *Caremate*, there were two variables tested: trustworthiness and attitude towards the ads. As it has been shown, attitude towards the ads ( $r = 0.722$ ) influences it more significantly than trustworthiness, as the  $r$  is 0.709.

However, the influence of the variables on the purchase intention didn't show as significantly as those variables above, as their Pearson correlation matrix is less than 0.7; nevertheless, they still had an influence. The attitude towards the ads still showed its influence

significantly, as the matrix is 0.645. Followed by the expertise of the product and its congruency.

Test results of the conceptual model containing hypotheses are reported in the following. Regression analysis ( $F=329.605$ ,  $p<0.001$ ) is conducted and attractiveness ( $\beta=.253$ ,  $t=8.021$ ,  $p<0.001$ ), product-fit ( $\beta=.264$ ,  $t=8.021$ ,  $p<0.001$ ) and congruency ( $\beta=.313$ ,  $t=8.610$ ,  $p<0.001$ ) show positive and significant effects on attitude towards the ads simultaneously explaining 71.4% of total variance.

A regression of attractiveness on the attitude towards the ad ( $F=416.960$ ,  $p<0.001$ ) show significant effects ( $\beta=.614$ ,  $t=11.269$ ,  $p<0.001$ ) and explains 50.7% of the total variance.

A regression of product-fit on the attitude towards the ad ( $F=409.823$ ,  $p<0.001$ ) show significant effects ( $\beta=.605$ ,  $t=11.813$ ,  $p<0.001$ ) and explains 51.1% of the total variance.

A regression of congruency on the attitude towards the ad ( $F=498.429$ ,  $p<0.001$ ) show significant effects ( $\beta=.615$ ,  $t=12.613$ ,  $p<0.001$ ) and explains 55.5% of the total variance.

Regression analysis ( $F=363.606$ ,  $p<0.001$ ) is conducted and trustworthiness ( $\beta=.399$ ,  $t=11.872$ ,  $p<0.001$ ), and attitude towards the ads ( $\beta=.425$ ,  $t=12.709$ ,  $p<0.001$ ) show positive and significant effects on attitude towards the brand (*Caremate*) simultaneously explaining 64.6% of total variance.

A regression of trustworthiness on the attitude towards the brand (*Caremate*) ( $F=403.418$ ,  $p<0.001$ ) show significant effects ( $\beta=.649$ ,  $t=20.085$ ,  $p<0.001$ ) and explains 50.3% of the total variance.

A regression of attitude towards the ads on the attitude towards the brand (*Caremate*) ( $F=434.018$ ,  $p<0.001$ ) show significant effects ( $\beta=.658$ ,  $t=20.833$ ,  $p<0.001$ ) and explains 52.1% of the total variance.

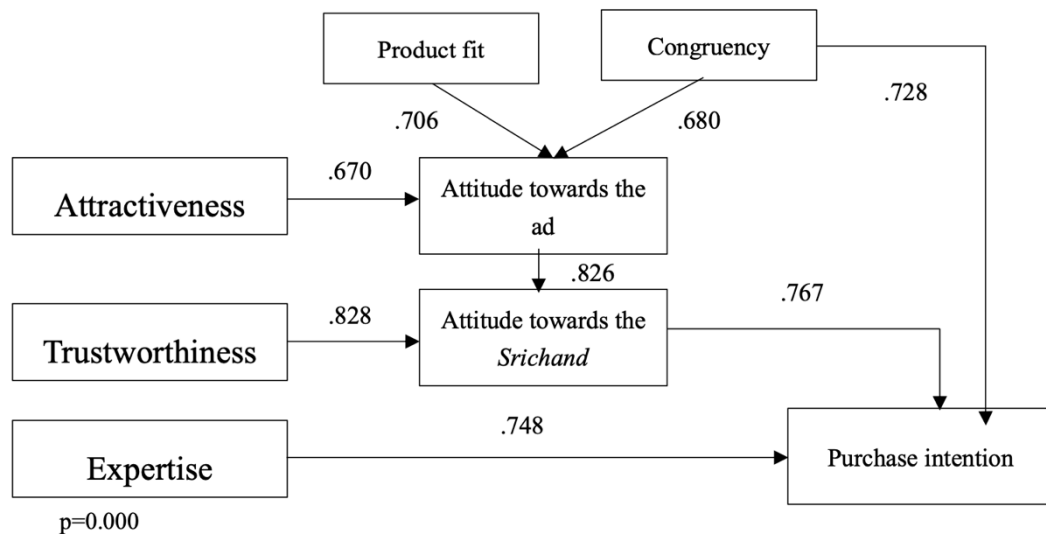
Regression analysis ( $F=156.634$ ,  $p<0.001$ ) is conducted and expertise ( $\beta=.223$ ,  $t=5.750$ ,  $p<0.001$ ), congruency ( $\beta=.282$ ,  $t=6.747$ ,  $p<0.001$ ), and attitude towards the brand (*Caremate*) ( $\beta=.250$ ,  $t=6.015$ ,  $p<0.001$ ) show positive and significant effects on purchase intention simultaneously explaining 54.2% of total variance.

A regression of expertise on purchase intention ( $F=238.433$ ,  $p<0.001$ ) show significant effects ( $\beta=.527$ ,  $t=15.441$ ,  $p<0.001$ ) and explains 37.4% of the total variance.

A regression of congruency on purchase intention ( $F=274.554$ ,  $p<0.001$ ) show significant effects ( $\beta=.582$ ,  $t=16.570$ ,  $p<0.001$ ) and explains 40.8% of the total variance.

A regression of attitude towards the ads on purchase intention ( $F=283.879$ ,  $p<0.001$ ) show significant effects ( $\beta=.557$ ,  $t=16.849$ ,  $p<0.001$ ) and explains 41.6% of the total variance.

### 4.3.5 The integrated model of *Srichand*



*Figure 25 The integrated model of Srichand*

As the graph shows, the correlations between the variables are positive ( $r > 0$ ) and significant ( $r > 0.6$ ). For the attitude towards the brand, *Srichand*, there were two variables tested: trustworthiness and attitude towards the ads. As it has been shown, trustworthiness ( $r = 0.828$ ) influences it more significantly than attitude towards the ads, as the coefficient is 0.826. The variables that influence the purchase intention have also been tested: attitude towards the *Srichand* ( $r = 0.767$ ), expertise ( $r = 0.748$ ), and congruency ( $r = 0.728$ ). The attitude towards the ads still showed its influence significantly, as the matrix is 0.767, followed by the expertise of the product and the congruency.

However, the influence of the variables on the variable "attitude towards the ads"—there are three variables that influence it: attractiveness of celebrity endorsers, product fit, and congruency—didn't show as significantly as those variables above, for their Pearson correlation matrix is less than 0.7. As it shows, the product fit has the

most influence on it, as  $r = 0.706$ ; then follows congruency, as the Pearson correlation coefficient  $r$  is  $0.680$ , with the similar influence of the attractiveness of celebrity endorsers ( $r = 0.670$ ).

Test results of the conceptual model containing hypotheses are reported in the following. Regression analysis ( $F=213.262$ ,  $p<0.001$ ) is conducted and attractiveness ( $\beta=.225$ ,  $t=8.021$ ,  $p<0.001$ ), product-fit ( $\beta=.314$ ,  $t=8.021$ ,  $p<0.001$ ) and congruency ( $\beta=.274$ ,  $t=8.610$ ,  $p<0.001$ ) show positive and significant effects on attitude towards the ads simultaneously explaining 63.6% of total variance.

A regression of attractiveness on the attitude towards the ads ( $F=325.236$ ,  $p<0.001$ ) show significant effects ( $\beta=.575$ ,  $t=18.034$ ,  $p<0.001$ ) and explains 44.9% of the total variance.

A regression of product-fit on the attitude towards the ad ( $F=397.220$ ,  $p<0.001$ ) show significant effects ( $\beta=.626$ ,  $t=19.930$ ,  $p<0.001$ ) and explains 49.9% of the total variance.

A regression of congruency on the attitude towards the ad ( $F=343.363$ ,  $p<0.001$ ) show significant effects ( $\beta=.603$ ,  $t=18.530$ ,  $p<0.001$ ) and explains 46.3% of the total variance.

Regression analysis ( $F=1113.875$ ,  $p<0.001$ ) is conducted and trustworthiness ( $\beta=.482$ ,  $t=20.843$ ,  $p<0.001$ ), and attitude towards the ads ( $\beta=.464$ ,  $t=20.677$ ,  $p<0.001$ ) show positive and significant effects on attitude towards the brand (*Srichand*) simultaneously explaining 84.8% of total variance.

A regression of trustworthiness on the attitude towards the brand (*Srichand*) ( $F=870.102$ ,  $p<0.001$ ) show significant effects ( $\beta=.776$ ,  $t=29.497$ ,  $p<0.001$ ) and explains 68.6% of the total variance.

A regression of attitude towards the ads on the attitude towards the brand (*Srichand*) ( $F=859.545$ ,  $p<0.001$ ) show significant effects ( $\beta=.751$ ,  $t=29.318$ ,  $p<0.001$ ) and explains 68.3% of the total variance.

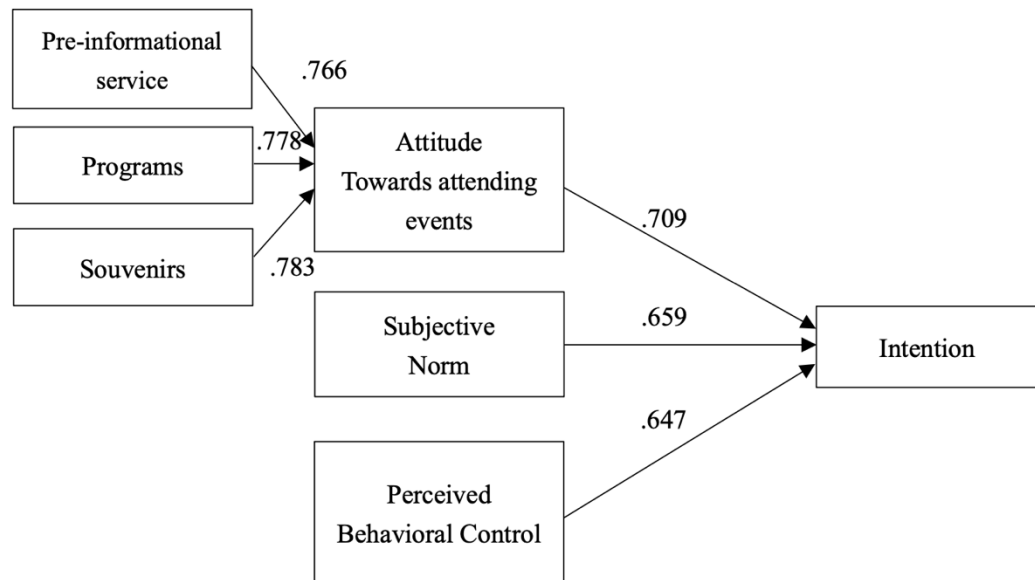
Regression analysis ( $F=488.416$ ,  $p<0.001$ ) is conducted and expertise ( $\beta=.301$ ,  $t=11.421$ ,  $p<0.001$ ), congruency ( $\beta=.296$ ,  $t=11.559$ ,  $p<0.001$ ), and attitude towards the brand (*Srichand*) ( $\beta=.316$ ,  $t=11.742$ ,  $p<0.001$ ) show positive and significant effects on purchase intention simultaneously explaining 78.7% of total variance.

A regression of expertise on purchase intention ( $F=507.782$ ,  $p<0.001$ ) show significant effects ( $\beta=.649$ ,  $t=22.534$ ,  $p<0.001$ ) and explains 56.0% of the total variance.

A regression of congruency on purchase intention ( $F=449.146$ ,  $p<0.001$ ) show significant effects ( $\beta=.637$ ,  $t=21.193$ ,  $p<0.001$ ) and explains 53.0% of the total variance.

A regression of attitude towards the ads on purchase intention ( $F=569.553$ ,  $p<0.001$ ) show significant effects ( $\beta=.661$ ,  $t=23.865$ ,  $p<0.001$ ) and explains 58.8% of the total variance.

#### 4.3.6 The intention of attending brand-organized events



*Figure 26 The planned behavior model of attending events*

As the graphs shows, the correlations between the variables are positive ( $r > 0$ ) and significant ( $r > 0.6$ ). For attitude towards attending events, there were three variables had been tested, pre-informational service, programs, and souvenirs as it has been showed, the variable “valuable souvenirs” ( $r = 0.783$ ) influences significantly most. Followed by the variable as programs, as the coefficient as 0.778, then, pre-informational service has also influenced as the correlation is 0.766. The variables that influence the attending intention has also been tested, attitude towards attending events ( $r = 0.709$ ), subjective norm ( $r = 0.659$ ), and perceived behavioral control ( $r = 0.647$ ). The attitude towards the events still showed its influence significantly as the matrix is 0.709, followed by the subjective norm and the perceived behavioral control.

This chapter's analysis is divided into three sections, including the results of the textual analysis, focus group discussions, and questionnaire surveys. The narrative storylines of *I Told Sunset About You* and *KinnPorsche the series* are different, with *I Told Sunset About You* focusing on the story of *Teh* and *Oh-Aew* while *KinnPorsche the series* combines several storylines. These differences have been discussed in the textual analysis of the filming locations, colour and tone, and narrative storylines of the two series. The focus group discussion then revealed that they share a platform and viewing experience that may not be authorised by the official. As a result of the narrative, social impact, and story development, their perspectives about the settings of the two series alter. The results of the focus group discussions ultimately led to a questionnaire study on fans' intentions to buy products from brands endorsed by celebrities who play major roles in the two shows, as well as their intentions to attend events hosted by those brands. It has been proven that a number of factors, including the attractiveness of endorsers, their trustworthiness, expertise, product fit, and congruence, have an impact on consumers' opinions towards advertisements and brands as well as their intention to make a purchase. The elements that influence the intention to attend events, such as attitude, social norms, and perceived behavioural control, have also been put to the test. The comprehensive summary and discussion are provided in the subsequent chapter.



## CHAPTER 5 SUMMARY AND DISCUSSION

The purpose of this research was to investigate the success and popularity of the two series (namely *I Told Sunset About You* and *KinnPorsche the series*) among Chinese fans, Chinese fan economy of the two series and its influence on Thai creative industries, and the intentions of Chinese fans to buy products endorsed by their idols and to attend events organized by brands. By utilizing a mixed method, which includes textual analysis to study the text of two series, focus group discussion as a kind of pilot study from two groups of Chinese fans of the two series, and finally a questionnaire survey with 401 valid answers to verify the purchasing intention and attending events intention models. This chapter presents a summary of the textual and data analysis that was done in the front as well as a discussion based on the conclusions of this research. The study of the data also provides a summary of the practical implications of this research. In the end, the limitations of this research are discussed, along with some suggestions for further research. The details as follow:

### *5.1 Summary*

### *5.2 Discussion*

### *5.3 Limitation*

### *5.4 Practical Implication*

### *5.5 Direction for Future Research*

## 5.1 Summary

In this part, the summary of this research has been divided into three topics from the findings from textual analysis, focus groups discussions, and the questionnaire survey, the details as follow:

### 5.1.1 The filming location

For *I Told Sunset About You*, there have been mentioned four different locations that were used for filming. The majority of these locations feature aspects of Chinese culture, such as *Teh's* home and the *Kopitiam*, which both have a Chinese lantern and rituals from China. In addition, there is *the Sang Tham Shrine*, which is the temple where the two main characters go to mend their friendship after it has been damaged. In spite of the fact that it is situated in Phuket, Thailand, it nevertheless has many of the traditional Chinese characteristics that cannot be overlooked.

There are also two filming locations that this series has shown, one of which is the main street of Phuket town, which is called *Thalang Road*, and the other is the beaches that are located on the island. The use of the main thoroughfare to advance the plot is particularly noteworthy because of the role it plays in the mending of a friendship between two of the protagonists. The beaches and the ocean in Phuket, which have been referred to as one of the most spectacular features of Phuket's geography, have also served as significant gathering spots for their friendships and romantic connections.

*The Chao Phraya River, Wat Arun, and the Chan Ta Then waterfall* are the primary locations that have been referenced in discussions regarding the filming of the *KinnPorsche the series*. Both *the Chao Phraya River* and *Wat Arun* are locations that have made significant contributions to the plotline in which the two characters finally confess their feelings to one another and that play an important part in the development of the love story. In the meantime, *the Chao Phraya River* and *Wat Arun* are landscapes in Bangkok, Thailand, that have historically reflected not only the culture of Bangkok but also the culture of Thailand. Nevertheless, filming at night at the location contributed significantly to the creation of a more romantic mood.

As for another location, the *Chan Ta Then waterfall*, which combines the narratives of two people, this location has contributed to the development of the narrative and has also provided a distinct perspective of Thailand as a country that is surrounded by forest and environment. When the scene is photographed with a warmer tone, the views of the scenery are more realistic and authentic; yet, when the scene is shot with a darker and colder tone, the relationship between the two may be better appreciated.

In conclusion, a number of locations used in the production of the two series have been investigated. One thing that all of these locations have in common is that, in their own unique ways, they have each symbolized aspects of Thai culture and the way Thai people live their lives. In the meantime, it is impossible to ignore the fact that numerous Chinese characteristics can be found in some places or settings as well.

### 5.1.2 Settings

The three main characters in *I Told Sunset About You*, *Teh*, *Oh-Aew*, and *Tarn*, all experience significant color changes throughout the course of the story. The fact that *Teh*'s color shifts from blue, which is his signature color, to red, which is *Oh-Aew*'s color, indicates that *Teh* is developing romantic feelings for *Oh-Aew*. After that, it went back to being blue, which symbolized the struggles that *Teh* was going through internally, and after that, it turned white, which represented the possibility of their relationship. Because the color of the cloth has changed for *Oh-Aew* as well, from red to blue (*Teh*'s favorite color), this indicates that *Oh-Aew* has developed romantic feelings for *Teh*. Then it turns crimson, which represents himself as devastated by his feelings for *Teh*. In the end, it takes on a white color as well. When *Tarn*, who has a crush on *Teh* and whose signature color is purple, falls in love with *Teh*, her color changes from purple to blue. The color of her linen, however, changes back to purple when she learns that *Teh* favors *Oh-Aew* more than her. At long last, it becomes white, indicating that there is a chance that they will become friends.

Regarding the color tone of the series, the tone is quite soft and brimming with sunlight, both of which contribute to this series having a color tone that is soft and friendly. The soft color tone is a perfect fit for the action taking place in the story, which helps to push the narrative forward.

*I Told Sunset About You* has a warmer color scheme and a warmer tone, while *KinnPorsche the series* has a darker color scheme and a colder tone. With the background consisting of gangs, this kind

of color tone can be helpful when it comes to the connections between the characters. The cool color tone can help communicate the emotional shifts that occur between two characters more easily. At the same time, the audience may experience a sense of mystery, which may pique their interest and encourage them to continue watching.

Meanwhile, *I Told Sunset About You* has only one main storyline about *Teh* and *Oh-Aew*, which consists of two plot points, the relationship between them is repaired and *Oh-Aew* confesses his affection to *Teh*, as well as the conflict that even if they kiss together, they still cannot end up together. When comparing the narrative lines of the two series, it is important to note that *I Told Sunset About You* is the shorter of the two series. *KinnPorsche the series*, on the other hand, contains a number of different storylines that focus on the entire family as well as their bodyguards. The series has thus far told three primary stories, one each revolving around *Vegas* and *Pete*, *Kim* and *Porchay*, and *Kinn* and *Porsche*.

The findings of a focus group discussion held by both groups indicate that participants have remarked that both series cover current social concerns pertaining to LGBTQ+ groups as well as the revelation of the sexual orientation of two prominent characters. Additionally, the female character in this series, who goes by the name *Tarn*, was thought of as a sacrifice for the two primary male characters, despite the fact that there was also a voice from these male characters claiming that this female character is so powerful and demonstrates women's power. Meanwhile, the social status and social classes in Thailand have been represented in the two series as well,

which can be combined with the current issues about politics, society, and culture of Thailand.

### 5.1.3 Exposure to Thai Boys Love series and related contents

According to the information that has been presented over the discussion, the time of day that the samples have selected to watch the series is in the evenings on weekends or during the holidays, when they do not have the company of their parents, families, or friends. As for the platform that they have chosen to watch on, it is unlikely that they will choose one of the major streaming services like *iQiyi*, *Youku*, or any of the others. This is because China has severe censorship laws. Consistently, people have decided to watch the series by accessing it through the cloud connections that are shared on *Wechat* by the official accounts of fan subbing groups. Some of them have indicated that in order to discover a website to watch, they would conduct a search on either Baidu or Google. They have also picked other platforms, that may not be officially approved by the Chinese government, such as *Duoduo Video* (多多视频), *Renren Video* (人人视频), *Taiju TV* (泰剧TV), *Taijutu* (泰剧兔), or others. The samples have indicated that *Bilibili* is their platform of choice for watching relevant content and programs, followed by *Xiaohongshu*, *Wetv*, and cloud connections from fan subbing groups on *Wechat* official accounts. The most essential factors that play a role in the viewing decisions of Chinese fans are the series' stunning visuals and diverse narratives, which are the primary reasons why they choose to

watch the show. People watching the series for another reason would be interested in seeing the filmmaker.

There are a significant number of videos created by fans that are adaptations of the series. The participants have mentioned that such videos give them an additional channel through which they are able to learn about the numerous fan networks and about the companies that are affiliated with the Thai Boys Love series. The participants are in agreement that they can learn about the show and the characters by watching fan-made related content, and they believe that this is the case with the fan-made related content in question. In the meantime, these associated contents serve as a form of advertising for the series.

## **5.2 Discussion**

The discussion of this study focuses mostly on two points that are derived from the findings of the data gathering and analysis. This section focuses mostly on the settings of the two series, the features of Chinese fandom, as well as the relationships between Thai creative industry and Chinese fandom and fan economy. Meanwhile, there is an integrated model based on this research and related theories has been presented as well.

### **5.2.1 The success of Thai Boys Love series**

Social issues in the Thai Boys Love series have been infrequently discussed in academic literature. Two of the series that have been investigated in this research have shed light on an additional facet of the evolution of Thai society and culture. One of

the reasons why they prefer to watch the series that the samples mentioned is so that they may understand Thailand and Thai culture more, which can be viewed as one of the contributing factors to the success of the two series among Chinese fans. Combined with the current social issue in Thailand about Pride Month in June 2023, there were a lot of posts on *Xiaohongshu* about how people felt while attending the parade in the Siam area. This has reflected that Chinese people are interested in the LGBTQ+ groups of people and their status in Thailand. In the meantime, the series has demonstrated that the receptive personality of Thai culture can be comprehended in a simpler way by using a different approach. Not only may the Thai television sector profit from the successful settings of two series, but other industries may also benefit from the rewards of their successes. For instance, the Thai tourism industry, which has traditionally been the backbone of the Thai economy, has the potential to entice an increased number of Chinese travelers with an interest in Thai culture and society.



### **5.2.2 Chinese fandom**

As Duffett (2013) points out, fandom is a sociological phenomenon that is related to contemporary capitalist cultures, electronic media, mass culture, and public performance. As for this research, Chinese fans of the two series have contributed to the development of society, the economy, and culture.

First, as the focus group has discussed, several Chinese fans hold the view that *I Told Sunset About You* is not only a simple Thai Boys



Love series that talks about a story about two boys, which is an old-fashioned story that a lot of Thai Boys Love series have been working on. However, the series is about the social issues facing LGBTQ+ groups of people that need a lot of attention from different groups of people. Meanwhile, the age setting of the two main characters is about 18 years old, and they are still teenagers that are curious about gender and sex orientations. On the other hand, *KinnPorsche the series* talks about the social status and class in Thailand, which is as important to Thai society as the LGBTQ+ groups of people that can recover the dark side of the development of Thai society as well.

Second, Cavicchi (1998) asserts that fandom is more about "what it does" than "what it is." Thus, it is imperative to discuss the behavior of Chinese fans. They pay attention to both Thai and Chinese culture in the series, as well as their own unpaid work on the series, such as fan-edit videos on electronic platforms, which can be viewed as UGC (user-generated content), and fan-subbed videos, which are created by unpaid fans (De Kosnik et al., 2015; Terranova, 2000). According to (Jenkins, 2006a), fan-subtitled content, which can be thought of as a type of "user-generated content," has involved a wide range of media texts and formats on numerous internet platforms. On the other hand, these new communication platforms enable followers to share information, collaborate virtually, and contribute what is known as "user-generated content." Such fan activities are commonly viewed as an element of a participatory culture, in which fan interpretations and social interactions result in the production of cultural products that serve the fans' fandom. According to the findings, the most significant impact of fan-subtitled

or fan-edited videos is establishing a positive reputation among the Chinese general public. Thus, what Chinese fans do is cultivate a positive reputation for their favourite series and celebrities among a diverse group of ordinary people who have a positive emotional connection to the Thai Boys Love series. Their admiration then becomes the driving force behind their efforts to edit, translate, and distribute their work on the Thai Boys Love series for free.

As the participants referred, they were attracted by those fan-edited videos on Chinese streaming platforms or social media platforms, such as *Bilibili*, *Sina Weibo*, and *Xiaohongshu*. Different from other countries, *Facebook*, *Twitter*, *Instagram*, and other social media platforms are banned in China; however, as a group of internet users, as soon as new social media platforms emerged, fans promptly set up fan pages for their idols to share information with one another (Duffett, 2013). They have always used the platforms called *Sina Weibo* and *Xiaohongshu* to share their own feelings and opinions on the series or celebrities. On *Sina Weibo*, they have gathered on certain fan pages to discuss their beloved celebrities and series. As for *Xiaohongshu*, they share their points of view by using hashtags to get more attention from others. Meanwhile, *Bilibili*, as a streaming platform in China, finds it interesting that more than half of the fans who participated in the questionnaire survey chose to watch the related comment about a certain series. As a result of the expansion of electronic media throughout the nineteenth century, the phenomenon of fandom became increasingly important.

Last but not least, Chinese fans have demonstrated incredible purchasing power by following the official account of *Caremate* on

*Sina Weibo*, there are 88 thousand followers of *Caremate* and 78 thousand followers of *Srichand*. Concerning their sales, it was reported that during the month of May 2023, more than 200 fans purchased the lipstick of *Caremate*, which was sponsored by *Billkin* and *PP*, and 300 fans purchased the beauty kit of *Srichand*, which was endorsed by *Mile* and *Apo*. As a result, we are able to see that, as a system of fan culture consumption, Chinese fans have contributed to the products that are endorsed by the celebrities that they look up to. In addition to their consumption patterns of the content that is associated with their idols, for instance, as it was just pointed out, one of the options available to them when it comes to making purchases is magazines. This is due to the fact that magazines have monetary value in addition to cultural and social significance. Meanwhile, numerous participants have also mentioned that they would be willing to purchase replicas of photos of their idols or other content made by fans that is related to their idols. This kind of purchasing behaviour contributes not only to the growth of the economy but also to the development of the creative industries, as stated by Zubernis and Davis (2016).

### **5.2.3 Thai Creative industry and Chinese fandom and fan economy**

#### **1) Brand marketing**

According to the source credulity, attractiveness model, and match-up hypothesis, there are a number of factors that influence the purchasing intention. These factors include attractive endorsers, product fit, and congruency that influence the attitude towards the

ads; trustworthiness and the attitude towards the ads that impact the attitude towards the brand; and expertise, congruency, and attitude towards the brand that influence the purchasing intention(Choi & Rifon, 2012; Seiler & Kucza, 2017)

According to the research conducted by Seiler and Kucza (2017), the attractiveness of endorsers, trustworthiness, and knowledge, all of which can be interpreted as credibility, have a favorable influence. According to the data and information that was gathered on the integrated model of two brands, *Caremate*, which was endorsed by *Billkin* and *PP*, who acted as main characters in *I Told Sunset about You*, and *Srichand*, which was represented by *Mile* and *Apo*, who performed as main characters in *KinnPorsche the series*. Although the correlations between the elements vary depending on the brand, the influence on purchasing intention and the relative factors remain the same.

Attractiveness of endorsers, product fit, and congruency are the three aspects that have been researched in relation to attitudes regarding advertisements for brands. For *Caremate*, congruency is the factor that has the greatest impact on the samples' attitudes toward the advertisements for the brand. On the other side, as proposed by Kamins (1990) and Joseph (1982) there is an interaction effect between celebrity appeal and product type. For the product that is associated with attractiveness (i.e., luxury vehicles), it was discovered that a more attractive celebrity led to more spokesperson credibility and a more favourable attitude towards the advertisement than a less attractive celebrity, which can be seen when it comes to the study of *Srichand*. The attractiveness of endorsers has the greatest influence

on the attitudes that samples have towards the advertisements. Their sentiments toward the specific brand are likewise impacted, but in opposite ways, by two other elements. The samples' attitudes regarding the advertising have a greater influence on their attitudes toward *Caremate*, whereas trustworthiness has a greater influence on their attitudes toward *Srichand*. Finally, views toward the brand have a significant impact on purchasing intentions, primarily for both brands. According to the findings of McCormick (2016), endorser-product congruency will have a positive effect on consumers' purchase intentions. This is because it has been followed by congruency, which influences the purchasing intention. In the case of *Caremate*, this has been the case. On the other hand, the situation is different for *Srichand* compared to *Caremate* in that expertise has a greater influence on the intention to buy. However, according to the previous literature, which holds the view that human beings tend to think in stereotypes as a way of categorizing people they meet and that congruency will negatively impact the purchasing intention (Seiler & Kucza, 2017), in this research, the impact on the purchasing intention turns out to be positive. That means Chinese fans may not consider the conflict between celebrities and products can effect on their purchasing decisions.

In conclusion, according to the current materials on the model, academics have focused on whether the influence is beneficial or negative (Choi & Rifon, 2012; McCormick, 2016; Seiler & Kucza, 2017). This is based on the fact that these materials have been analyzed. As was just mentioned, the nature of the relationships that

exist between a consumer's intent to buy and the various factors that influence that intent varies from brand to brand.

## **2) Events organization**

As for the planned behavior model of attending events, there are three variables that should be tested: attitude towards the events, subjective norm, and perceived behavioral control (Ajzen, 1985, 1991, 2011b). People's positive or negative evaluations of the activity itself are reflected in their attitudes toward behaviors that they observe in others. As it has been tested, the attitude toward attending events has the most impact on the intention, different from the wine trip study of S. Lee, Bruwer, and Song (2015), which showed the subject norms play the most role among the three factors.

As Yoon et al. (2010) suggested, pre-informational service, program, and souvenirs have been tested as factors that influence attitudes towards attending events. First of all, the effects of souvenirs on event value are noteworthy since they were associated with the event's theme. Yoon et al. (2010) found that the events' program predicted positive emotion and satisfaction most strongly; therefore, the program management is also important that it has been tested for its impact on the attending intention to the brand-organized events, which has the influence followed by valuable souvenirs. The pre-informational service that Yoon et al. (2010) suggested should be considered the most impactful factor; however, in this study, pre-informational service turns out not to have as much influence as the other two factors on attitudes towards attending events.

Meanwhile, the impacts on the attending events intentions of the three key factors, attitude towards the events, subjective norm, and perceived behavioral control, have been tested, and the impact of them is all positive on the intention, as Ajzen (2011a) proposed.

In conclusion, the attitude that the samples have toward attending the most events is a factor that influences their propensity to attend brand-organized events. In the meantime, there are three factors that have been evaluated to determine their effects on attitude. Of these three factors, valuable souvenirs have been found to be the most effective component that has an impact on attitude, at the same time, the events can contribute to the development of tourism as well.

According to the details above, it may benefit a variety of creative industries. Regarding those filmmakers, who ought to be regarded as the most significant segment of the population that will be influenced, perhaps they ought to focus more of their emphasis on the social problems that exist in Thailand as well as the methods in which those problems might be represented to an international audience. In the meantime, as a form of soft power for Thailand, the expression of LGBTQ+ individuals should be more considered not only by filmmakers, but also by brands that tend to invite celebrities who act in the series as LGBTQ+ people. This applies to both the directors and the brands. Also, brands that want to be creative and connect with target groups such as Chinese fans should pay attention to the attractiveness of the people who endorse their products, as well as the connection of the products with the endorsers, so that consumers have a better impression of the advertisements for those brands and have a greater desire to purchase those brands' products.

Without a doubt, the tourism industry, which serves as the cornerstone of Thailand's creative sector, should also be a primary priority. Participating in a brand-organized event while travelling through Thailand was one of the activities that was investigated as part of this research project. To a greater extent than any other factor, valuable souvenirs shape attendees' perspectives of the events they attend. Therefore, if a Thai enterprise wants Chinese fans to attend their events in Thailand, one of the most crucial things for stakeholders to manage is the souvenirs that are sold at those events.





### 5.2.4 The integrated model of Chinese fandom and fan economy

According to the discussion above, by combining the source credibility, attractiveness model and match-up hypothesis, as well as the planned behavior model, the outcome of this research can therefore present an integrated model about Chinese fandom of Thai Boys Love series, the details as follow:

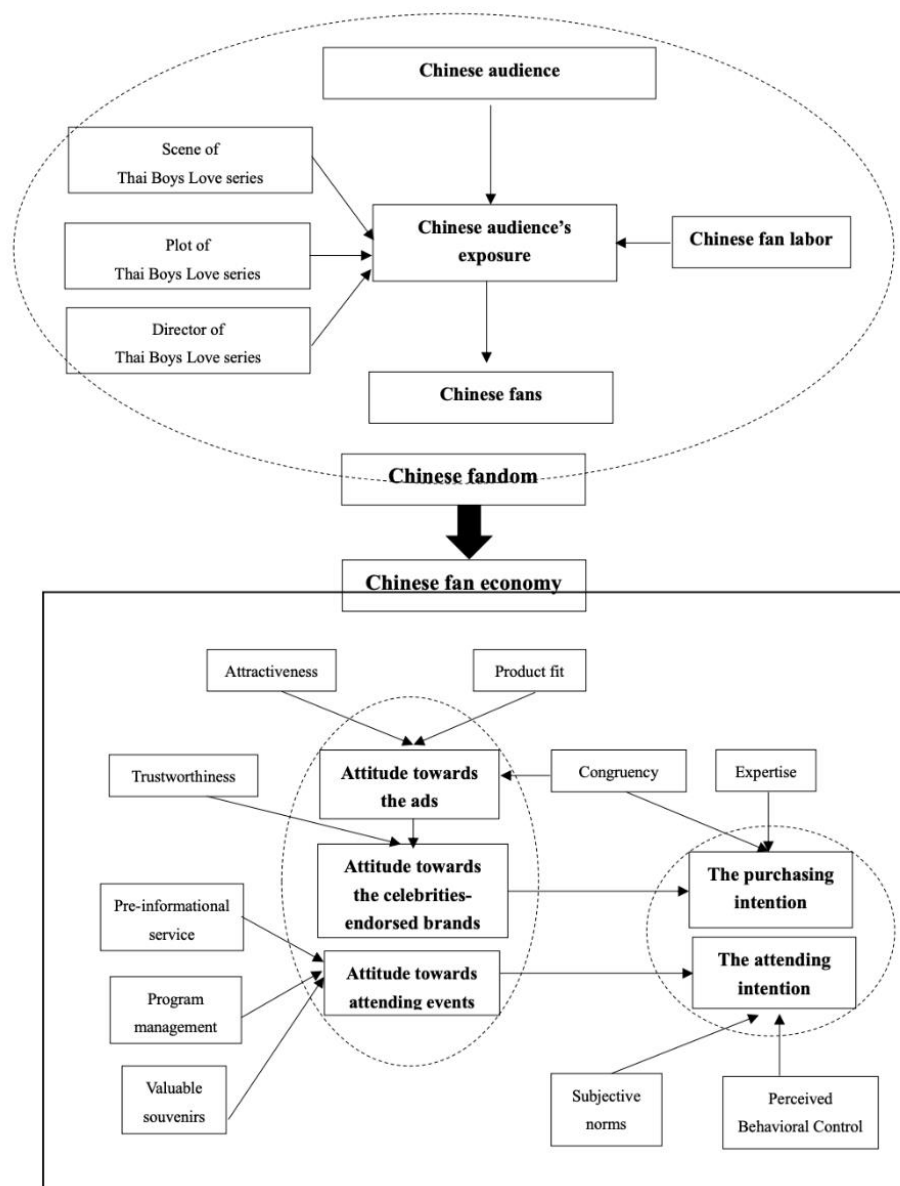


Figure 27 The integrated model of Chinese fandom and fan economy

### **5.3 Limitation**

There are a number of limitations to be considered for this investigation. The research samples of the focus group are predominantly made up of females, and their ages span anywhere from 18 to 25. The group of young female students has been restricted for this study. It does not have the influence of other types of viewers like the other two Thai Boys Love series do, so the generalizability of the sampling profile is biased for both the focus group discussion and the questionnaire survey. Because there is still little in the way of study on the subject, it is difficult to determine the extent to which attitudes toward advertisements, brands, and the desire to make a purchase are all affected. Additionally, there is a possibility that there are additional elements that influence attitudes toward attending events that can be added, but there still needs to be more data on them. In the meantime, the study time is also limited during the month of April through the month of May in 2023, which may only indicate the influence during this time period.



### **5.4 Practical Implication**

#### **5.4.1 Develop Chinese features in the creative production in Thailand**

In recent years, in order to appeal to a greater Chinese audience, a great number of television programs and movies have incorporated aspects of Chinese culture, such as the settings, backgrounds, customs, and locations in which they were filmed. As a result, getting the details of Chinese culture right is essential since doing so enables the target audience in China to cultivate a sense of cultural

identification while watching the movie. During the conversation with the focus group, it was suggested that the production workers of television programs and films should invite professors or scholars who are professionals in Chinese culture to give guidance on the settings of custom, makeup, and stage property. This was brought up because it was mentioned during the discussion with the focus group.

In the meantime, the tourist industry in Thailand, which is one of the country's major industries, stands to gain from the development. Based on the findings of the travel preference analysis, the vast majority of fans are open to traveling with other fans, and the primary method by which they connect with one another is through social media platforms, such as *Xiaohongshu* and *Sina Weibo* in China. As a result, in order to encourage the growth of the tourist business in Thailand, people who work in the tourism sector could construct tour routes that center on the activities of celebrities who appear in Thai television programs and films and who have a large number of followers. In the meantime, practitioners of brand management can also leverage the fame of celebrities to entice additional fans to attend the events they host. It has been demonstrated that in order for brands to successfully entice fans to attend their events, worthwhile gifts need to be prepared. At the same time, it is necessary for brands to prepare well-organized programs and pre-informational services in order to make fans have positive views towards the activities that the brand is involved in.

#### **5.4.2 Develop the celebrity endorsement, product fit to improve attitude**

According to the findings in the section on the analysis of purchasing intentions, even though different brands have influential factors on different levels, the most important factor that impacts consumers' attitudes toward advertisements is celebrity endorsement. This has an outstanding effect on consumers' attitudes toward the brand, which in turn has an impact on consumers' intentions to make a purchase. Therefore, those companies whose intended consumers are people in China who enjoy watching the Thai Boys Love series ought to look for an appropriate and appealing celebrity to endorse their products in order to increase sales of those products.

In the meantime, the compatibility of the celebrity and the product is also quite essential. The degree of compatibility between the product and the celebrities who endorse it determines the number of customers who buy the product. In the meantime, in this age of information and technology, there are a variety of sales methods, including both onsite and online. E-commerce has become so widespread in the modern era that many companies are turning to live streaming meetings in order to advertise their wares to customers who are also followers of the celebrities that they employ as brand endorsers. These companies achieve this by inviting celebrities to take part in the live meeting.

In conclusion, the most important thing for business enterprises to do in order to sell their products is to invite celebrities who are compatible with the items. In the meantime, in this age of digital

technology, it is important to note the impact that various methods of online sales might have.

### **5.5 Direction for Future Research**

It has been suggested that the level of exposure of Chinese fans should be subjected to a more in-depth analysis. As a consequence of this, the subsequent research ought to consist of an analysis that is more particular to the subject and can be quantified.

In terms of attitudes and intentions, there have been analyses of two types of intentions. In subsequent studies, it may be possible to combine the effects of other important factors on attitudes and intentions regarding shopping and attendance at events.

This study utilized a mixed method in order to compile its findings. On the other hand, it appears that only young female students were included in the samples. For future research, there should be a more in-depth examination of the various demographic samples, with the goal of gaining a deeper understanding of those particulars from the point of view of the various audiences.

## APPENDIX I

### FOCUS GROUP DISCUSSION QUESTIONS

This research project is being carried out in partial fulfillment of a professional project requirement by a Master of Arts student from Chulalongkorn University's Faculty of Communication Arts. The purpose of this focus group discussion is to investigate Chinese fandom of the Thai Boys Love series: *I Told Sunset About You* and *KinnPorsche the series* about their viewing habits in order to discover why Thai Boys Love is so popular and successful in China, as well as the consumption behavior of purchasing merchandise endorsed by celebrities and the intention to purchase such merchandise by taking *Caremate* and *Srichand* as examples and attend brand-organized events. As a result, the creative industries, as stakeholders in Thailand, can apply the research outcome to estimate and utilize the production value and economic value of the Thai Boys Love series.

The following questions should all be answered and discussed based on the participant's experience to reflect their thoughts and decisions as precisely as feasible. All information would be kept private, and all the data collected would only be analyzed for educational purposes.

#### **Part 1: Demographics and pattern of viewing**

No.	Question
1	Please introduce yourself (including your exact age, gender, and educational level).

2	Are you studying or working? How much do you make on each month?
3	Have you ever watched <i>I Told Sunset About You</i> and “ <i>KinnPorsche the series</i> ”? When and where do you watch? On what platform?
4	Do you identify yourself as a fan of the Thai Boys Love series, especially <i>I Told Sunset About You</i> and <i>KinnPorsche the series</i> ? Why?

## Part 2: Engagement and exploration questions

No.	Question
1	Why do you like the Thai Boys Love series <i>I Told Sunset About You</i> / <i>KinnPorsche the series</i> ?
2	How would you describe those fansub videos you watched, why?
3	What are your favorite parts of the series, why?
4	Who are your favorite characters in the series, why?
5	What is your advice on the further production of the Thai Boys Love series? Why?
6	Have you ever bought merchandise endorsed by celebrities from the certain series, and what kind of product did you purchase and how much did you spend?
7	Are you going to purchase those products endorsed by celebrities again? Why?
8	What can make you have the intention of purchasing those products endorsed by celebrities?

9	If there are brand-organized events, are you going to attend? Why? And what makes you want to attend/not to attend?
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### Part 3: Exit question

No.	Question
1	Is there anything you'd like to mention about the series or the characters/ celebrities that we haven't discussed?





## APPENDIX II

### QUESTIONNAIRE OF THE SURVEY

This research project is being carried out in partial fulfillment of a professional project requirement by a Master of Arts student from Chulalongkorn University's Faculty of Communication Arts. This questionnaire aims to study the consumption behavior of purchasing merchandise endorsed by celebrities that takes *Caremate* and *Sichand* as examples, and the intention on attending brand-organized events of Chinese fans of two Thai Boys Love series: *I Told Sunset About You* and *KinnPorsche the series*. Furthermore, this questionnaire is studying the influence of Chinese fans towards the two series to expand knowledge about Chinese fandom of Thai Boys Love series, their purchase behavior, and its economic effects. As a result, the creative industries, as stakeholders in Thailand can apply the research outcome to enhance the production value and economic value of Thai Boys Love series.

It will take approximately five minutes to complete this questionnaire. To reflect the participant's views and choices as accurately as possible, all the following questions should be answered using the participant's experience. All the information will remain confidential. Only educational analysis will be done on all the collected data.

#### **Part 1: Screening question and demographics**

Please choose the option that best represent you.

1. What the exact age are you? \_\_\_\_\_

2. Your gender.

Male  Female  Other

3. Are you a fan of one of the series: *I Told Sunset About You* and *KinnPorsche the series*?

Yes  No (Please end the survey there)

4. What is the highest educational level that you have completed?

Under high school  High school  Bachelor's degree

Master's degree or above

5. What is your monthly income (unit: CNY)?

Under 2000  2001-4000  4001-8000  8001-10,000  Over 10,001

6. What is your current occupation?

Student  Work in the government sector  Work in private company

Freelancer  Business owner  Unemployed  Retired  Other

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## **Part 2: Chinese fans' exposure to the Thai Boys Love series**

Please choose the options that best represent you and estimate the degree of exposure of viewing then choose the numbers for following statements.

7. What platform do you choose to watch the Thai Boys Love series and their relevant content (*I Told Sunset About You* and *KinnPorsche the series*)?

Sina Weibo  Bilibili  Cloud resources from fansub groups

WeTV  iQiyi  XiaoHongshu  Others, please specify

8. Why do you choose to watch the Thai Boys Love series and their relevant content (*I Told Sunset About You* and *KinnPorsche the series*)?

Storylines  Scenes  Directors  Others, please specify

### Part 3: The intention of purchasing celebrity endorsed products

In this part, respondents will be asked several questions about the variables that influence the attitudes toward the ads and the brand, and the purchase intention that this research needs to test two Thai cosmetics brands that have used two main characteristic couples from the two Thai Boys Love series, *Caremate* and *Srichand*. Thus, there are two parts of questions based on the two brands.

Please choose the numbers for following statements, from strongly disagree (1) to strongly agree (5).

#### (1) Survey for the brand *Caremate*

	Statements	Strongly disagree → Strongly agree				
		1	2	3	4	5
<i>Attitude towards the ads of Caremate</i>						
9	I like the ads of <i>Caremate</i> .					

10	The attractive endorsers enable me like the ads of <i>Caremate</i> .					
11	The endorsers who fit with the products enable me like the ads of <i>Caremate</i> .					
12	The endorsers who are congruent with the products enable me like the ads of <i>Caremate</i> .					
<b><i>Attitude towards the brand (Caremate)</i></b>						
13	I like <i>Caremate</i> .					
14	The products of <i>Caremate</i> are trustable enable me like the <i>Caremate</i> .					
15	If I like the ads of <i>Caremate</i> , I like their brand.					
<b><i>The purchase intention</i></b>						
16	I would like to purchase <i>Caremate</i> 's products.					
17	The expertise for the products enables me like the <i>Caremate</i> .					
18	The congruency between the endorser and the brand					

	enables me like the <i>Caremate</i> .					
19	If I like the <i>Caremate</i> , I would like to buy their products.					

**(2) Survey for the brand *Srichand***

	Statements	Strongly disagree → Strongly agree				
		1	2	3	4	5
<b><i>Attitude towards the ads of Srichand</i></b>						
20	I like the ads of <i>Srichand</i> .					
21	The attractive endorsers enable me like the ads of <i>Srichand</i> .					
22	The endorsers who fit with the products enable me like the ads of <i>Srichand</i> .					
23	The endorsers who are congruent with the products enable me like the ads of <i>Srichand</i> .					
<b><i>Attitude towards the brand (Srichand)</i></b>						
24	I like <i>Srichand</i> .					
25	The products of <i>Srichand</i> are trustable enable me like the <i>Srichand</i> .					

26	If I like the ads of <i>Srichand</i> , I like their brand.					
<b><i>The purchase intention</i></b>						
27	I would like to purchase <i>Srichand</i> 's products.					
28	The expertise for the products enables me like the <i>Srichand</i> .					
29	The congruency between the endorser and the brand enables me like the <i>Srichand</i> .					
30	If I like the <i>Srichand</i> , I would like to buy their products.					

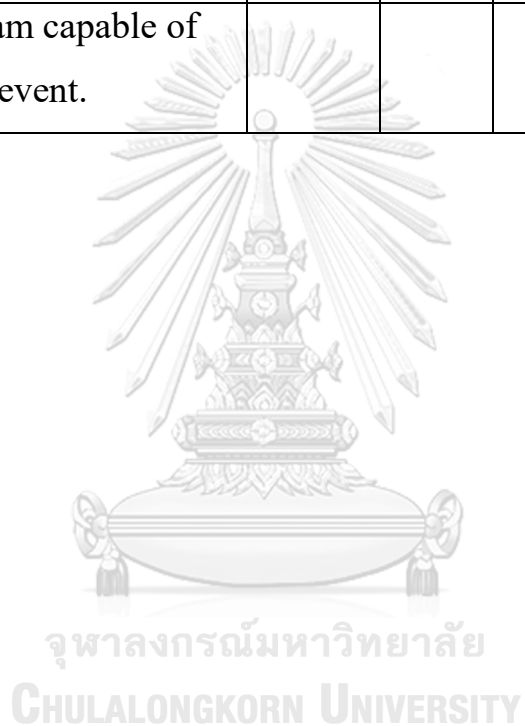
#### **Part 4: The intention of attending brand-organized events**

In this part, respondents will be asked several questions about the variables that influence their intention to attend brand-organized events. Three variables will be tested to determine their impact on attitudes toward attending events: information service, program, and souvenirs. Then, the impacts of attitude, subjective norm, and perceived behavioral control on the intention.

Please choose the numbers for following statements, from strongly disagree (1) to strongly agree (5).

	Statements	Strongly disagree → Strongly agree				
		1	2	3	4	5
<i>Attitude towards the behavior</i>						
31	I like those brand-organized events.					
32	Pre-informational service that helps me to have a good knowledge of the events' schedule enable me to have a good attitude towards the events.					
33	Well-organized programs enable me to have a good attitude towards the events.					
34	Valuable souvenirs enable me to have a good attitude towards the events.					
<i>The intention of attending events</i>						
35	I would like to attend brand-organized events.					

36	I am confident that if I like, I will participate in an event.					
37	Most people who are important to me agree with that I participate in the events.					
38	I think I am capable of going an event.					





## APPENDIX III

### THE EVALUATION OF VALIDITY (IOC)

#### Research objectives:

1. To explore success and popularity of Thai Boys Love series among Chinese fans.
2. To analyze fan economy of Thai Boys Love series among Chinese fans, especially the intentions of Chinese fans to purchase merchandise endorsed by celebrities and attend brand-organized events and its influence on Thai creative industries.

**Instruction:** Please consider the following questions whether consistent with the objectives of this research or not by marking ✓ in the required answer box.

#### 1.The evaluation form of IOC

1	Screening question and demographics				
No.	Question	Congruent	Incongruent	Questionable	Suggestions
1.1	Age				
1.2	Gender 1.Male 2.Female 3.Other				
1.3	Fan identity 1.Yes 2.No				
1.4	Educational Level				

	1.Under high school 2.High school 3.Bachelor's degree 4.Master's degree or above				
1.5	<b>Monthly income (unit CNY)</b> 1.Under 2000 2.2001-4000 3.4001-8,000 4.8,001-10,000 5.Over 10,001				
1.6	<b>Current occupation</b> 1.Student 2.Work in the government sector 3.Work in private company 4.Freelancer 5.Business owner 6.Unemployed 7.Retired 8.Other				

<b>2 Chinese fans' exposure to the Thai Boys Love series</b>					
<b>No.</b>	<b>Question</b>	<b>Congruent</b>	<b>Incongruent</b>	<b>Questionable</b>	<b>Suggestions</b>
2.1	<b>Platform watching the Thai Boys Love series and relevant content.</b> 1.Sina Weibo 2.Bilibili 3.Cloud resources from fansub groups 4.WeTV				

	5.iQiyi 6.XiaoHongshu 7.Others, please specify_____				
2.2	<b>The reason why Chinese fans choose to watch Thai Boys Love series.</b> 1.Storylines 2.Scenes 3.Directors 4.Others, please specify				



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3 The intention of purchasing celebrity endorsed products					
No.	Question	Congruent	In-congruent	Questionable	Suggestions
<b>(1) Survey for the brand <i>Caremate</i></b>					
3.1	<p><b>Attitude towards the ads of <i>Caremate</i>.</b>  <i>I like the ads of <i>Caremate</i>.</i></p> <p>1.Strongly disagree            2.Disagree            3.Agree            4.Somewhat agree            5.Strongly agree</p>				
3.2	<p><b>Attractiveness of endorsers impacts on attitude towards the ads.</b>  <i>The attractive endorsers enable me like the ads of <i>Caremate</i>.</i></p> <p>1.Strongly disagree            2.Disagree            3.Agree            4.Somewhat agree            5.Strongly agree</p>				
3.3	<p><b>Product-fit impacts on attitude towards the ads.</b>  <i>The endorsers who fit with the products enable me like the ads of <i>Caremate</i>.</i></p> <p>1.Strongly disagree            2.Disagree            3.Agree            4.Somewhat agree            5.Strongly agree</p>				
3.4	<p><b>Congruency impacts on attitude towards the ads.</b>  <i>The endorsers who are congruent with the products enable me</i></p>				

	<p><i>like the ads of Caremate.</i></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>				
3.5	<p><b>Attitude towards Caremate.</b> <i>I like Caremate.</i></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>				
3.6	<p><b>Trustworthiness impacts on attitude towards the brand.</b> <i>The products of Caremate are trustable enable me like the Caremate.</i></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>				
3.7	<p><b>Attitude towards the ads impacts on attitude towards the brand.</b> <i>If I like the ads of Caremate, I like their brand.</i></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>				
3.8	<p><b>The intention of purchasing products of the brand Caremate.</b></p>				

	<p><b><i>I would like to purchase Caremate's products.</i></b></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>				
3.9	<p><b>Expertise impacts on the intention of purchasing products of Caremate.</b></p> <p><b><i>The expertise for the products enables me like the Caremate.</i></b></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>				
3.10	<p><b>Congruency impacts on the intention of purchasing products of Caremate.</b></p> <p><b><i>The congruency between the endorser and the brand enables me like the Caremate.</i></b></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>				
3.11	<p><b>Attitude towards the brand impacts on the intention of purchasing products of Caremate.</b></p> <p><b><i>If I like the Caremate, I would like to buy their products.</i></b></p> <p>1.Strongly disagree 2.Disagree 3.Agree</p>				

	4.Somewhat agree 5.Strongly agree				
<b>(2) Survey for the brand <i>Srichand</i></b>					
3.12	<b>Attitude towards the ads of <i>Srichand</i>.</b> <i>I like the ads of <i>Srichand</i>.</i> 1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree				
3.13	<b>Attractiveness of endorsers impacts on attitude towards the ads.</b> <i>The attractive endorsers enable me like the ads of <i>Srichand</i>.</i> 1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree				
3.14	<b>Product-fit impacts on attitude towards the ads.</b> <i>The endorsers who fit with the products enable me like the ads of <i>Srichand</i>.</i> 1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree				
3.15	<b>Congruency impacts on attitude towards the ads.</b> <i>The endorsers who are congruent with the products enable me</i>				

	<p><i>like the ads of Srichand.</i></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>				
3.16	<p><b>Attitude towards Srichand.</b></p> <p><i>I like Srichand.</i></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>				
3.17	<p><b>Trustworthiness impacts on attitude towards the brand.</b></p> <p><i>The products of Srichand are trustable enable me like the Srichand.</i></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>				
3.18	<p><b>Attitude towards the ads impacts on attitude towards the brand.</b></p> <p><i>If I like the ads of Srichand, I like their brand.</i></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>				
3.19	<p><b>The intention of purchasing products of the brand Srichand.</b></p>				



	<p><b><i>I would like to purchase Srichand's products.</i></b></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>				
3.20	<p><b>Expertise impacts on the intention of purchasing products of Srichand.</b></p> <p><b><i>The expertise for the products enables me like the Srichand.</i></b></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>				
3.21	<p><b>Congruency impacts on the intention of purchasing products of Srichand.</b></p> <p><b><i>The congruency between the endorser and the brand enables me like the Srichand.</i></b></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>				
3.22	<p><b>Attitude towards the brand impacts on the intention of purchasing products of Srichand.</b></p> <p><b><i>If I like the Srichand, I would like to buy their products.</i></b></p> <p>1.Strongly disagree 2.Disagree 3.Agree</p>				

	4.Somewhat agree 5.Strongly agree				
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<b>4 The intention of attending brand-organized events</b>					
<b>No.</b>	<b>Question</b>	<b>Congruent</b>	<b>Incongruent</b>	<b>Questionable</b>	<b>Suggestions</b>
4.1	<b>Attitude towards attending events.</b> <i>I like those brand-organized events.</i> 1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree				
4.2	<b>Pre-informational service impacts on attitude towards attending events.</b> <i>Pre-informational service that helps me to have a good knowledge of the events' schedule enable me to have a good attitude towards the events.</i> 1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree				
4.3	<b>Programs impacts on attitude towards attending events.</b> <i>Well-organized programs enable me to have a good attitude towards the events.</i> 1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree				
4.4	<b>Souvenirs impacts on attitude</b>				

	<p>towards attending events.</p> <p><i>Valuable souvenirs enable me to have a good attitude towards the events.</i></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>				
4.5	<p><b>The intention of attending events.</b></p> <p><i>I would like to attend brand-organized events.</i></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>				
4.6	<p><b>Attitude towards attending events impacts on the intention of attending events.</b></p> <p><i>I am confident that if I like, I will participate in an event.</i></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>				
4.7	<p><b>Subjective norms impact on the intention of attending events.</b></p> <p><i>Most people who are important to me agree with that I participate in the events.</i></p>				

	1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree				
4.8	<b>Perceived behavioral control impacts on the intention of attending events.</b> I think I am capable of going an event. 1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree				

## 2. The total score of IOC from experts

<b>1 Screening question and demographics</b>				
<b>No.</b>	<b>Question</b>	<b>Expert No.1</b>	<b>Expert No.2</b>	<b>Total</b>
1.1	<b>Age</b>	1	1	1
1.2	<b>Gender</b> 1.Male 2.Female 3.Other	1	1	1
1.3	<b>Fan identity</b> 1.Yes 2.No	1	1	1
1.4	<b>Educational Level</b> 1.Under high school 2.High school 3.Bachelor's degree 4.Master's degree or above	1	1	1
1.5	<b>Monthly income (unit CNY)</b> 1.Under 2000 2.2001-4000 3.4001-8,000 4.8,001-10,000 5.Over 10,001	1	1	1
1.6	<b>Current occupation</b> 1.Student 2.Work in the government sector 3.Work in private company 4.Freelancer 5.Business owner 6.Unemployed 7.Retired 8.Other	1	1	1

<b>2 Chinese fans' exposure to the Thai Boys Love series</b>				
<b>No.</b>	<b>Question</b>	<b>Expert No.1</b>	<b>Expert No.2</b>	<b>Total</b>
2.1	<b>Platform watching the Thai Boys Love series and relevant content.</b> 1.Sina Weibo 2.Bilibili 3.Cloud resources from fansub groups 4.WeTV 5.iQiyi 6.XiaoHongshu 7.Others, please specify	1	1	1
2.2	<b>The reason why Chinese fans choose to watch Thai Boys Love series.</b> 1.Storylines 2.Scenes 3.Directors 4.Others, please specify	1	1	1
3.1	<b>Attitude towards the ads of Caremate.</b> <i>I like the ads of Caremate.</i> 1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree	1	0	0.5

<b>3 The intention of purchasing celebrity endorsed products</b>				
<b>No.</b>	<b>Question</b>	<b>Expert No.1</b>	<b>Expert No.2</b>	<b>Total</b>
<b>(1)</b>	<b>Survey for the brand <i>Caremate</i></b>			
3.1	<b>Attitude towards the ads of <i>Caremate</i>.</b> <i>I like the ads of Caremate.</i> 1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree	1	1	1
3.2	<b>Attractiveness of endorsers impacts on attitude towards the ads.</b> <i>The attractive endorsers enable me like the ads of Caremate.</i> 1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree	1	1	1
3.3	<b>Product-fit impacts on attitude towards the ads.</b> <b>The endorsers who fit with the products enable me like the ads of <i>Caremate</i>.</b> 1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree	1	1	1
3.4	<b>Congruency impacts on attitude towards the ads.</b> <i>The endorsers who are congruent with the products enable me like the ads of Caremate.</i> 1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree	1	1	1
3.5	<b>Attitude towards <i>Caremate</i>.</b>	1	1	1



	<p><b><i>I like Caremate.</i></b>  1.Strongly disagree  2.Disagree  3.Agree  4.Somewhat agree  5.Strongly agree</p>			
3.6	<p><b>Trustworthiness impacts on attitude towards the brand.</b>  <b><i>The products of Caremate are trustable enable me like the Caremate.</i></b>  1.Strongly disagree  2.Disagree  3.Agree  4.Somewhat agree  5.Strongly agree</p>	1	1	1
3.7	<p><b>Attitude towards the ads impacts on attitude towards the brand.</b>  <b><i>If I like the ads of Caremate, I like their brand.</i></b>  1.Strongly disagree  2.Disagree  3.Agree  4.Somewhat agree  5.Strongly agree</p>	1	1	1
3.8	<p><b>The intention of purchasing products of the brand Caremate.</b>  <b><i>I would like to purchase Caremate's products.</i></b>  1.Strongly disagree  2.Disagree  3.Agree  4.Somewhat agree  5.Strongly agree</p>	1	1	1
3.9	<p><b>Expertise impacts on the intention of purchasing products of Caremate.</b>  <b><i>The expertise for the products enables me like the Caremate.</i></b>  1.Strongly disagree  2.Disagree</p>	1	1	1

	3. Agree 4. Somewhat agree 5. Strongly agree			
3.10	<b>Congruency impacts on the intention of purchasing products of Caremate.</b> <i>The congruency between the endorser and the brand enables me like the Caremate.</i> 1. Strongly disagree 2. Disagree 3. Agree 4. Somewhat agree 5. Strongly agree	1	1	1
3.11	<b>Attitude towards the brand impacts on the intention of purchasing products of Caremate.</b> <i>If I like the Caremate, I would like to buy their products.</i> 1. Strongly disagree 2. Disagree 3. Agree 4. Somewhat agree 5. Strongly agree	1	1	1
(2)	<b>Survey for the brand Srichand</b>			
3.12	<b>Attitude towards the ads of Srichand.</b> <i>I like the ads of Srichand.</i> 1. Strongly disagree 2. Disagree 3. Agree 4. Somewhat agree 5. Strongly agree	1	1	1
3.13	<b>Attractiveness of endorsers impacts on attitude towards the ads.</b> <i>The attractive endorsers enable me like the ads of Srichand.</i> 1. Strongly disagree 2. Disagree	1	1	1

	3. Agree 4. Somewhat agree 5. Strongly agree			
3.14	<b>Product-fit impacts on attitude towards the ads. The endorsers who fit with the products enable me like the ads of <i>Srichand</i>.</b> 1. Strongly disagree 2. Disagree 3. Agree 4. Somewhat agree 5. Strongly agree	1	1	1
3.15	<b>Congruency impacts on attitude towards the ads. The endorsers who are congruent with the products enable me like the ads of <i>Srichand</i>.</b> 1. Strongly disagree 2. Disagree 3. Agree 4. Somewhat agree 5. Strongly agree	1	1	1
3.16	<b>Attitude towards <i>Srichand</i>. I like <i>Srichand</i>.</b> 1. Strongly disagree 2. Disagree 3. Agree 4. Somewhat agree 5. Strongly agree	1	1	1
3.17	<b>Trustworthiness impacts on attitude towards the brand. The products of <i>Srichand</i> are trustable enable me like the <i>Srichand</i>.</b> 1. Strongly disagree 2. Disagree 3. Agree 4. Somewhat agree 5. Strongly agree	1	1	1
3.18	<b>Attitude towards the ads impacts on attitude towards the brand.</b>	1	1	1

	<p><b><i>If I like the ads of Srichand, I like their brand.</i></b></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>			
3.19	<p><b>The intention of purchasing products of the brand Srichand.</b></p> <p><b><i>I would like to purchase Srichand's products.</i></b></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>	1	1	1
3.20	<p><b>Expertise impacts on the intention of purchasing products of Srichand.</b></p> <p><b><i>The expertise for the products enables me like the Srichand.</i></b></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>	1	1	1
3.21	<p><b>Congruency impacts on the intention of purchasing products of Srichand.</b></p> <p><b><i>The congruency between the endorser and the brand enables me like the Srichand.</i></b></p> <p>1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree</p>	1	1	1
3.22	<p><b>Attitude towards the brand impacts on the intention of purchasing products of Srichand.</b></p>	1	1	1

	<p><i>If I like the Srichand, I would like to buy their products.</i></p> <ol style="list-style-type: none"><li>1.Strongly disagree</li><li>2.Disagree</li><li>3.Agree</li><li>4.Somewhat agree</li><li>5.Strongly agree</li></ol>			
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<b>4 The intention of attending brand-organized events</b>				
<b>No.</b>	<b>Question</b>	<b>Expert No.1</b>	<b>Expert No.2</b>	<b>Total</b>
4.1	<b>Attitude towards attending events.</b> <i>I like those brand-organized events.</i> 1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree	1	1	1
4.2	<b>Pre-informational service impacts on attitude towards attending events.</b> <i>Pre-informational service that helps me to have a good knowledge of the events' schedule enable me to have a good attitude towards the events.</i> 1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree	1	1	1
4.3	<b>Programs impacts on attitude towards attending events.</b> <i>Well-organized programs enable me to have a good attitude towards the events.</i> 1.Strongly disagree 2.Disagree 3.Agree 4.Somewhat agree 5.Strongly agree	1	1	1
4.4	<b>Souvenirs impacts on attitude towards attending events.</b> <i>Valuable souvenirs enable me to have a good attitude towards the events.</i> 1.Strongly disagree 2.Disagree	1	1	1

	3. Agree 4. Somewhat agree 5. Strongly agree			
4.5	<b>The intention of attending events.</b> <i>I would like to attend brand-organized events.</i> 1. Strongly disagree 2. Disagree 3. Agree 4. Somewhat agree 5. Strongly agree	1	1	1
4.6	<b>Attitude towards attending events impacts on the intention of attending events.</b> <i>I am confident that if I like, I will participate in an event.</i> 1. Strongly disagree 2. Disagree 3. Agree 4. Somewhat agree 5. Strongly agree	1	1	1
4.7	<b>Subjective norms impact on the intention of attending events.</b> <i>Most people who are important to me agree with that I participate in the events.</i> 1. Strongly disagree 2. Disagree 3. Agree 4. Somewhat agree 5. Strongly agree	1	0	0.5
4.8	<b>Perceived behavioral control impacts on the intention of attending events.</b> I think I am capable of going an event. 1. Strongly disagree 2. Disagree	1	1	1

	3. Agree 4. Somewhat agree 5. Strongly agree			
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