



**EXPECTATION OF FANS TOWARDS
THAI BOYS' LOVE CELEBRITY COUPLES**

BY

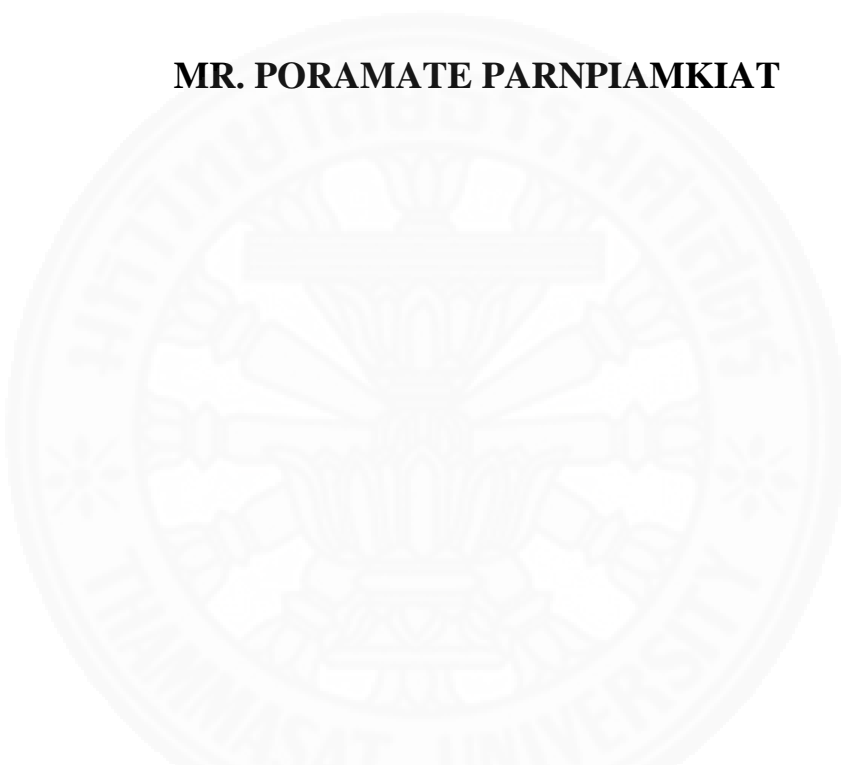
MR. PORAMATE PARNPIAMKIAT

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF BUSINESS ADMINISTRATION PROGRAM
IN GLOBAL BUSINESS MANAGEMENT
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2019
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INDEPENDENT STUDY

BY

MR. PORAMATE PARNPIAMKIAT

ENTITLED

EXPECTATION OF FANS TOWARDS
THAI BOYS' LOVE CELEBRITY COUPLES

was approved as partial fulfillment of the requirements for
the degree of Master of Business Administration in Global Business Management

on May 27, 2020

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ABSTRACT

Today online streaming platform technology brings various kinds of medias to serve audiences. TV series, as one of the most popular forms of streaming content, have been increasingly produced to compete in the market. Boys' love series is one of competitors that has been a recent trend in many countries thanks to its fresh and light-hearted content. From novels with a specific group of readers, who love Boys' love story, into series on screen, they prove their potential to grow more in entertainment industry. Thailand is rather open for Boys' love content and has produced many Boys' love series in recent years that have been widely talked about on social media. It's not easy for Thai series to enter the world's market but Boys' love series did. Since Boys' love series production in many countries is now limited to many conditions, Thailand is able to grab this opportunity to be the first mover or the major producer of Boys' love series in the world.

It is not only the series alone that has hit big, main actors who star in the series also gain popularity as a Boys' love couple and get many fan clubs both in Thailand and overseas who cheer them to become a real couple. Many product brands even choose them to be product presenters and endorsers as they can reach more new customers who are fans of the couples and have opportunities to be known in foreign

markets. Boys' love couples have become commercial products that can make money for organisations or managers who take care of them as well as the brands who use them. Having clear strategies to manage Boys' love couple and to develop them in a more efficient way to achieve more benefits and reach target customers is necessary. Therefore, this research aims to study the expectation of Boys' love fans towards Boys' love couples in order to improve or develop strategies for Boys' love couples to meet fans' expectations and raise opportunities to earn more revenue and future works.

To study the expectations and experiences of fans and demographic factors whether they affect fans' expectations based on marketing mix aspects or not, a survey was conducted using a questionnaire launched to fan clubs of five Boys' love couples, who are the most popular and still active as a couple with a great number of followers in the past three years. To filter samples, only fans who had at least one-time experience about joining activities with Boys' love couples were selected. The results of this research are based on the findings of the primary data collection. SPSS (Statistical Package for the Social Sciences) was used to analyse the data from the survey and all information was summarised into descriptive report.

The majority of respondents strongly expected almost all factors especially those related to the Boys' love couples, such as their attitude towards themselves, works and fan clubs, their good characteristics, their awareness of how important fans are, frequent activities with fans, etc. Furthermore, surrounding factors associated with back-end people, including managers and organisations who take care of the Boys' love couples and all related parties, in terms of reliability, positive attitude, professionalism and non-prejudice, were also strongly expected. These expectations were then analysed and interpreted to design strategies for Boys' love concluded in the last part of this research.

Keywords: Fan Expectation, Boys' Love, Boys' Love Couple, Boys' Love Fan, Boys' Love Series, BL Couple, BL Fan, Fan Club, Fandom, Y Culture, Celebrity Branding, Marketing Strategy for Celebrity.

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LIST OF ABBREVIATIONS

Symbols/Abbreviations	Terms
LGBTQA	Lesbian, Gay, Bisexual, Transgender, Queer and Allies
BL	Boys' love
Y	Yama nashi, Onhi nashi, Imi nashi (No Climax, No meaning, No points) that is about Boy's love
GMMTV	GMMTV, co. ltd.
Fandom	Community of Fans

CHAPTER 1

INTRODUCTION

1.1 Study Overview

A decade ago, gay movies were content exclusively for only small group of people. Stories about same-sex love (homosexual) were not considered mainstream movies. Chances of being present in mass medias are incredibly thought. Back then, the content related to Boys' love were mostly in niche communities such as web boards and comic books. However, in these days, Boys' love content can be largely seen by masses through various content channels. The most usual channel is via movie series where protagonist couples are men. These is an evidence of such development that one can see Boys' love genre becomes series categories and movie streaming medias. Line TV, one of large free online TV providers in Thailand, has offered more than fifty Boys' love series with over a billion views altogether. This level of accessibility is not for niche market anymore, Boys' love trend comes with new opportunities where it could reach more consumers, not only LGBTQA and Boys' love fans.

With more Boys' love series getting more popular and with growing entertainment and media market in Thailand (around 5% yearly), viewers can easily consume them though any medias. The currently most favourite channel is Over-the-top video (OTT video) where most viewers see content via digital platform. A number of content producers like to take Boys' love trend and make it into series. The number of Boys' love series is normally five to ten each year. There has been twenty Boys' love series in 2020. Many Boys' love series were picked up from popular novels in web boards, where they were viewed and read over a million times. A large portion of those novels were composed by female writers. Male characters are described like one's type. Story plotting is designed for imagination and satisfaction of Boys' love fans. When a novel is commonly favoured, printing press will take the opportunity and commercialise it. As a result, groups of fans are greatly expanded. And when those fan groups are obviously big enough, the stories are eventually developed into series. Several Boys' love series followed such steps.

A highly popular series leads to higher reputation of the leading roles. Some followers eventually become loyal fans, which finally gather as a community. There are numerous groups in Thailand or as they called themselves ‘Fandom’ (Fan + Kingdom). Main couples from many Boys’ love series have their own Fandom. They both are admired by their characters from the series and their real lives. The admiration is not what happen to only Thai fans but also foreigners. Strangely, some Boys’ love couples have more foreign admirers than Thais. Some couples might have more frequent fan meetings abroad as a result of closely gathered admirers. Managing the communities is similar to running a company. In order to keep close to their beloved celebrities, they will go and show their support everywhere while hoping that the admiration would be more widely recognised and people would know the characters more through works.

Those Boys’ love couples, whose domestic and international fan bases are incredibly huge, become so-called ‘Macro-Mega influencer’ to ‘Celebrity.’ It is followed by massive opportunities for marketing agencies and well-known brands to enter a new customer base or to make their brands more known to a new country. At the very moment that the couples have their own fan clubs, choosing Boys’ love couples as marketing channels and engagement tools for goods is commonly used to boost sales in short terms, while establishing new brands in several points of views.

When considering FMCG (Fast Moving Consumer Goods) market, its 2019’s growth was expected to be at 5% due urbanisation and higher growth in outskirts areas. When combining that with e-commerce trending and hyper-personalisation in product business, marketing agencies were moving to customise to create higher customer experience and expectation, which was believed that it would bring the brand loyalty later. Due to that, retailers, including FMCG, loved to employ influencers for marketing campaigns and building brand images. Some survey findings showed globally increasing usage of influencer marketing by spending more than 63% of their advertising budget in average. By 2020, marketing spending on influencers was forecasted to be over 10 billion USD or more than 300 billion Baht. Currently, Thai influencers are more than 1,500. By posting over 685,000 messages in total, it could create over 1,500 million engagements. Most of those are on Facebook and YouTube. However, measurement of implementing influencer marketing is rather difficult due to

the lack of information on influencers. Some misuses of marketing influencers usually lead to lower expected sales increase of overspending or less engagement in case of underspending. Surprisingly, influencers with small numbers of followers, who are Micro influencers or Nano influencers, show unbelievably higher engagement, compared to Mega influence or Macro influence. Boys' love couple is viewed as a Mega influencer or a Macro influencer, same as other celebrities. There are several showcases indicating unsuccessful employment of influencers by lowered- than- expectation engagement between the brand and targeted customers, especially the admirers. There are also some quite successful brands after hiring Boys' love couples as marketing influencers and celebrity endorsers.

With this reason, the companies that raise Boys' love couples, celebrity managers and the actors themselves need to build and create value to the actors through clarity branding. Another way is to build more engagements between the actors and fan clubs in order to strengthen loyalty among the admirers and make more those so-called customers. Developing influencers to meet consumer need can not only create more value to the actors through larger base of customers, but also build characters to attach with the product brands. Consequently, that would lead to higher earnings to the actors and related parties.

1.2 Statement of problem

Some Boys' love couples, who are perceived as celebrities with high value, may not always create high engagement to product brands. A better way to earn more high engagements and meet the expectation of target customers must be strategically designed to utilise Boys' love couples optimally.

Before developing any actors or brands and employing any marketing strategies to customers, we must know and understand customers first. Since Boys' love couples hugely rely on fans' support to empower their value, not truly understanding customers' expectation usually leads to ineffective marketing plans and lower engagements.

When fan clubs are viewed as customers who are more than ready to spend and support their couples, having highly loyal fan clubs for Boys' love couples almost

guarantees repurchasing and loyalty to the product brands, or, in this case, the couples themselves. Thus, the true expectation towards Boys' love couples is what we really need to figure out.

1.3 Study Objective

To encounter problem regarding customer expectation among Boys' love fans and to find possible solutions, this study aims:

1. To survey expectation and experience of Boys' love fans towards Boys' love couples.
2. To develop marketing mix strategy for Boys' love couples to improve their strategies in order to make engagement between BL couples and their fans, appeal a greater number of followers, and increase chances to gain more remuneration rate and future work opportunities.
3. To develop marketing mix strategy for brands to tie-in Boys' love couples in Thailand to reach the target customers.

1.4 Expected Benefits from results

1. To find significant expectation and the gap between expectation and experience to shorten the distance between the Boys' love couples and their fans to improve fans' satisfaction, which later becomes loyalty and higher income in actors themselves.
2. To design strategies for Boys' love couples (both existing and future-to-come) in order to meet fans' expectation and make more revenue for both actors and producers.
3. To design marketing strategy through marketing mix to create more engagement with the brand owner for the highest return of investment.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Overview of Boys' love market

2.1.1 Definition of “Boys' love”

Most people know LGBTQA (Lesbian, Gay, Bisexual, Transgender, Queer and Asexual) community, but few know Boys' love genre (Tiffany, 2016).

The term “Boys' love” or 'BL' is used to name a genre of comics or graphic novels originating in Japan. Japanese medias like comics and series had entered Thailand before Korean series came to dominate the market. One of the most popular types for a specific group of youth is called Yaoi, an acronym of the phrase Yama nashi, Onhi nashi, Imi nashi (No Climax, No meaning, No points) (Sandra, 2017). It covers various subtypes. The most widely popular genre is Shonen-ai or “Boys' Love” (BL), which features homoerotic relationships between males in a different way from homosexual characters in the past, which are mostly presented as sidekicks or people with mental disability (Zsila et al., 2018).

Yaoi comic has been developed from relationship-oriented to become romantic series. Therefore, Yaoi comic became a key to feature how beautiful male-male relationship is. This type of comics was introduced on websites for a specific group of readers and was nearly banned in Thailand. It has just come back in trend lately (Lilja & Wasshede, 2017).

At the same time, due to the arrival of internet technology, there have been online communities for sharing among LGBTQA group in Thailand. Thai culture has been gradually more open to this group of people. Stories between two males have been developed into novels generally called Y novels or BL novels for Thai people; however, they are not widely published to all readers (Pornvipa, 2016).

An important variable that makes Y novel market grow rapidly is the arrival of Korean pop culture and idols. This trend has brought about “Fan Fiction” or “Fic” (a type of novel which is written by fan clubs where the author uses established characters, settings, or other intellectual properties from an original creator as a basis

for their writing (Clifton, 2016)). Fan Fictions are the love stories between two male idols imagined by fans, who are inspired by a concept of male beauty from Yaoi medias, watching them get close or have moments together. In the past 10 years, there have been thousands of Yaoi fan fictions created and well-known among young females. Korean idol fan fictions were then stimulants to the widespread reading of Y novel readers. The higher the demand of Y novels, the more the creation and production. This created communities and online platforms for Y novel readers, e. g. Dek-D.com, Tunwalai, Thaiboyslove and Joylada, with over a million readers (ฉันทา & ศิริลักษณ์, 2018).

2.1.2 Y culture

A person who enjoys BL relationship stories is called “Sao Y” (Sao means a young girl in Thai) or generally called Y girls (มนัสกร, ชันวราษ, ปรัชญา, & มาลี, 2016). The term “girl” is used because, according to an online poll, it is found that women, who are largely heterosexual, make up the majority of BL readers in Thailand more than men or other genders. Most Y novels are written by females who know what women want and create stories to hit their fancy. The appearances of male characters, for example, are ideally perfect in women’s point of view. The two male characters are usually clearly categorised as a top and a bottom, which represents a male and a female protagonist respectively. Most Y novels focus on first sexual relationship or admire gentle and romantic love as well as the norm of monogamy, which are all associated with what women prefer. As the Y novel is the romantic story between two men and the value of love in it is defined by women, female readers happen to be the majority of the market rather than other genders like LGBTQA people. Even homosexual men, who are the gender referred in the novels, like reading Y novels only in a small group. Some people find this type of novel unrealistic and too fanciful (Chieh-Yu & Chi-Shiou, 2015). Since the readers are not only women, Y fans or BL fans is used to call readers with various genders. Y fans classify their affection towards Y novels as follows: the presence in the work of (a) something that evokes of “fin” (a powerful emotional response) in readers; (b) no female protagonists; (c) romantic ideals; (d) graphic depictions of sexual scenes; and (e) non-heteronormative space. Moreover, when they see two men whom they like have a close friendship, they are likely to further imagine that the men can be a couple. This brings about happiness from perceiving the

intimacy of those men and creates an area of imagination to support those men to become a real couple in a different way from male- female relationship, which is easier to be on date.

2.1.3 Growth in Boys' Love Market

The growth mentioned here means progress of the Boys' love market from online portal websites to broadcast industry with greater significance. BL novels were so widely read that some new publishers were established to publish only BL novels. Thailand's publishing industry then needed to classify them in a new category called "Y novel" or globally known as "Boys' love novel" (Pornvipa, 2016). When publishing industry enlarged, these novels were brought to the screen as series. The first Y or Boys' love series in Thailand was aired in 2014 called "Love Sick the Series." It was once an online novel and then was published before being made into TV series on MCOT, a public TV channel. It tells the story of a group of high-school boys and a relationship between two male protagonists. This was considered a phenomenon for Thailand's TV series due to the fact that it was the first Boys' love series without female protagonist, the high-school boys in the series were cute, and their love story had a



happy ending (Baudinette, 2019) .

Figure 2.1 Lovesick the series

After the series was on- air, the new era of Y culture truly began. Entertainment media in Thailand had never brought male homosexuality into public attention and Thai culture before. Back in before 2007, most of the male- male relationships in series had been always unrequited love until the film "Love of Siam"

drew the global attention once again to be more open to male homosexuality. Although the Boys' love story in the film didn't have a happy ending, the film won the best picture in Thailand National Film Association Awards, and a lead actor, Mario Maurer, became best known for his leading role. LGBTQA stories have been brought to mainstream entertainment and widely accepted since then (Jackson, 2011).



Figure 2.2 Love of Siam : Movie cover

Due to the good impact of Y movie, young actors in Love Sick the Series then have been receiving the reputation until now. Several Y novels have been made into films and TV series. Publishing industry has become alive and dynamic again from its downturn. There were many book fairs held only for Y novels during 2017 – 2019. Y novels have reached one of the top three best sellers in terms of novel category. Most book stores nowadays need to provide a shelf only for Y novels (Heng, 2018).

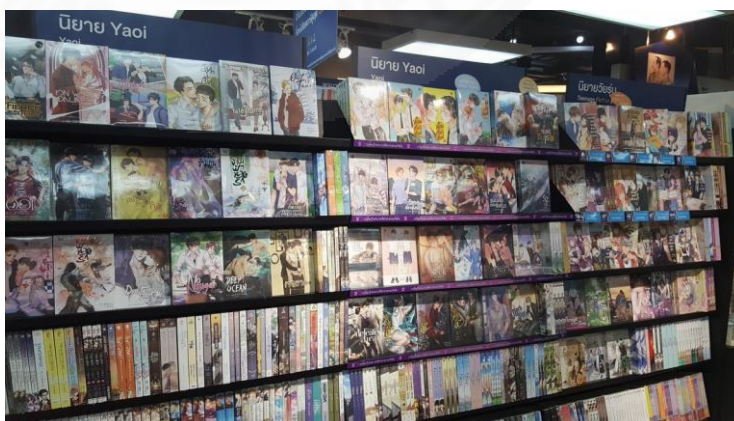


Figure 2.3 Y novel shelf in a Book store

2.1.4 Boys' Love series

As Y novels have formed a large fan base in recent years, together with the success of Love Sick the Series that brought the actors into the spotlight with many fans and earned much money for the series producer, other producers in the market saw a business opportunity and want to enter to compete for a market share as well. Many more Boys' love series have been produced then. With the arrival of streaming TV in Thailand, especially free streaming TV such as Line TV, several TV program and series producers therefore had more channel to broadcast their works without concerning the timing approval like they the way they faced on free TV channels. This has resulted in not less than 80 series made in recent 5 years, including Boys' love series as well as some Thai series that add Boys' love story in them. Thailand has been called the Hub of Boys' love Series in the World by international medias. One famous Boys' love series on Line TV got over 10 million views for one episode. All Boys' love series in recent 3 years reached over 1,000 million views in total, most of which are streamed on Line TV.

One obvious case is where GMMTV, a large company producing series for teenagers, appeared to grab the Boys' love market. This can be seen when the company had always tried to add Boys' love story in many teen series before they fully became a Boys' love series producer. Water Boyy the Series was the first piece on their road. One of the most successful pieces was Sotus the Series, which was on-air in 2016, with over 100 million views of all episodes in total. This series created a new phenomenon in Thailand's series industry after Love Sick the Series once did. The two main actors, Krist (Perawat Sangpotirat) and Singto (Prachaya Ruangroj), had satisfying features and good personalities for most BL fans. The storyline, which tells the story of the bond between senior and junior student in the Faculty of Engineering, also gave a good impact and made the series popular in many countries, especially China, Japan, Korea, Taiwan, Hong Kong and other countries around Asia. At the same time, the popularity of Boys' love series entered China while the country's government was still banning series with male-male relationship. This reason caused Chinese BL

fans to consume Boys' love series from foreign countries, particularly Thailand, which was a major production country.



Figure 2.4 SOTUS the series

Due to the success and popularity of the first season of the series, the second season was launched in 2017 (Asuncion, 2018). The second season did not only make the series more popular but also brought the fame to the two main actors, Kris and Singto, with a large fan base both in Thailand and foreign countries. Most of their fan clubs were Y girls who loved watching Boys' love series and then became fans of the two main actors in real life. Since the two actors showed a good chemistry in the series and had a good relationship, GMMTV saw their value and made money from their commercials and many other ways such as a couple package for product brand endorsement in commercials or event campaigns of products and fan meetings to raise sponsorships and money from ticket selling, with the price as high as the concert ticket price of the world's famous artists. This strategy is similar to idol marketing, which is normally used in Korean idol market. The fan base is the major source of their income (Park, Yoo, & Oh, 2019).



Figure 2.5 2gether the series and Rating from GMMTV

In 2020, GMMTV again has brought a new phenomenon by launching new Boys' love series. A new series is called "2gether the series," which was on-air worldwide at the same time through Line TV and YouTube applications. Its feedback causes global ripples and the series get more than 480 million views in total for all 13 episodes, ranked first in worldwide trends on Twitter every week since episode 3-13. GMM25 channel's rating surged to over 1 for the first time since they have officially opened the channel. Not only that, the series also make new BL couple actors, Bright (Vachirawit Chivaree) and Win (Metawin Opas-iamkajorn), known to a broader audience. Bright got over 3.5 million followers on Instagram within 3 months, which is the fastest increase compared to all Thai celebrities, while Win reached over 2.5 million followers within 3 months as well. This BL couple broke the record, becoming the first BL celebrity couple who get over a million likes for each photo on Instagram and have the highest number of followers on Instagram and Twitter in Thailand.

2.1.5 Thai Boys' Love Celebrity couples

The growth of Boys' love market and the success of business model, which earned a great deal of profit from both Boys' love series and couple packages, has attracted some big investors in the past years. This led to a higher competition in the market. There used to be solely GMMTV as the biggest producer with sufficient resources to make good-quality Boys' love series to serve the market. Nowadays, there

are many new players that produce a number of Boys' love series both in good and poor quality. Even though some Boys' love series are empty, all producers expect their series to be popular and to make a great amount of income. This becomes a basic business model that Boys' love series producers use in this period. The business has now expanded to other territories apart from forming Boys' love couples for the series (Babel, 2019).

Almost all Boys' love series in the past had fan meetings to allow fans to talk, play games, and get closer to the actors they love. In the past, fan meeting is for free. Or else, the price of ticket is reasonable or for charity. According to the present business model and a greater number of fans, fan meeting seats become valuable. The higher demand leads to the higher price. The ticket price ranges from 1,000 Baht to 7,500 Baht (for VIP), which is higher than many world's famous artists. The prices are for both Thai and international fans, who give their best efforts to come to the fan meeting held in Thailand even though the price is costly. With this high demand, sometimes the producers need to extend more days for the fan meeting event. Besides the tickets, producers can also make money from official goods related to Boys' love couples and concert or event recording in DVDs or box sets sold in the events.

Due to the popularity expanding overseas, producers found ways to set up fan meetings in foreign countries. It was a rare occasion for Thai entertainment market when famous artists could have fan meetings outside Thailand. Even a celebrity from mass market hardly got this opportunity.

The high reputation and a large number of fans allow some Boys' love couple celebrities to earn money from being brand presenters or brand endorsers for many products. Some of them can even create, produce, and sell their own products to the fans (Carreon, 2020).

This is the reason why there are more and more Boys' love couples formed to serve the market. Each series can have more than one couples to allow more chances to make money and fulfill the BL fans' demand. However, only few can be successful and continue to have both individual and couple works. Considering the number of IG followers and continual pair works, it was found that top three famous Boys' love couples in recent 3 years were actors from GMMTV, i.e. Krist (Perawat Sangpotirat) and Singto (Prachaya Ruangroj) from "SOTUS the Series" and "SOTUS

S the Series,” Off (Jumpol Adulkittiporn) and Gun (Atthaphan Phunsawat) from “Puppy Honey” and “Theory of love,” Tay (Tawan Vihokratana) and New (Thitipoom Techaapaikhun) from “Kiss the series,” “Kiss me again,” and “Dark Blue Kiss.” In early 2020, a new Boys’ love couple from GMMTV was promoted and became the first place in relation to number of followers. The couple includes Bright (Vachirawit Chivaree) and Win (Metawin Opas-iamkajorn) from “2gether the series.” However, their first series are still in during on-air and they have not had any other apparent works yet (Suwannatat, 2020). With the successes of all 4 couples and large fan base sizes formed in foreign countries, GMMTV thus prepare a Global Live Fan meeting, which is a live fan meeting on paid live streaming platform for global fans and is thought to bring huge revenue to the company.



Figure 2.6 Global Live Fan Meeting Poster by GMMTV

2.1.6 BL Trend

On account of the industry growth over the past 3 years, Boys' love openness in Thai entertainment media, as well as the ban on Boys' love content in many countries, this business is seen to achieve further growth as it is not limited only in the domestic market. China with many Chinese females who are enthusiastic about Y content is now considered one of the largest markets. Also, Over-The-Top (OTT) Technology on broadcast industry help online TV streaming reach more viewers (Ketsuwan, 2017). Boys' love series producers can export copyrights to other parties through simulcast services with higher prices. It is close to real-time broadcasting without waiting for the series from the copyright owner to completely end. Even though the exports to China market are still illegal, adding subtitles and watching online by the fans themselves help each Boys' love series get over 10 million views. Therefore, Boys' love celebrity couples can have meeting events with Chinese fans and sell goods to earn money overseas. With this success, Thailand is now positioned as the number one in Asia in terms of Boys' love series content.

Besides, a few TV streaming platforms e.g. Netflix also bought and broadcast many Thai Boys' love series to serve foreign audiences. Thus, the global trend of Boys' love series is now widely growing. There are several Boys' love series produced in Taiwan. Many Korean series start to add Boys' love content in the male-female love series. In China, Boys' love series are presented in a new way. Famous Chinese Boys' love novels have been modified and brought into series telling about a close friendship between two males instead of sexual relationship. "The Untamed", for instance, is a Chinese series that reached mass viewers with a variety of genders, not only the BL fans.

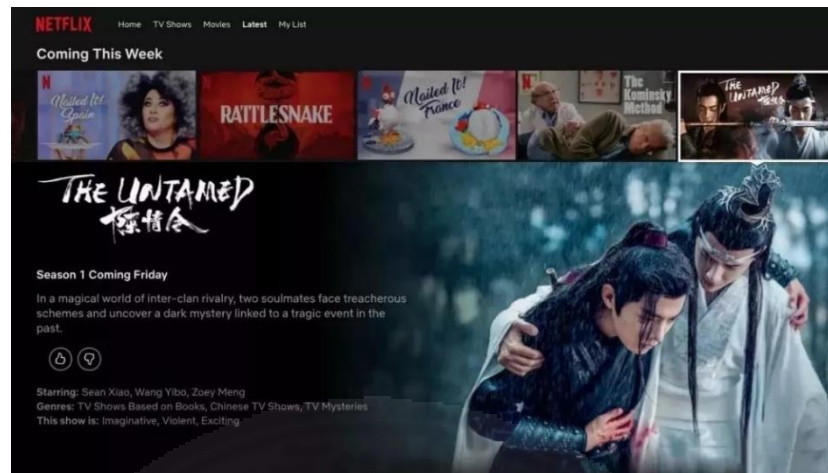


Figure 2.7 The Untamed in Netflix

The tendency of market growth is apparently seen by considering GMMTV's financial statement on DBD (Department of Business Development, 2019). As a leader in this market, the company's revenue increased continuously since 2015 until 2017. The figure of revenue increased 47% to 616.11 million Baht in 2017, up from 419.29 million Baht in 2016, the year that SOTUS the Series was on-air. The net income dramatically increased 277% to 66.38 million Baht in 2017, up from 23.99 million Baht in 2016. During 2016, the major source of revenue was from several fan meetings and events of Kris and Singto, a couple from the series. Their popularity paved the way to having two shows that gathered all Boys' love couples from the company's series called "Y I Love U" and "Y I love U 2" in the following consecutive years. GMMTV has casted more teen actors and actresses to support the market expansion and to serve many future projects of Boys' love series from one to two and became three to five series a year in 2020. The company carried out a strategy to provide individual works for famous Boys' love couples but still boost fan engagement by continuously holding fan meetings and concerts. At the same time, a new Boys' love couple, Bright and Win, was formed to serve new groups of fans, which succeeded greatly (Poblador, 2020). This marketing strategy gathered fans to form a bigger community called "Fandom" (which means Fan + Kingdom). Some fans might not be satisfied that the company separate the couple they support. However, to keep in peace and protect the reputation of their beloved actors, they need to continue their support

on the company. This is considered a monopoly marketing strategy as the company use the loyalty of fans as a negotiation tool (MarketingOops, 2017).

Still, overall Boys' love market tends to have a bright future in the next years. This is because Boys' love couples have their own firm fan bases and continue to star in many new Boys' love series. The year 2020 is considered the year of the highest growth for Boys' love market seeing that there are more than 20 new Boys' love series to be on-air in this year, which means 20 new couples and opportunities to gain new fan clubs or movement of fans to other new couples. In early 2020, there was a new Boys' love series "2gether the series" with a new couple "Bright & Win" that sparked a new global phenomenon and changed BL series market from being limited in Y girls or LGBTQA group to other new groups of audiences, both males and females, with a variety of ages. Moreover, foreigners categorise Thai Boys' love series as romantic series, which is deemed another success of Boys' love market. This is a new challenge for Boys' love couple celebrities to gain more fans while keeping their fan bases and for studio productions to decide which way to maintain the market share. At all events, fans, as consumers, possess the right to choose if they will maintain their loyalty or change to be into new couples (Abanes, 2020).

2.2 Overview of Fandom

2.2.1 Definition of Fan club

According to researches and literatures on fandom (Fans + Kingdom), reputation, and media influences in the early 20th century, (Duffett, 2013) indicated that "fans" are mutually defined as a group of people with suffering from psychological inadequacy. They are under the media influences distributed as contagion. "Fans" often find a way to contact with reputed persons in order to fulfill their life inadequacy. Due to the lack of social bond in real life, fan loyalty is developed towards reputed persons or sports players in order to be a part of their successes. Similarly, (Itō, Okabe, & Tsuji, 2012) stated that, in the past, behaviours of "fans" were psychologically interpreted as behaviours of escapism, compensation, wish-fulfillment, and fantasy.

The term “fans” is often placed after other words in order to refer to people who admire and are passionate about some things, e. g. music fans, book fans, movie fans, boxing fans, football fans, etc. (Lee, Tak, Kwak, & Lim, 2019). Moreover, this term also describes a group of people devoting their time and resources to their beloved reputed person in order to feel closer to them. Fans also pay attention to trivial matters such as birthday, favourite colours, etc. (Paris, 2016)

(Guschwan, 2012) stated that image of “fans” is generally imagined in terms of admiration and passion towards celebrities or activities in an excessive degree. In addition, mass media works, especially “publications”, always reflect the abnormality of “fans”.

(Williams & Ho, 2016) also indicated the characteristics of “fans” as follows: 1) fans’ activities are created for their favourite stars or media images and representations. Although fans have other activities, e. g. making video clips, those activities and content still related to the stars; and 2) fans are considered heavy media users, especially for their preferred performances or artists; and 3) fans participate in activities of other groups and contact with other fans depending on context flow in various ways but under the same interest. Fans can have celebrity worship syndrome or stalking behaviour in some worse cases. Or else, they can easily become haters of their previously loved celebrity, resulting in attempts at violent attacks. Fans sometimes means "supporters". A group of fans of a particular object or person constitute a fan base or a fandom.

(Larsen & Zuberis, 2012) stated that everyone is a fan of something when a person admires or respects something. That person then builds an engagement. People will know themselves better if they try to understand their motivation of being fans of things. They use what they admire as a tool to develop self-esteem, to show power in their community, and to gain confidence in various situations. Having something they love is a way to prove the meaning of their existence in the society and to know what social experience and responsibility they are interested in.

Moreover, (Hills, 2014) mentioned that a fandom creates their own unique content in various formats e.g. novels, pictures, songs, videos, and performances themselves.

2.2.2 Definition of Celebrity Addiction

2.2.2.1 Absorption-addiction model and Celebrity fans

The “absorption–addiction” model (Maltby, Day, McCutcheon, Houran, & Ashe, 2006) described the addiction of celebrity fans that a compromised identity structure in some individuals is caused by more extreme dimensions of fans. In addition, the psychological absorption with celebrities has an influence on fans to establish an identity and a sense of fulfilment. This absorption is addictive and may lead to more extreme (and even delusional) behaviours to maintain the individual contentment with the parasocial relationship, as a non-reciprocated but one-directional relationship between fans and celebrities (Cheung & Yue, 2019). (Sheridan, North, Maltby, & Gillett, 2007) classified three particular dimensions of idol worship behaviours: social, personal, and borderline- pathological. First, the lowest idol obsession level is called social fans, who love artists or celebrities just for their entertainment with a content focused on celebrities they love. Most of topics they talk are specific for the group with the same preferences. Forming the community group is an example to support and follow their loved celebrities (Zsila, Urbán, McCutcheon, & Demetrovics, 2020). The next level is personal fans, who are so into their loved celebrities. They have a boundless thirst for secret of idols or artists and relate themselves to their loved celebrities in order to feel closer as being intimate friends (Herie, Centre for, Mental, & Skinner, 2014). Fans in the highest level are borderline-pathological. They are hard to be found and tend to feel that they have a special relationship with the celebrities and are willing to do anything for the celebrity (Reeves, Baker, & Truluck, 2012).

The study “Relationship between celebrity fans and subjective well-being among fan club young people” found that social fans, which are easily found, only with preference for entertainment and social will have strong positive relationship with subjective happiness – in other words young fans who are crazy about celebrities in terms of entertainment and social tend to have a higher level of subjective happiness. While personal fans who cling to their celebrities in terms of mutual relationship are found to have no relation with subjective happiness. However, both types of fans are all extremely enthusiastic about their celebrities and support them with expectation of reciprocation from their celebrities. In addition, both types of fans have

a strong media exposure, especially online social medias, which were utilised in this study.

2.2.2.2 Fan Loyalty

When fans develop their engagement with a celebrity to a level that fans begin to feel as if their loves were no longer one-directional loves since they also receive some interaction from the celebrity in some ways. This happens more easily on today online social medias, which shorten the distance between the celebrities and fans as if they stayed close together all the time. Once that intimacy creates loyalty, fans will engage themselves so tight that it is hard to change their minds on the celebrity (M.-S. Kim & Kim, 2017). This condition is called “fan loyalty”, which is the loyalty felt and expressed by a fan towards the object of his/her fanaticism. Allegiances can be strong or weak. Fangirls and fanboys in fandoms sometimes, with various meanings, consider their fandom to be their "family," and feel very loyal to it, usually (M. Kim & Kim, 2020).

2.2.2.3 Fan club in Thailand

Fan clubs in Thailand can be divided into various groups e.g. sports fan clubs, singer fan clubs, star fan clubs, etc., with different ages, statuses, educational background, and careers. According to previous studies (ยศโชติ, 2018), a Thai fandom was consisted of 6 characteristics as follows:

1. They kept track of the celebrity's works through mass medias, personal medias, new medias and digital medias to find up-to-date news of the celebrity, for example, new series announcement. They also felt familiarity with the celebrity's attitude. Moreover, they also followed people who could update them the work schedule of the celebrity, for example, personal manager or relatives.

2. They collected goods and souvenirs related to the celebrity, for example, posters, photos, celebrity products, news, etc. It was to remind themselves that “they were fans of this celebrity”. This characteristic also represented the identity of fan clubs.

3. They followed the celebrity into several places, e.g. concerts, events, charity activities, etc. There was a definition described the fan club as “a group of people who arrived the location before the celebrity and left for home after the

celebrity”. This was a communication to help the celebrity recognise that they were his fan clubs.

4. They provided some equipment for cheering up the celebrity in events or meetings e.g. LED boards for showing their group’s identity so that other people can recognise them.

5. They shared information among fan clubs. Usually, there was a person in the group of fan clubs as the source of information who would share all updates to others face-to-face and through online medias such as Twitter, Line group and Instagram.

6. They announced and spread the celebrity’s updated information. Admin of fan club page on Instagram or Twitter, for example, shared news on their pages. In this case, there would be a leader of the group who update new information to members.

7. They buy things for the celebrity. Some are so valuable or special that normal people would never come up with such as buying luxury products, adopting wild life animal under the celebrity’s name, plating forest under the celebrity’s name, buying LED screen to present their celebrity’s video or electronic poster or advertisement to celebrate them in special occasion, buying a star and naming it the celebrity’s name.

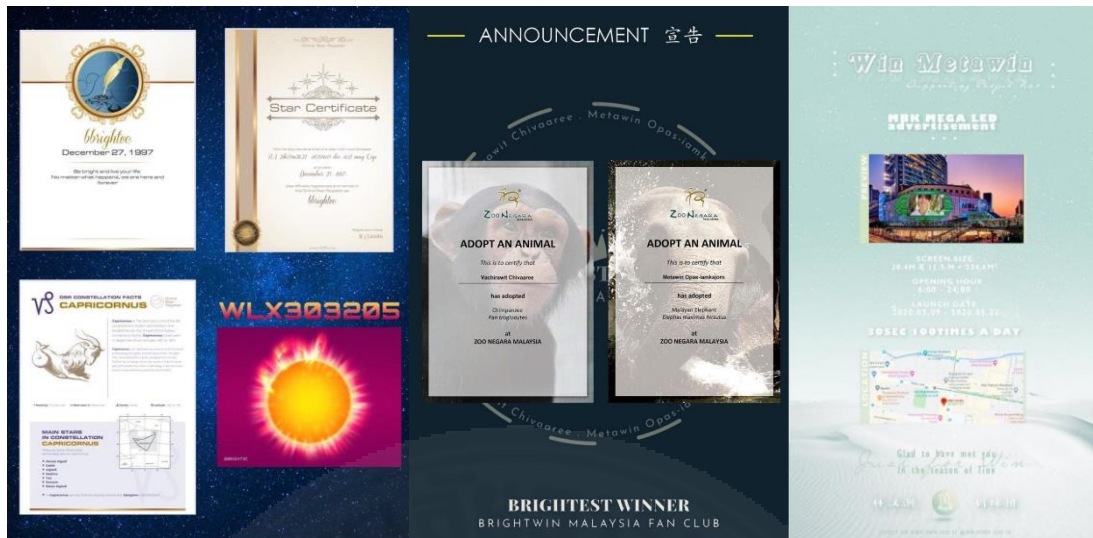


Figure 2.8 Special gifts

2.3 Definition of Influencers

An influencer is a person who has a power over others and uses his or her authority, knowledge, position, or relationship towards his or her audience (Brown & Hayes, 2008). The more followers a person gets, the more influence that person has. Most followers are easily persuaded by the influencer.

According to (Ismail, 2018), one of the most common measures to separate types of influencers are to consider a number of followers. The figures of followers can divide influencers into:

Mega influencers – people with a huge number of followers on their social networks. Although the range of figures are not fixed to separate each type, it's generally perceived that mega-influencers should have over a million followers on at least one social networking platform. Many mega-influencers are celebrities who have gained their reputation from other medias – movie stars, sport players, musicians, and even reality TV stars. Some mega-influencers, however, have received numerous followers via online and social activities. Mega-influencers will be usually approached by major brands for influencer marketing. Mega-influencers normally have agents or managers working on their behalf to manage any marketing deals.

Macro-influencers – one step down from the mega-influencers. They tend to be more accessible as influencer marketers. Macro-influencers are considered people

with followers ranging from 500,000 to a million followers on their social networks. This group often consists of two types of people. They are either B-grade celebrities, who haven't yet been well-known in public, or they are successful online experts, who have raised more followers than the micro-influencers. The latter type is likely to be more effective for firms engaging in influencer marketing. Macro-influencers often have high profile who are excellent at raising awareness. Macro-influencers are more easily found than mega-influencers, so it's easier for a brand to find macro-influencers who are willing to work, which makes the communication easier. However, brands need to be aware of this type of influencer. They are likely to engage in influencer fraud – some purchased the followers to become influencers.

Micro-Influencers and Mid-tier influencers – ordinary people or everyday people who become well-known for their knowledge or expertise. They usually gain a large number of social media followings amongst devotees of that niche. It is not only the number of followers that indicates how much influence a person may have; it is the connection and interaction that a micro-influencer has with his or her followers. Although views are different, micro-influencers are considered having between 1,000 and 500,000 followers per a social platform.

Nano-Influencers – the newest influencer-type to gain recognition. These people have a very small number of followers, but they tend to be highly specialised. Nano-influencers can be compared as being the proverbial big fish in a small pond. Some may have less than 1,000 followers, but those who follow will be enthusiastic and attentive, willing to engage with the nano-influencers and listen to their opinions.

2.4 Definition of Celebrity in this study

A celebrity is a person who is best known and gains lots of attention in public, or attention from other people. The celebrity is usually a person who is in a movie, who sings songs, and who plays a sport (Turner, 2014). In this study, A celebrity is defined as a Boys' love couple actor, who is well known from starring in Boys' love series.

2.5 Overview of Celebrity Endorsement Strategy

2.5.1 Definition of Celebrity endorsement

According to (Marshall, Na, State, & Deuskar, 2008), using famous celebrities to endorse a product causes many benefits; marketers believe that the highest reward they receive by celebrity endorsement is credibility, trust, attention and positive consumers' buying behaviour. Celebrity endorsement is a factor of success. This is because when a normal seller tells you to try a product claimed to be useful, there is a possibility that consumers may or may not believe it. Conversely, when a celebrity claims the same, consumers tend to pay more attention and believe it and it affects consumers' buying behaviour in a positive way.

2.5.2 Definition of Purchase Intention Process

Purchase intention is decision to purchase something for use in the future, but then an emotional process works where the consumer's view of the product or the source person is relevant (Morrison, 1979). It is an individual conscious decision to make an effort to purchase a brand. Consumers purchase intentions often emerge from the consumer experience of value and benefit. In addition, it is a crucial key to anticipate consumers purchasing behaviour. Purchase intention is the only result of individual celebrity's opinion based on his/her expertise rather than any other.

2.5.3 Celebrity Endorsement on Purchase Intention

It is important to make sure that campaigns are as most successful as possible, determined by some factors including the public perception of the brand and the celebrity endorsement (Adnan, Jan, & Alam, 2017). (Ruslan, 2018) stated that using a celebrity in an advertisement can boost purchase confidence (purchase intention). A previous research conducted by (Duangkamol, 2012) proved that celebrity endorsement can be an effective marketing tool as it has a significant positive impact on consumers' purchase intention. Numerous researches have proved empirically the effectiveness and the positive influence, particularly in terms of the reputation of endorsers, message reminder, announcement approvals and purchase intention (Rowley, Gilman, & Sherman, 2019).

It is obvious according to the study by (Moraes, Gountas, Gountas, & Sharma, 2019) that a celebrity does capture the attention of consumers and that the major reason of celebrity endorsement is to help the product be more popular, so that people may recognise it easily. Also, it is due to these celebrities' presences that the product is noticed and remembered. The brand stands out from the pool of brands and encourages instant recognition by effectively using celebrity endorsement.

In a study conducted by (Sandi, Surachman, & Yuniarinto, 2019) successfully proved that the celebrity endorsement formed on the basis of three elements (expertise, trustworthiness, and attractiveness) has a positive and significant impact on consumers' purchase intention. The concept of celebrity endorsement works well particularly in the case of new or unacquainted products. It can be a good instrument to enhance the possibility to buy for trial. The celebrity and the product to be endorsed should share some specific attribute which the customer would remember (Pradhan, Duraipandian, & Sethi, 2016).

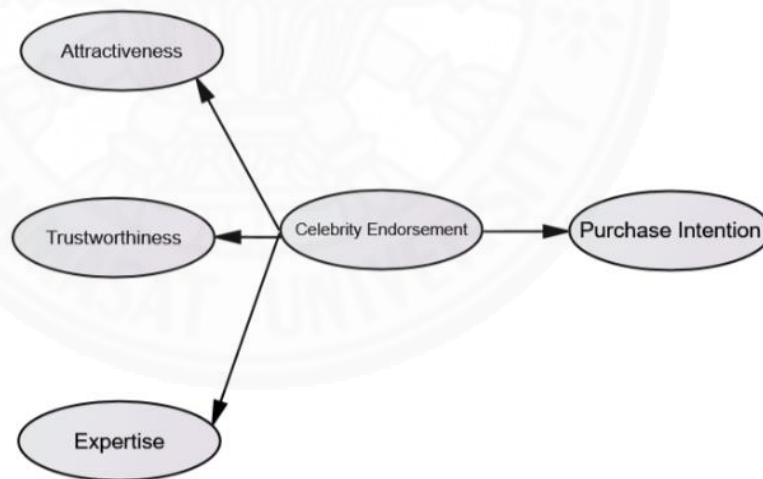


Figure 2.9 Relation between Celebrity endorsement and Purchase intention

2.5.4 Celebrity Endorsement and Consumer trust

When it comes to a digital market, celebrity endorsement is less trustworthy. According to the study of (Raksha & Bijuna, 2020), it was found that consumers trust influencers in micro and nano influencers more than celebrity endorsements since those people are more credible and intimate and share their

expertise more intensively. The expertise is critical to consumers looking for advice on what to buy. Moreover, less expertise can make consumers less loyal to the brand, leading to the damage of brand image. With these problems, a brand thus needs a celebrity who can build strong engagement and use the celebrity as a bridge to a new target group of consumers. Considering characteristics of micro and nano influencers (Jaffari & Hunjra, 2017), many brands choose celebrities who have a number of fan clubs, who are loyal fans supporting all of their works, not just followers. These celebrities will bring brand's products to enter new markets and also boost sales from their fans. Celebrity fans are important tools that help protect the brand image as well.

2.5.5 Celebrity Marketing on fan club

Celebrity marketing on fan club is explained by (Teng, Su, Liao, & Wei, 2020) as a marketing strategy that brings a celebrity with his/her fan base, especially a singer and a star to be a presenter in order to make money from fan clubs and to use the power of his/her fandom to pave a way to new markets, as well as the community of fan clubs to share and spread information and detail of products. This can diminish cost to build brand awareness. The brand can also make up a positive brand image towards fans through the connection between the celebrity and fans. If that celebrity is a mega influencer, his/her tends to rapidly develop an engagement with a variety of consumers. In case that celebrity has a reputation overseas, it is even perfect for the brand to be better known by foreign consumers and to decrease the cost of brand equity.

Furthermore, the brand can link a celebrity and his/her fandom by holding campaigns to boost sales and customer experience towards the brand according to the strategy of Relevance Marketing (Saowanee, 2009). This helps develop fan base dimension from having loyalty to the celebrity into loyalty to the brand.

2.5.6 Celebrity Branding, Personal Branding

(Rampersad, 2009) When a celebrity sees value within him/herself from the number of followers and loyal fans in the same manner as the brand or the celebrity's agent or manager, that celebrity is considered a brand who can enhance or develop brand value him/ herself. This progress is not different from the brand development where the brand equity is adapted. This is to say, choosing a celebrity is similar to finding a product to buy and having loyalty to the brand of the product.

(Thananchaitaveechote, Thoongsuwan, & Pavapanunkul, 2019) may view a celebrity as a product brand, but to build up reputation and image to make fans obsessed needs a different way of communication. According to the strategy of personal branding, it was found that personal branding isn't just for the rich and famous; creating your own personal brand can help you forge ahead in your own career and reach new professional heights. With 5 elements for strong celebrity branding that Celebrity should be considering are know your value, keep your appearance, talk about back story to sharing, find your unique, and good deliver the message. All are for fulfill and create fan clubs' experience as well as feeling related between the celebrity and fans, which give a positive effect to the celebrity brand development. Also, (Keel & Nataraajan, 2012) found that a celebrity who is able to create fans' healthy attitude towards him/her and convince fans to often have media exposure towards him/her tends to gain more loyalty from them.

2.6 Overview of Boys' love couple business

2.6.1 Background of Celebrity branding on Boys' love couples

A Boys' love couple or BL couple often has a large fan base. With a number of loyal fans, the couple is always supported and followed on social medias, which helps increase the reputation and future works. BL couples nowadays can be considered celebrities, who have to maintain the good standard of their own personal branding to keep their fan base and brand value.

(Watson, 2018) BL fans, who are mostly females, together with the their hit series, brings about opportunities that brands want to invest on and want to know more about this new consumer group like BL fans, especially fans with high loyalty to the celebrities, who are ready to purchase goods and support their favourable celebrities no matter what the product brand the celebrities are attaching to is. BL couples also have foreign fans which supports the brand's expansion. These reasons contribute to the demand by existing product brands as well as new product brands for BL couples to do the celebrity endorsement as brand presenters or brand endorsers, posting photos with products on social medias, attending new product events, or even being hosts of concerts or fan meetings sponsored by the product brands.

(Buffet, 2018) New product brands, especially those that are food and cosmetic brands, often choose BL couples as the great number of followers and the large fan base help the brands lower their cost in many ways. They can use the power of fan clubs to support the product brand and boost sales through activities or events, products, and benefits or rewards from participation in the activities with BL couples. This is why BL couples have been frequently chosen to do the celebrity endorsement.

2.6.2 Top five of Boys' love couple

(Mediakix, 2020) indicated principles for ranking as follows:

- The top five of BL couples with the highest average number of Instagram followers of both couple actors, with greater than 500,000 followers in average.
- The top five of BL couples with the highest average number of Twitter followers of both couple actors, with greater than 200,000 followers in average.
- The BL couple who continually work as a couple, have starred in Boys' love series in recent 3 years and their BL series ended before May 2020

According to the criteria above, those top five BL couples are as displayed in the table below.

Table 2.1

Top five BL couples

BL couples	Works as a couple	Brand endorsement works as a couple
Krist – Singto (Perawat Sangpotirat – Prachaya Ruangroj)	Series SOTUS The Series SOTUS S The Series Mini Series: Our Skyy Song “Tur Tum Hai Chun Chohk Dee” Programs Friend.Ship with Krist-Singto Concert & Fan Meeting 38 shows	Oishi Green Tea - Brand Presenter (2 years) - Brand Endorser - Sponsor of Fan Meeting Baby Bright - Brand Presenter (2 years) Lazada - Sponsor of Fan Meeting - Brand Endorser Mistine : Idolo - Brand Presenter Brand endorser in Event - More than 50 events in 3 years
Off – Gun (Jumpol Adulkittiporn – Atthaphan Poonsawas)	Series “Roon Pee Secret Love : Puppy Honey” “Roon Pee Secret Love 2 : Puppy Honey” “Theory of Love” Mini Series: Our Skyy Programs “School bus : School Rangers” “Off-Gun Fun Night Season 1-2” Concert & Fan Meeting 11 shows	Oishi Green Tea - Brand Presenter (1 year) - Brand Endorser - Sponsor of Fan Meeting Baby Bright - Brand Presenter (1 year) Mistine : Idolo - Brand Presenter AIS - Brand Presenter Brand endorser in Event - More than 50 events in 2 years

BL couples	Works as a couple	Brand endorsement works as a couple
Tay – New (Tawan Vihokratana – Thitipoom Techaapaikhun)	Series “Kiss The Series” “Kiss Me Again” Mini Series: Our Skyy “Dark Blue Kiss” Song “Mai Mee Ni Yam” Programs “School bus : School Rangers” “Tay-New Meal date” Concert & Fan Meeting 12 shows	Oishi Green Tea - Brand Presenter (1 year) - Brand Endorser - Sponsor of Fan Meeting Mistine : Idolo - Brand Presenter Tesco Lotus Express - Brand Presenter Brand endorser in Event More than 30 events in 2 years
Mean – Plan (Phiravich Attachitsataporn – Rathavit Kijworalak)	Series “Love By Chance” “Reminders” “Love By Chance 2” (Coming soon) Concert & Fan Meeting 7 shows	Cathy doll - Brand Presenter HiraBlue Mask - Brand Presenter 4u2 - Brand Presenter AIS TV - Sponsor of Mini Series Brand endorser in Event More than 20 events in 1 year
Mew-Gulf (Suppasit Jongcheveevat – Kanawut Traipipattanapong)	Series “TharnType The Series” “TharnType The Series 2” (Coming soon) Programs “Y Icon Thailand” Concert & Fan Meeting 5 shows	HiraBlue Mask - Brand Presenter Yves Rocher - Brand Endorser Brand endorser in Event More than 20 events in 3 months

The five couples above all are now celebrities with more than 500,000 followers on Instagram and more than 200,000 followers on Twitter (in average for each couple). They are BL couples in the level between Macro and Mega Influencers and have been continually working as a couple for 3 years. Not only do they work as a couple, but also have individual works such as TV series, films, and TV programs. The most popular BL couple by the number of followers is Kris-Singto. The couple has gained popularity and have a large number of fan clubs both in Thailand and foreign countries. They have hosted more than 30 fan meeting events in Thailand and overseas. Each couple mentioned in the table above has so many fan clubs in Thailand and overseas that the fans gather to form a fandom. Fandom of each couple creates channels on social medias and has more than 20,000 followers on Twitter. Each couple has so many fan clubs that they can set up more than one fan meeting event both in Thailand and overseas, with a minimum of 1,000 – 1,500 Baht of ticket price and a maximum of 7,500 Baht per seat, which is comparable with the concert ticket price of the world's famous artists.



Figure 2.10 Krist and Singto



Figure 2.11 Off and Gun



Figure 2.12 Tay and New

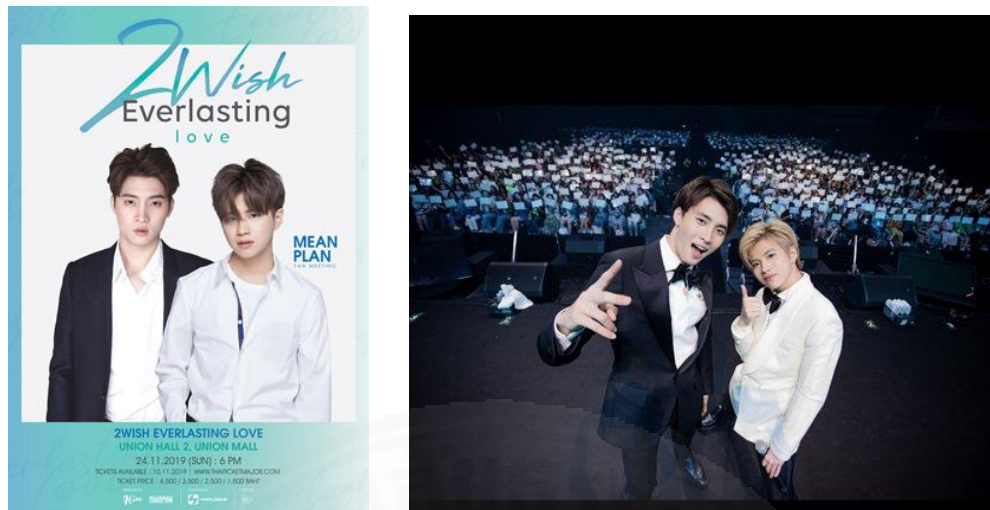


Figure 2.13 Mean and Plan



Figure 2.14 Mew and Gulf

2.6.3 Celebrity Endorsement with Boys' love Couple

In recent 5 years, after the Y series trend emerged waken by Love Sick the Series, many product brands saw new opportunities in the market of fan clubs. Brands used to do idol marketing using artists, e. g. Korean idols, singers and stars, as brand presenters and endorsers to attract fan clubs to boost sales of new products. Brands also used to hold events to develop intimacy between artists and fan clubs. The prices fan clubs paid were event ticket, goods, and products to win lucky draws or rewards to do activities with the artists. Some brands created new marketing activities. Top-spender events, for example, are held to persuade fan clubs to pay more in order

to win an exclusive privilege with their artists. This helped increase the sales since the first-day launch. Today, brand endorsement is increasingly applied using BL couples since the brands consider that fan clubs of BL couples are all willing to pay to get closer to the BL actors they love as well. Reinforced with customer relation concept, there are many new promotional activities created by the brands that using BL couples. BL couples are chosen as presenters starring in product advertisements with Boys' love content. A reward campaign, for example, is held for fan clubs who are top-spenders or meet the purchase conditions to get chances to watch exclusive advertisements or mini-series with the BL couples they love. To do fan-based marketing focusing on BL fans may only boost sales in a short period of time. However, by international fan clubs of BL couples, the brand can expect to develop brand awareness towards products in new markets (Prasannam, 2019).

Many brands of food, drink, skincare, and cosmetic products in recent 2 – 3 years choose artists with a large number of fan clubs, e.g. Peck Palitchoke, BNK48, and especially BL couples, to be their brand endorsers for new products, particularly seasonal products or one-time products. This helps the brands themselves collect pictures composed of a large number of fans for further promotional activities, boost sales by activities with fans since the first-day launch, and engage the brand with fans overseas. One of the successful brands that often uses BL couples in recent 2 years to do marketing is Oishi green tea. Its major campaign is a trip with BL couples such as Kris-Singto, Off-Gun, and Tay-New by sending green tea bottle cap codes to win the trip reward. Oishi also sponsored many fan meeting events and used BL couples in advertisement of its products in BL series. Although the exact data of the return of investment of its campaigns is not found, the repeated marketing using BL couples implies some success factors. The campaigns also enable Oishi green tea to open a new market in China and Myanmar (ThaiPR, 2019). At the same time, in recent 2 – 3 years, another line of products like cosmetic products have started choosing BL couples to be presenters and endorsers, especially for women's cosmetics products. This is because most BL fans are females. Mistine, a big-name cosmetics brand, also chooses BL couples to be presenters, expecting to penetrate new markets such as Y fans and international fans in China.

From all the reasons above, many brands have adopted this a new marketing strategic model without a consideration about their target customers or target market. Therefore, some succeed and some fail. The failure may due to the product's low quality or the regardless of target customer. The brands are not able to use proper marketing strategies that fit the customer needs, so they fail to build up an engagement with customers especially the group of fan clubs.

2.7 Other theories

2.7.1 Customer expectation and Customer satisfaction

2.7.1.1 Consumer Satisfaction

Consumer satisfaction has been considered one of the most important ideas (Oliver, 1981), and one of the main goals in marketing. Satisfaction plays a major role in marketing as it is a good predictor of purchasing behaviour (repurchase, purchase intention, brand choice and switching behaviour).

(Westbrook, 1981) defined the term satisfaction as "Overall evaluation after purchase". (Tarwick & Carroll, 1982) gave a deeper definition of satisfaction, stating that satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, have provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- and over-fulfillment".

(Kotler, 1999) also defined satisfaction as "a person's feeling of pleasure or disappointed resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations".

Researches on consumer satisfaction in the marketing field began in the 1970s and is currently based on the "disconfirmation of expectations paradigm" (McKinney, Kanghyun, & Zahedi, 2002). This paradigm explained that consumer brand evaluation relates comparing an actual performance with some standards. Three outcomes can be:

(1) Confirmation, where the performance meets standards, leading to neutral feelings.

(2) Positive disconfirmation, where the performance is considered better than standards, leading to satisfaction.

(3) Negative disconfirmation, where the performance is deemed worse than standards, resulting in dissatisfaction.

Therefore, it is generally accepted that to indicate satisfaction or dissatisfaction, some comparisons must be made between customer expectation and performance perception of products or services (Yamada, 2019).

2.7.1.2 Customer expectation

Customer expectation are considered as pre-trial beliefs about a product or service (Kazanjian, 2007). Without any information, previous expectation on service will be completely diffused. In reality, however, customers have many sources of information that support their expectation on upcoming service encounters with a specific company.

These sources include previous exposures to the service, words of mouth, experts' opinions, and communication controlled by the company (e.g. advertising personal selling and price), as well as previous exposures to competitive services (Trișcă, 2017). In the pre-purchase stage, the expectation affects consumer's decision making on which brand or type of products or services to buy.

The attitude of service personnel, other consumers, and equipment can also affect the consumption in the post-purchase stage. This is because the expectation is based on evaluation of satisfaction (Reese, 2011). A review of the literature suggested that consumers might use multiple types of expectations for evaluating their satisfaction (Nicat, 2019). However, mostly referred types were predictive expectation and normative expectation. Predictive expectation is generally defined as consumer beliefs about the level of product or service that a specific company would like to offer. These expectations are often used as standards of products or services against what satisfaction judgment is made. Normative expectation is generally conceived as the consumer's ideal level of product or service which is sometimes referred as a desire as well.

2.7.1.3 Perceived value or Customer Experience

The term “perceived value” is used to compare services in two opposing dimensions; one is the overall price, given the quality, and the other the overall quality, given the price (El-Adly, 2019). Perceived value acts as a core driver to deliver the right products or services to the right consumer at the right time. It provides opportunities to compare organisations in terms of the price- value ratio (Arora, 2019). It is also the fundamental basis for all marketing activities (Yadav, Srivastava, & Rai, 2016). Moreover, perceived value directly causes the customer satisfaction, which in turn leads to behavioural intention (Dietz, 1997).

2.7.2 Customer satisfaction and its relationship with brand loyalty

Brand loyalty, a preference towards a brand to be always a clear choice over others, is characterised by customers experiencing the highest degree of satisfaction (Salem & Talib, 2020). Brand loyalty is considered a consequence of customer satisfaction. According to the (Khamitov, Wang, & Thomson, 2019) exit-voice theory, customers have two options when they are discontented with a brand: they may either quit (i.e., stop buying that brand) or voice a complaint. Therefore, when customers are satisfied, they are willing to repurchase the product or service, which lead to increased brand loyalty (Molinillo, Ekinici, & Japutra, 2019).

2.7.3 Marketing Mix

Marketing-Mix strategy or 7Ps is 4Ps, including product, price, place and promotion, plus 3Ps, including people, physical evidence and process, in order to be applied to services, which are not physical products. Most organisations use 4Ps or 7Ps to plan their own marketing strategies. This is to approach target customers and create satisfaction among them (Philipson & Zineldin, 2007).

2.7.3.1 Product

Products are services or goods sold to customers in the market to fulfill customer need and demand (Tarek, 2019). However, another concept of product as defined by (Stoneman, Bartoloni, & Baussola, 2018) is based on two aspects. One aspect is to present core benefits of the products and all additions. The second one is how to deliver those key benefits. Product is one of the first crucial components of Marketing-Mix strategy.

2.7.3.2 Price

Price is the value customers are charged for services or goods. Price affects customer demand directly and significantly. It helps customers decide whether they will purchase or repurchase the products or not (Piper, 2018). Price can be determined by many factors, including purchasing power of customer, product cost and delivery cost (Lopez, 2014). It is also a key factor leading to customer satisfaction and brand loyalty. A customer is normally satisfied if the product they purchased is cost-effective.

2.7.3.3 Place

Place is a channel to sell or to distribute services or products to customers (Arum & Min, 2018). There is no fixed concept of place. To decide on what way to deliver products to customers depends on types of products.

2.7.3.4 Promotion

Promotion is an advertisement of a product in order to sell it to a customer and this process is also accepted as a communication with customers using various methods. The crucial point of promotion is to reduce the communication gap between an organisation and customers (Noormoradia & Mozafarib, 2017). Strategic initiatives focus on taking advantage of media advertising to communicate with customers in order to persuade them to buy products (Constantinides, 2006).

2.7.3.5 Process

Process is a system that is associated with a product. For service product, which is not a physical product but it is about the result that a customer can receive, the process is how the service is presented to customers in order to deliver the service in the right time and the right place to meet their needs and create their satisfaction (Phusist & Theeranuch, 2014).

2.7.3.6 People

Many companies, especially those who are service providers are associated with people who run the service from front line Sales staff to top executives, have selection process and trainings for staff to serve customers at higher level outdo the other service providers. Regarding the relationship between service provider staff and customers, staff should have service competency, positive attitude towards

customers, initiative, problem solving skill and effort to create organisational values (Quang Hung & Thi Hai Anh, 2019).

2.7.3.7 Physical evidence

Physical evidence is a presentation of physical characteristics of products to customers, with a purpose to develop overall qualities of products in both tangible and intangible way to create values for customers. Some examples are to dress properly and neatly, to speak polite words, to have a good organisational image, to deliver fast and high-quality products, to concern all benefits that customers should receive, etc. (Posner, 2015)

2.7.4 7Ps and Customer Satisfaction and Loyalty

7Ps or Marketing-Mix is a key factor. Good strategies can boost customer satisfaction and form the loyalty towards the brand. The more satisfied customers are, the more loyalty they reciprocate with. This creates a condition of repurchasing the same product and choosing it as the first choice. This condition also impacts greatly on the change in customer behaviour. To let this condition impacts the way customers purchase can benefit a company in many ways: 1) customers believe that the company will give them the best of everything; 2) the company gain customer satisfaction as seen from their repurchases; 3) loyal customers will help protect the brand image and prove how the product outdoes other competitors. 7Ps is therefore a major factor that contributes to customer satisfaction. Organisations need to focus on planning Marketing- Mix Strategy to gain more satisfaction and make customers become loyal customers. Having high level of loyal customers, organisations can get higher and consistent sales. As stated in the research of (Sutarmo, Suharno, Mintarti, Hidayati, & Hutauruk, 2018), when customers are satisfied by the way they perceive the products as exceeding their expectations, the customer loyalty will be developed and lead to repurchases.

Many evidences over the past decades show that brand loyalty is the major dimension to study in marketing since it helps reduce the cost of product. Word of mouth of current customers, especially the service sector, will take a big part of product presentation. Customer satisfaction can well bring a good reputation to the brand. Organisations thus involve loyal customers in a process called ‘Experiential

marketing'. Customers participate in the evaluation of standards of the brand and give comments to improve its quality (Abteen Ijadi, Abbas, & Ashkan, 2019).

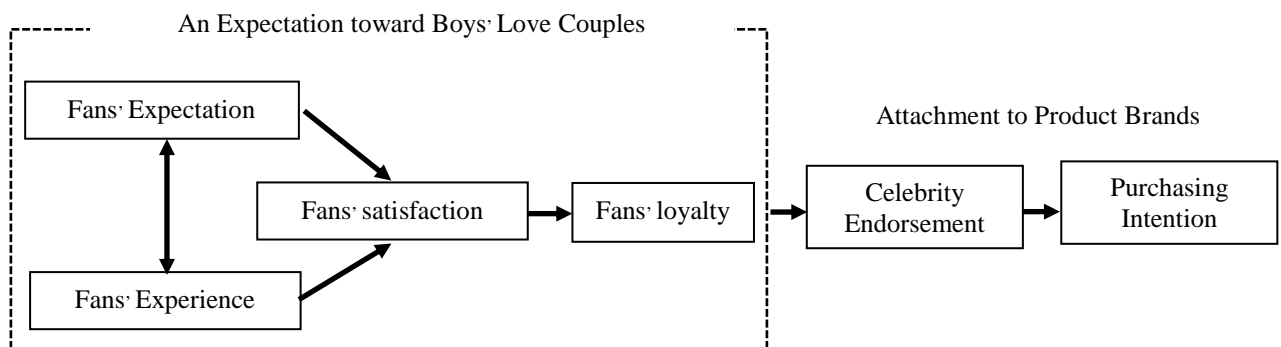
2.7.5 Customer behaviour

(Sheth, Laroche, & Mittal, 2008) defined customer behaviour as: "The behaviour that customers display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas." (Collinson, Mathmann, & Chylinski, 2020) elaborated on the definition that consumer behaviour is how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. It includes what, why, when, where and how often people purchase products and how they use the products. Moreover, all behaviours that consumers display expected products or services will satisfy their needs.

2.7.6 Theory of Customer Experience Management (CEM)

Customer Experience Management or CEM is a procedure of strategic planning to create the positive customer experience and fulfill customers' first impression since the first purchasing and using decision they make. This procedure is done by studying customers' wants, experiences, and perceived interactions, and by seeking for new methods to satisfy customer needs and build up positive experiences. When customers are pleased with the product or service, they will become proud of it and persuade their friends or acquaintances to use the same product or service. (Ahrholdt, Gudergan, & Ringle, 2016) found that CEM is a way to create a positive feeling of customers or consumers towards the product and it is often forwarded to other people around such as friends, family members, and colleagues to receive the same feeling and experience.

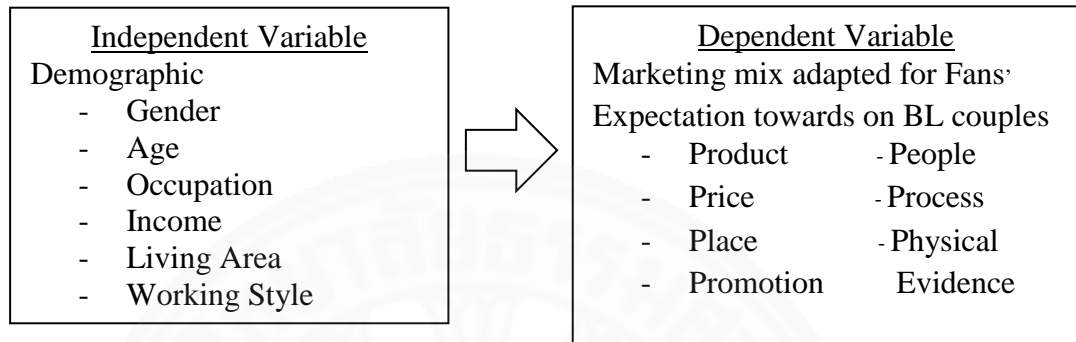
2.7.7 Theories Mix for Fans



2.8 Research Framework

2.8.1 To compare the difference between fans' expectation and fans' experience of Fans towards on Boys' Love Couple in term of 7Ps

2.8.2 Framework



CHAPTER 3

RESEARCH METHODOLOGY

This research aims to survey BL fans' expectations towards BL couples, to study the expectation and perception and to develop marketing mix strategy. Secondary research and primary research were adopted to achieve objectives.

3.1 Research Framework

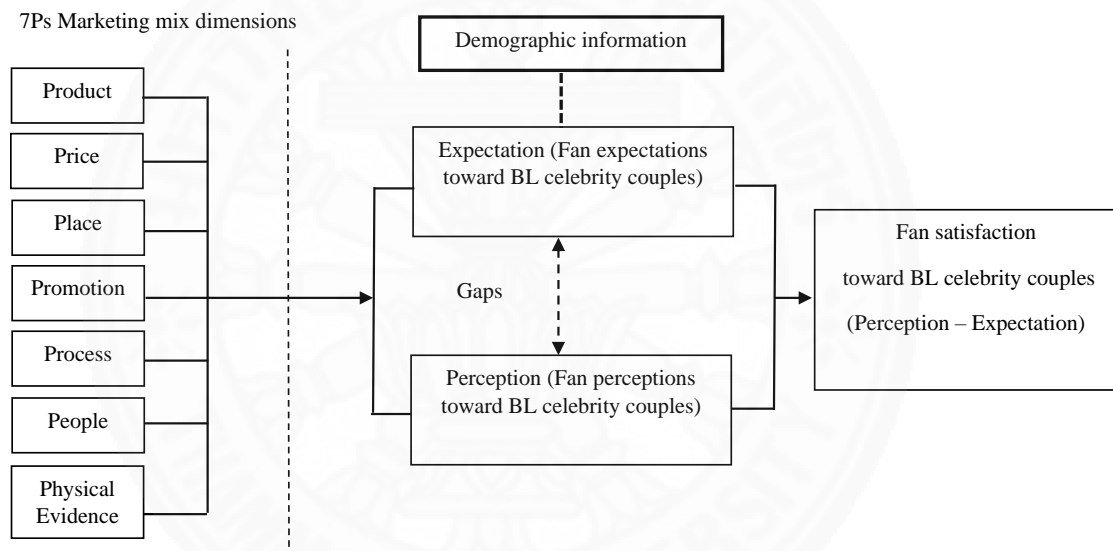


Figure 3.1 Research framework of this study

3.2 Secondary research

To understand the market of BL couples' fans in Thailand, to identify problems of fans in market, and to identify factors that affect fan satisfaction, researcher gathered the information from books, academic articles, academic thesis, journals, articles, news, annual reports of departments on websites. To update what is going on in BL couple & series economy industry, the information was gathered from webpage of each platform. The result obtained from secondary research was used to identify the

most difficult process why fans or fan club would like to be fans of BL couples and support them and to design the questionnaire.

3.3 Primary research design

This primary research is quantitative research using the surveying method to identify the fans' expectations and perceptions towards BL couples and to develop marketing mix strategy by using a questionnaire.

This chapter explains about the definition of subject and the definition of material and explain about research design, data collection and data analysis. The questionnaire was designed to survey about marketing mix or 7Ps.

1. Product
2. Price
3. Place
4. Promotions
5. Process
6. People
7. Physical evidence

Apart from that, this research also studies about the gap between fans' expectations and perceptions and the difference of populations in terms of gender, age, occupation, working style, income, and living area whether they affect fan expectation or not. Then, report result and recommendation were given.

3.3.1 Population characteristic, sample size, and sampling method

3.3.1.1 Target population

To focus on fans of Boys' Love couples, the target population of research are BL couple fans who are fans of Boys' love couples in Thailand and have an experience about joining the activities with Boys' love couple at least one time (such as fan meeting concert, event meeting, joining in product brand opening day, buying the product that their BL couple is owner, presenter or endorser, etc.)

3.3.1.2 Size of sample

A sample is subset of the population. According to number of populations of this study, fans of Boys' Love couples in Thailand who have an experience about joining the activities with Boys' love couple at least one time are available. So, this research focuses on fans of Top 5 Boys' Love couples in Thailand and set a sample from the unknown number of population method by assuming that data is normal distribution.

$$n = \frac{Z^2 pq}{e^2}$$

n = minimum sample size

Z = Standard score corresponding to a given confidence level. At 95% confidence

interval, Z= 1.96

p = Prevalence of event

q = (1 – p) or percentage of failure

e = Percentage error (at 95% confidence level, e = 0.05)

$$n = \frac{(1.96)^2(0.5)(1-0.5)}{(0.05)^2}$$

$$n = 384.16$$

From that calculation, at 95% confidence interval, the appropriate number of samples was 385 samples. 5% increase was added to prevent the error from incomplete answers and for more accuracy. So, the sample size of this research is 405 samples.

3.3.1.3 Sampling method

This research uses purposive sampling by the questionnaire, which was designed to distribute via official fan pages and top fan pages of the BL couples on Twitter and Line application. The sample are fans of Top 5 Boys' Love couples in Thailand who have an experience about joining the activities with Boys' love couple at least one time.

Boys' love couples in Thailand in recent 3 years were selected by using these criteria:

- Number of Instagram followers for each is more than 500,000.
- Average number of Twitter followers for couple is more than 200,000.
- The couple used to star in Y series as male protagonists in recent 3 years.
- The Y series the couple starred has already ended.
- The couple is now/used to be a presenter or an endorser together for a product brand.
- The couple is having/used to have fan meeting events together.
- The couple tends to have works together within the next 6 months according to news and announcement.

Top 5 qualified Boys' love couples are shown in the Table 3.1.

Table 3.1

Shows top 5 Boys' love couples in Thailand who qualify all criteria sorted by average number of Instagram followers in descending order.

Rank	Thai BL couples	Avg. IG Followers
1	Krist-Singto	1,828,468
2	Off-Gun	1,825,162
3	Tay-New	1,618,038
4	Mean-Plan	1,290,581
5	Mew-Gulf	973,297
	Total	7,535,545

Data as 9/4/2020

Samples were collected from these 5 Boys' love couples. The number of samples amount to 405 people portioned by average number of Instagram followers of each couple as shown in the Table 3.2.

Table 3.2

Shows portions of collected samples

Boys' Love couples	Sample size (No. of surveys)
Krist-Singto	98
Off-Gun	98
Tay-New	87
Mean-Plan	70
Mew-Gulf	52
Total	405

The data was collected from 1,323 sets of surveys, which could be applied in the ratio determined as equal as 2.1 times of 405 surveys (the beginning sample size) or 851 surveys. The real portions used in this research are shown in the Table 3.3.

Table 3.3

Shows real portions of collected samples to study in this research

Boys' Love couples	Sample size (No. of surveys)
Krist-Singto	206
Off-Gun	206
Tay-New	183
Mean-Plan	147
Mew-Gulf	109
Total	851

3.3.2 Research variables

3.3.2.1 Independent variable is demographic

1. Gender
2. Age
3. Occupation
4. Working style
5. Income
6. Living area

3.3.2.2 Dependent variable is fan expectation on 7Ps marketing mix aspects

1. Product
2. Price
3. Place
4. Promotion
5. Process
6. People
7. Physical evidence

3.3.3 Research hypothesis

- Difference of fan expectation and perception on 7Ps marketing mix of Boys' love couple.
- Demographic factors affect fan expectation on 7Ps marketing mix of Boys' love couple.

3.3.4 Material of research

If the Boys' love couples want to know more about their fans, survey question will allow Boys' Love couples to know about who their fans are and know more about their fans' expectations, perceptions and needs. The expectation is not only about a product (Boys' love couple) but also surroundings that impact on satisfaction. A questionnaire was conducted by using service satisfaction, 7Ps marketing mix and customer expectation model to find fans' expectations. Researcher divided a questionnaire into 4 parts.

Part 1: Screening part is the first part of questionnaire to distinguish the subjects between people who are fans of the top 5 Boys' love couples and have an experience about joining the activities with Boys' love couple at least one time.

Part 2: General Demographic information part is the general background of samples. This part aims to gather personal information such as gender, age, occupation, working style, income, and living area for studying the relationship between the characteristics of samples and the expectation.

Part 3: 7Ps marketing mix part is the rating scale part. Five-point Likert's scales were used in this part to survey about factors of marketing mix that affect fan expectation. The questionnaire consists of 38 questions including 7 topics as follows:

Product aspect = The characteristics of BL couples (Question 1-12)

Place aspect = Channels for meeting with BL couples (Question 13-18)

Price aspect = The cost the fans pay (Question 19-21)

Promotion aspect = Activities for fans to do with BL couples (Question 22-25)

Process aspect = Activities and works of BL couples (Question 26-30)

People aspect = Working with related parties (Question 31-34)

Physical evidence aspect = Image of related parties (Question 35-38)

However, the questionnaire didn't identify to respondents which topic each question was examining and how related it was to 7Ps marketing mix. All questions were sent to 5 big fans from fandoms of 5 BL couples to prove that questions were understandable and appropriate enough to be included in the questionnaire.

Part 4: Personal information of behaviour and past experience of fans

Table 3.4

Expectation and Perception in Likert's scale

Level of opinion	Value
Strongly expect (Very high)	5
Expect (high)	4
Neutral	3
Not expect (low)	2
Strongly not expect (very low)	1

Likert's model was used to illustrate expectation and perception with scores. The scores were calculated from questionnaires about both fans' expectations and fans' perceptions towards Boys' love couples to find gap of mean scores between fans' expectations and fans' perceptions in order to evaluate fan satisfaction. The model was developed from Service quality model (Quality satisfaction = Expected service minus Perceived service), with the description of scores as follows:

Positive gap scores mean fans' perception or experience is lower than their expectations or they are not satisfied

Negative gap scores mean fans' perception or experience is higher than their expectations or they are satisfied

Zero gap scores mean they are neutral

Range of interval was used for divided the average score into 5 classes.

$$\begin{aligned}
 \text{Range of interval} &= \frac{\text{Range}}{\text{Number of classes}} \\
 &= \frac{5 - 1}{5} \\
 &= 0.8
 \end{aligned}$$

Table 3.5

Expectation and Perception level

Average score	Level of opinion
Strongly expect (Very high)	4.21-5.00
Expect (high)	3.41-4.20
Neutral	2.61-3.40
Not expect (low)	1.81-2.60
Strongly not expect (very low)	1.00-1.80

At all events, a questionnaire was created at the beginning based on secondary research information. The factors in the questionnaire were then launched to the subjects. After collecting data, the information was interpreted. Then, developing the marketing mix strategies was implemented.

3.3.5 Data collection

The data of fan expectation on marketing mix strategy for Boys' love couple was collected by launching a Google form questionnaire through official fan pages and top fan pages on Twitter and Line application for gathering primary data from fans. Those channels are, for example, Peraya official, OffGunfamily, Newwiee_Taytawan, 2wish Official TH and MewGulf Official etc.

3.3.6 Data analysis

Data of this research was analysed by using Statistical Package for the Social Sciences (SPSS) program.

3.3.6.1 Descriptive statistic

-To explain the characteristic of population, the information is presented by frequency, percentage, and mean.

-To explain the level of expectation and perception on each marketing mix aspect, the information is presented by frequency, percentage, mean and standard deviation.

3.3.6.2 Inferential statistic

- Cronbach's analysis for questionnaire reliability test
- Pair sample t-test for explaining the fan satisfaction by using gap scores between fans' expectation and perception
- One-way ANOVA for comparing more than two independent variables such as age, occupation, working style, average income and living area

3.3.7 Reliability test

This research use Cronbach's alpha formula for checking instrument reliability. The result should not less than 0.7. In this research, Cronbach's alpha are 0.903 in fans' expectation data and 0.955 in fans' perception (experience) data. So, the series of expectations and perceptions of BL celebrity couple's fans have enough reliability.

Table 3.6

Reliability test

Question	Cronbach's alpha	N of items
Expectations	0.903	851
Perceptions	0.955	851

CHAPTER 4

RESULTS AND DISCUSSION

The objective of this research is to study about the expectation of fans towards Thai Boys' love celebrity couples and develop marketing strategies for Boys' love couples make engagement between BL couples and their fans, appeal more fans, and increase chances to gain more remuneration and future work opportunities. This chapter reports the result of the expectation analysis survey. The result came from input the primary data via Google form questionnaire to statistic program then was analysed based on the objective of research.

There are 1,323 BL couple fans who responded the questionnaire via Google form. Some respondents were rejected from the research because 270 respondents never had experiences in activities with their favourite Boys' love celebrity couple before, 22 respondents were not fans of Top 5 BL couples in this research and 180 respondents were over the capable portion of the sample size. So, there are 851 samples for this research.

Table 4.1

Demographic data of respondents

Demographic data		
1. Gender	Frequency	Percentage
Male	30	3.53%
Female	814	95.65%
Others	7	0.82%
<u>Total</u>	851	100.00%
2. Age	Frequency	Percentage
under 18 years old	143	16.80%
18 – 25 years old	324	38.07%
26 – 30 years old	153	17.98%
31 – 40 years old	175	20.56%

Demographic data		
41 – 50 years old	53	6.23%
over 50 years old	3	0.36%
<u>Total</u>	851	100.00%
3. Occupation	Frequency	Percentage
Government Officer	89	10.46%
Non-government officer	255	29.96%
Business owner	47	5.52%
Freelance	37	4.35%
Student	374	43.95%
Unemployment	28	3.29%
Others	21	2.47%
<u>Total</u>	851	100.00%
4. Type of work/ study schedule	Frequency	Percentage
week day shift (Office work hour)	537	63.10%
on-call shift (unpredictable schedule)	80	9.40%
Flexible shift	182	21.39%
Rotating shift	52	6.11%
<u>Total</u>	851	100.00%
5. Average income per month	Frequency	Percentage
under 10,000 THB	357	41.95%
10,001 - 20,000 THB	238	27.97%
20,001 - 35,000 THB	126	14.81%
35,001 - 50,000 THB	69	8.11%
over 50,000 THB	61	7.16%
<u>Total</u>	851	100.00%
6. Living area	Frequency	Percentage
Bangkok and vicinity	400	47.00%
non-Bangkok in Thailand	337	39.60%
Abroad	114	13.40%
<u>Total</u>	851	100.00%

4.1 Analysis of demographic data from respondents' profile

As this study focuses on BL couples' fan expectation, all respondents are BL couples' fans of Top 5 Thai BL celebrity couples. According to the result from descriptive research, Table 4.1 shows that, the largest sample of respondents was female 95.65% and 3.53% of samples was male while other genders were 9 persons or 0.82% of samples. There was 38.07% fell into the age interval of 18-25 years old, 20.56% was in the age interval of 31-40 years old and 17.98%, 16.80%, 6.23%, 0.36% was in the age interval of 26-30, under 18, 41-50, over 50 years old, respectively. Almost half of the samples were students, calculated for 43.95%, followed by non-government officer, government officer and business owner in 29.96%, 10.46%, 5.52%, respectively. 63.10% of the samples worked in week day shift (office work hour), 21.39% worked in flexible shift, 9.40% worked in on-call shift (unpredictable schedule), and 6.11% worked in rotating shift. Their average income was mainly under 20,000 Baht per month, calculated for around 69.92% of samples, 14.81% earned 20,001-35,000 Baht per month, 8.11% earned 35,001-50,000 Baht per month and fans who earned over 50,000 Baht per month were 61 persons, calculated for 7.16% of total samples. Fans who were living in Bangkok and vicinity were 47% of total samples, 39.60% were living in non-Bangkok in Thailand and 13.40% or 114 persons were living abroad, which 49% of fans living abroad were in ASEAN countries, divided into 37% in East Asian countries, including China, Taiwan, Japan, South Korea, and 14% in European, US, and Latin American countries, while most of fans living abroad were Chinese.

When analysing in more depth, some interesting information were that most of the fans were in the age interval of 18-25 years old, amounted to 324 persons, 70% of them were still students and 25% were first jobbers. 43.95% of total respondents or 374 persons were students, which 81% of them had under 10,000 Baht of average income per month, and around 16% had average income ranging from 10,001-20,000 Baht. When analysing the major group of fan clubs, it was found that fans were concentrated in the age under 30 years old, calculated for 620 persons or 73% of respondents, which most of them were still students and first jobbers; in other words,

55% of fans in the age under 30 years old earned under 10,000 Baht of average income per month and another 30% earned 10,001-25,000 Baht per month.

4.2 Analysis of BL celebrity couples' fans behaviour

To achieve the objectives of this research to study expectation and experience of BL celebrity couples' fans for developing marketing mix strategies for Boys' love couple and improving their strategies in order to create higher value, increase numbers of followers and create engagement to the brand owner for the highest return of investment, the questionnaire includes sections asking fans' behaviours towards their BL celebrity couples.

4.2.1 Characteristics of liking for BL couples

According to the survey result, 467 respondents or 55% of total 851 respondents had been fans of BL couples for around 1-3 years, while 32% had been following more than 3 years. There were three major reasons why they like BL couples. Those were "I like their works and abilities," "I love their relationship" and "I love actions and interactions between them." The other two important reasons were "I like their appearance" and "I like their characters in their BL series." As much as 65% of respondents liked both actors of the BL couple equally and 23% liked only one of them. 86% of respondents still supported all of the their works whether or not they had works as a couple or individually. The results are shown in Figure 4.1-4.4.

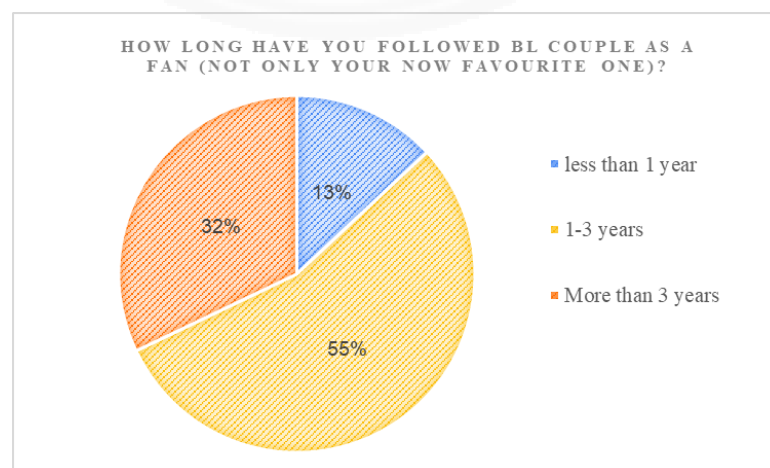


Figure 4.1 Duration of time following BL couple as a fan

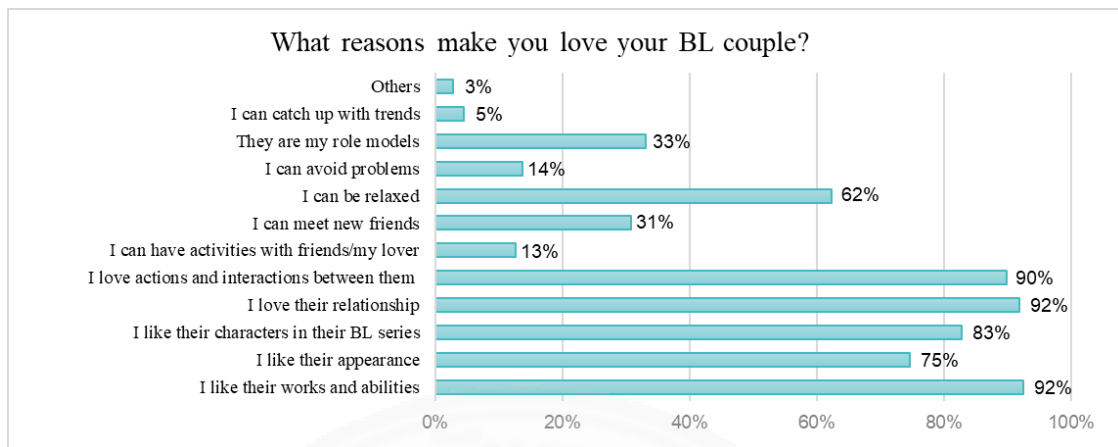


Figure 4.2 Reasons to make fans love BL couples

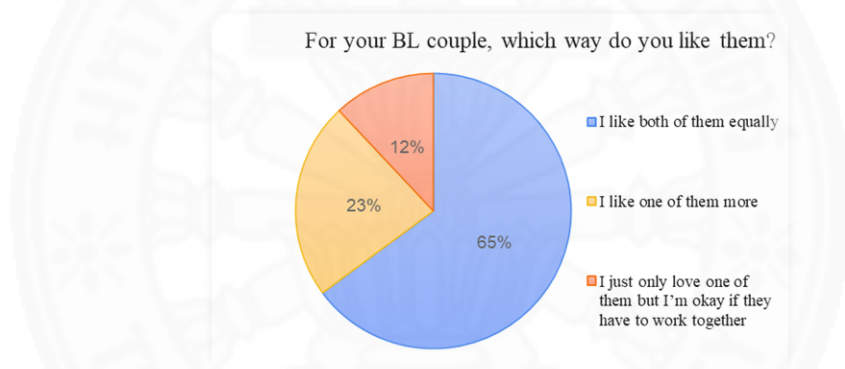


Figure 4.3 Which way do fans like them?

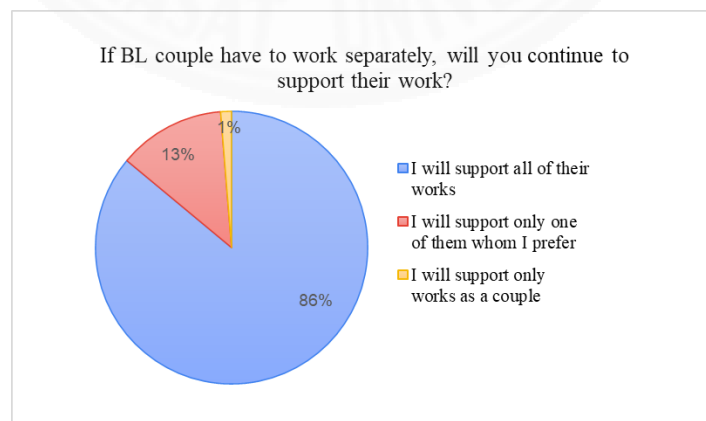


Figure 4.4 Supporting their works when BL couple work separately

4.2.2 Behaviours of following BL couples

According to the survey result, as much as 98% of respondents spent more than 1 hour a day to follow BL couples they love, which 73% of them spent more than 3 hours a day. The channel that fans used the most to follow their BL couples was Twitter, calculated 99% of respondents, Others were some major channels such as Instagram and official fan club, which was followed more than official channels of the companies taking care of BL couples. Activities that most of fans, amounted to around 60% of respondents, used to participate in with their BL couples is joining events for cheering their BL couples, reading or writing fan-fictions and being members of official fan club pages. The activity that respondents did the most were catching up with the news feed in social network and buying BL couples' goods or official products. As much as 90% of respondents followed their BL couple's works every day. 74% of respondents met the BL couples in real like less than 10 times per year; in other words, most of their followings were on social medias.

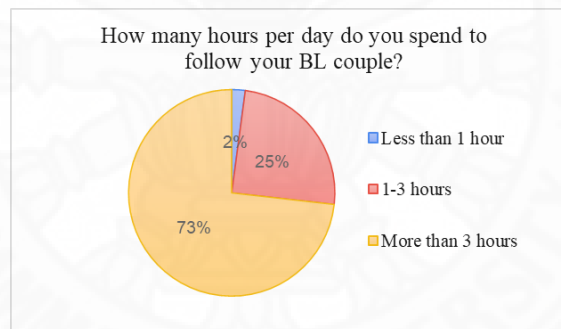


Figure 4.5 Time per day spent on following the BL couples

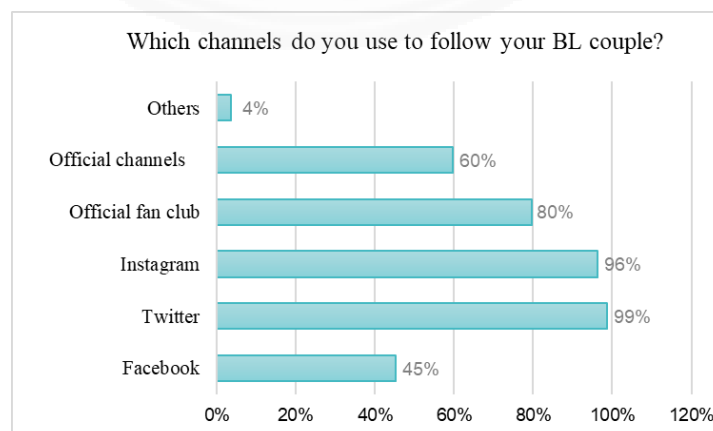


Figure 4.6 Channels to follow BL couples

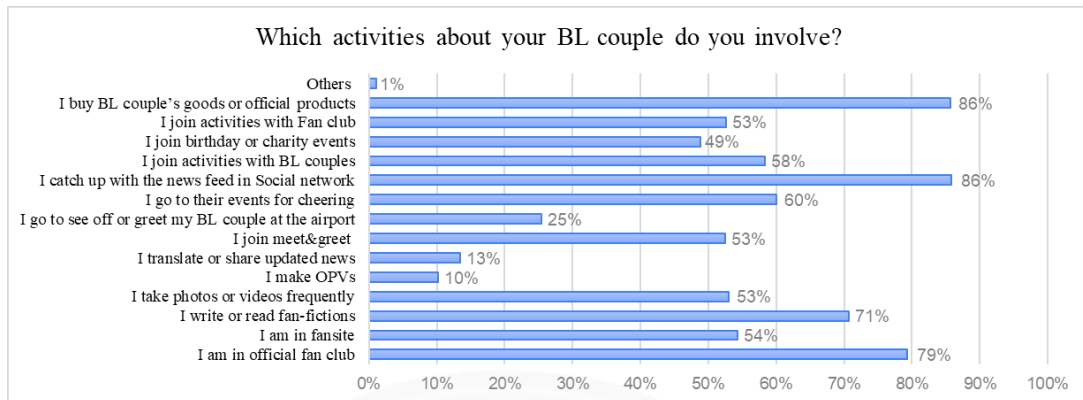


Figure 4.7 Activities to involve with their BL couples

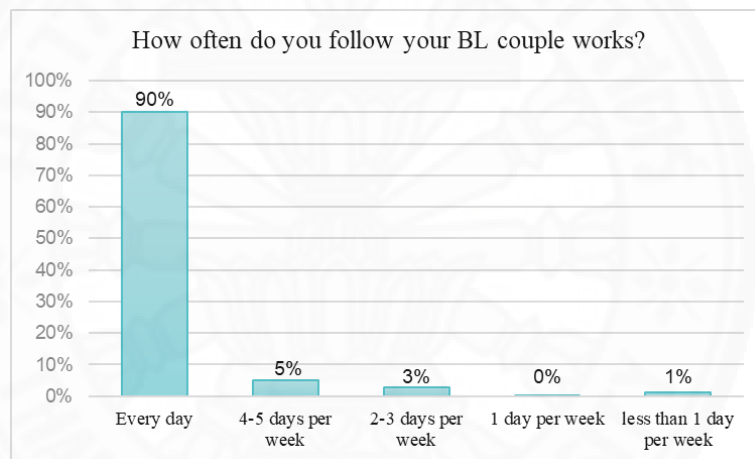


Figure 4.8 Times per week to follow their BL couples

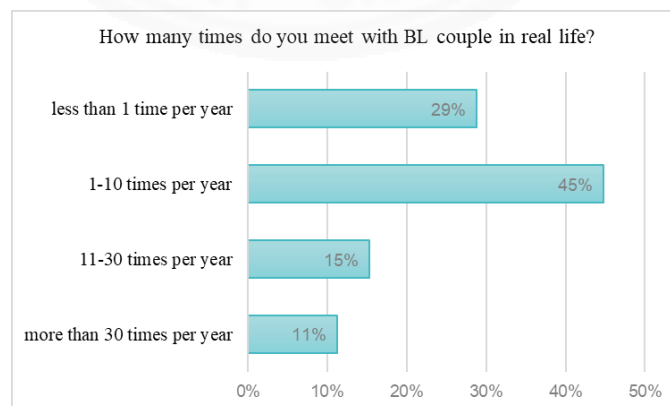


Figure 4.9 Times to meet their BL couples in real life

4.2.3 Behaviours of supporting and purchasing of fans

According to the survey result, 98% of respondents used to buy goods that their BL couples are being or used to be presenters or endorsers as well as products that their BL couples promoted on their social medias. As much as 70% of all respondents spent under 3,000 Baht per month to follow, join activities, and buy products about BL couples, including 42% who spent around 1,000-3,000 per month. There were only around 10% of respondents who spent over 5,000 Baht per month. 52% of respondents were willing to pay not over 3,000 Baht per activity, including 21% who were willing to pay less than 1,000 Baht, while as much as 27% were willing to pay over 5,000 Baht for each activity.

When analysing with demographic data, it was found that as much as 73% of the respondents with the age interval under 30 years old or 72% of total respondents spent less than 3,000 Baht per month; however, most of them were willing to pay for one activity higher than their average monthly spending, including 42% of them who were willing to pay over 3,000 Baht per activity. Moreover, among the respondents who had average income under 10,000 Baht per month, as much as 40% of them spent for BL couples less than 1,000 Baht per month, while another 40% spent around 1,001-3,000 Baht per month; however, 70% who had average income under 10,000 Baht were willing to pay less than 3,000 Baht for one activity and some were willing to pay higher than their average monthly spending, with around 10% who were willing to pay for each activity higher than 50% of their average monthly income, calculated for over 5,000 Baht. Among the respondents who had average income over 50,000 Baht per month, 40% of them were willing to pay more than 10,000 Baht per activity and around 20% spent over 10,000 Baht per month. All data is shown in Figure 4.10-4.12.

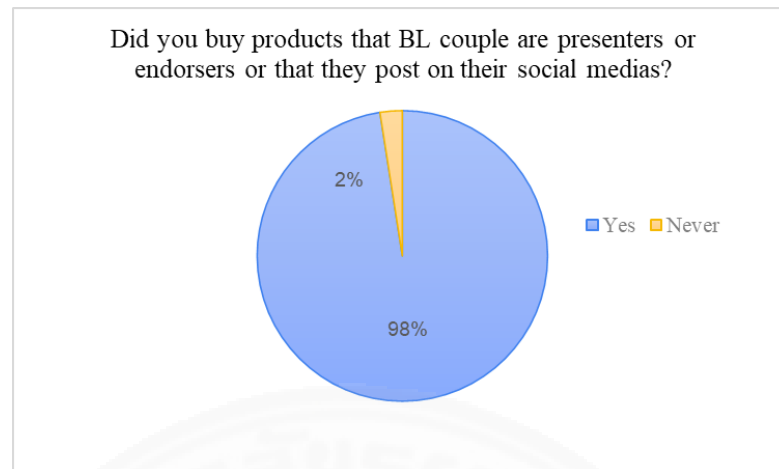


Figure 4.10 Purchasing experience

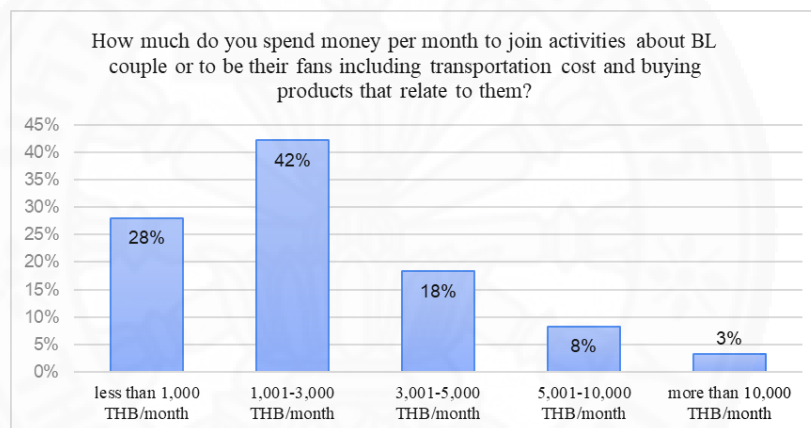


Figure 4.11 Monthly spending

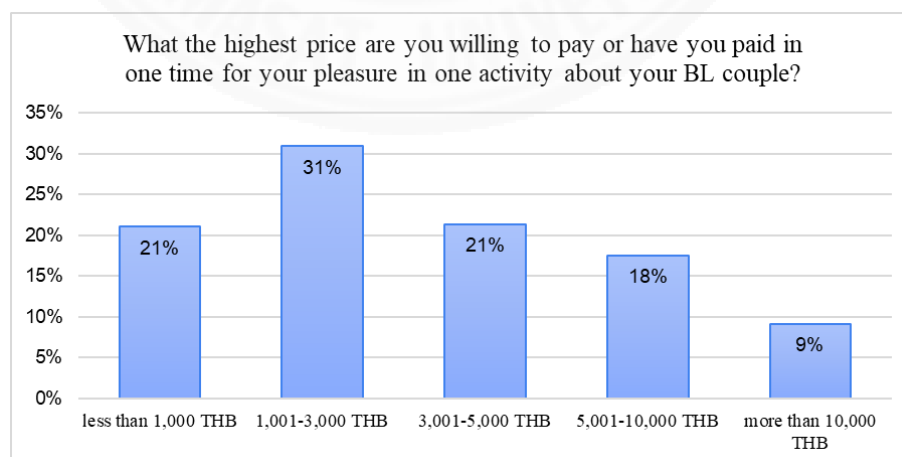


Figure 4.12 One-time spending

4.2.4 Behaviours of fans to move out from their BL couples

According to the survey result, 61% of total respondents were also following other BL couples, including 47% were big fans of more than 2 persons. In addition, in case their BL couple did something that dissatisfy fans, 87% of total respondents would give a chance and continue to follow the couple, while another 13% would follow less or stop following. Moreover, if fans had new favourite BL couples and like them more or equally to the current favourite couples, 63% would choose to follow all BL couples at the same time, while 36% would not immediately switch to follow new BL couples. Finally, even though their BL couples wouldn't longer have works as a couple in the future, as much as 92% still continued to follow them.

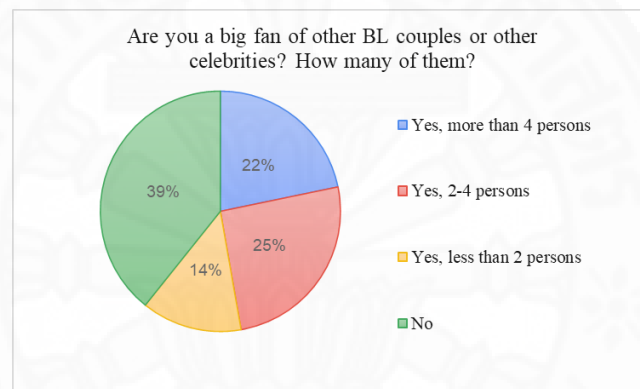


Figure 4.13 Other favourite couples

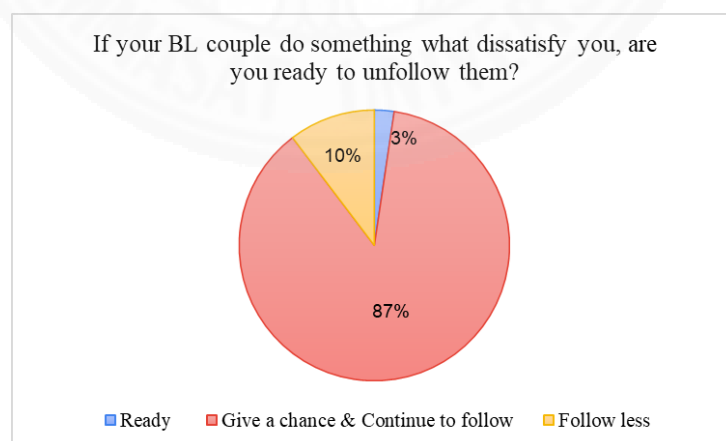


Figure 4.14 When fans dissatisfy their BL couples

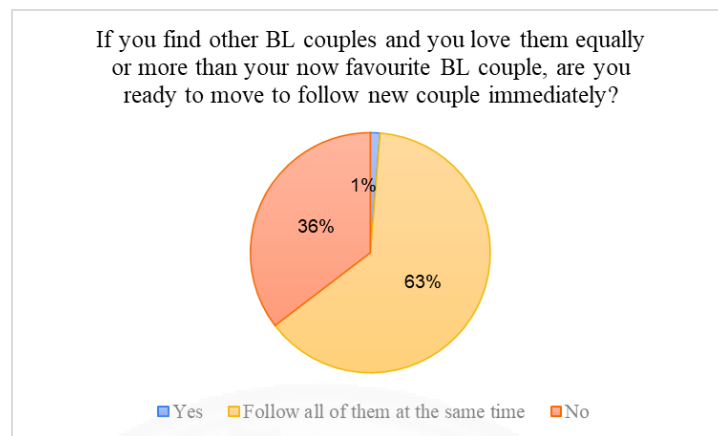


Figure 4.15 Changing BL couples

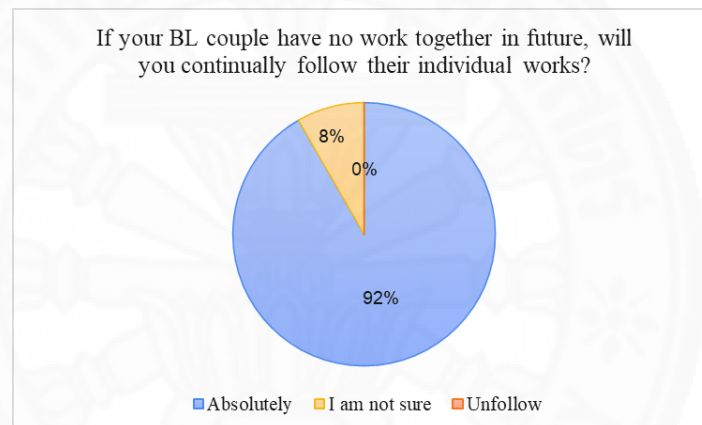


Figure 4.16 Continue to support their BL couple's works

4.3 Analysis of fans' expectation towards BL celebrity couple on marketing mix (7Ps) aspects on BL couple's fan satisfaction

The analysis of 851 respondents' expectations on marketing mix aspects of product, place, price, promotion, process, people and physical evidence towards BL celebrity couples that influence fan satisfaction is presented in terms of mean and standard deviation (S.D.) as shown in Table below.

Table 4.2

Summary of mean, standard deviation and meaning of level of fans' expectations towards BL celebrity couple on marketing mix (7Ps) aspects

Factor	Mean	Standard deviation	Level
Product aspect (the characteristics of BL couples)			
1. BL couple have good attitude and sincerity with their fans	4.61	0.618	Strongly expect
2. BL couple are charismatic, good-looking, attractive, friendly, amiable, good-natured and good-personality.	4.57	0.618	Strongly expect
3. BL couple have responsibilities, self-discipline, and professionalism, and can distinguish work out of private life, with good attitude and love to their jobs	4.58	0.618	Strongly expect
4. BL couple have positive attitude expressed through their actions and words	4.61	0.598	Strongly expect
5. BL couple are smart in speaking and answering questions	4.53	0.645	Strongly expect
6. BL couple have positive attitude towards LGBTQ	4.59	0.671	Strongly expect
7. BL couple have to take care of themselves and always develop themselves	4.55	0.659	Strongly expect
8. BL couple have to realise and express to their fans how much important their fans are for them	4.48	0.726	Strongly expect
9. BL couple are good role models for other celebrities, fans and other people in lifestyle, ethical conduct in public, public responsibility, benevolence, etc.	4.47	0.711	Strongly expect
10. BL couple need to recognise me or their fans and never ignore their existence	3.30	1.212	Neutral
11. BL couple have some talents or remarkable identities that are different from other couples	4.00	0.994	Expect

Factor	Mean	Standard deviation	Level
such as acting skill, interesting lifestyle or special relationship between them rather than others			
12. BL couple have a good relationship, help, support and take care of each other both in work and real life	4.42	0.776	Strongly expect
Summary	4.39	0.528	Strongly expect
Place aspect (Channels for meeting with BL couples)			
13. There are many channels for fans to meet, to see, to watch, to listen, to read about the BL couple such as their profile, their works and behind the scenes	4.47	0.688	Strongly expect
14. BL couple are easy to get close and approach to	4.07	0.898	Expect
15. BL couple usually update their Facebook, Instagram, Twitter or other social medias	4.28	0.806	Strongly expect
16. Facebook, Instagram, Twitter or other social medias of BL couple are visually appealing, interesting and attractive	4.18	0.907	Expect
17. I can frequently know or see everyday life of BL couple via many channels	4.16	0.911	Expect
18. I can frequently know or see some good/cute moments or interactions of BL couple via many channels	4.16	0.957	Expect
Summary	4.22	0.666	Strongly expect
Price aspect (The cost the fans pay)			
19. Cost of joining in whatever activities with my favourite BL couple for supporting, meeting, getting close to them and making them remember me should be at reasonable rate to all fans and less than or equal to other couples in market	4.19	0.861	Expect

Factor	Mean	Standard deviation	Level
20. The price of BL couple's product or official fan club souvenir or official product by their affiliates is suitable and matches the quality	4.48	0.691	Strongly expect
21. What you get back from your favourite BL couple in every way is highly cost effective comparing your cost (time and money)	4.21	0.892	Strongly expect
Summary	4.29	0.652	Strongly expect
Promotion aspect (Activities for fans to do with BL couples)			
22. BL couple frequently have a meeting or live talk with fans	4.04	0.927	Expect
23. There are activities for developing relationship between BL couple and fans such as fan meeting, birthday party or charity events	4.26	0.818	Strongly expect
24. I have a chance to get a hug, take a photo, hi-touch, shake hands or get close with BL couple	4.01	1.079	Expect
25. I can be as a friend or family with my favourite BL couple	3.49	1.272	Expect
Summary	3.95	0.839	Expect

Factor	Mean	SD	Level
Process aspect (Activities and works of BL couples)			
26. Activity events between fans and BL couple are operated by middleman such as official fan page, official fan club, their related person, their managers, their company, who is efficient enough, with good quality and reliability	4.34	0.801	Strongly expect
27. Works of BL couple are always efficiently promoted and advertised in every channel such as creating a hashtag about BL couple to push the trend on social medias for BL couple to be known more	4.56	0.666	Strongly expect
28. BL couple have a chance to star together again in a new BL series or sequel to their previous series	4.61	0.747	Strongly expect

Factor	Mean	SD	Level
29. Each of BL couple always has works in public using his individual ability such as series, drama, TV show	4.55	0.664	Strongly expect
30. BL couple have frequent jobs together such as events, playing in same series, TV programs, their own program	4.57	0.669	Strongly expect
Summary	4.53	0.527	Strongly expect
People aspect (Working of related parties of BL couples)			
31. BL couple are taken care of by a company or managers including related people in affiliates who are good-attitude, witty, good-personality, amiable and friendly to their fans	4.62	0.619	Strongly expect
32. BL couple are taken care of by a company or managers who are professional, at good-quality, not prejudiced and not biased, as well as ones who treat them equally and don't work with personal matters	4.64	0.626	Strongly expect
33. Company or managers who take care of BL couple has a tool to push up and support them in work including developing them efficiently	4.63	0.619	Strongly expect
34. Company or managers who take care of BL couple must always protect their images in every dimension	4.55	0.648	Strongly expect
Summary	4.61	0.527	Strongly expect
Physical evidence aspect (Image of related parties)			
35. Company or managers who take care of BL couple are reliable	4.69	0.565	Strongly expect
36. Company or managers who take care of BL couple have two-way communication with fans in official channels for making interactions and responding fans' problems or suggestions	4.46	0.732	Strongly expect
37. Official fan page/club of BL couple is reliable and greatly support all works of BL couple	4.63	0.612	Strongly expect

Factor	Mean	SD	Level
38. BL couple fandom has good environment and society	4.57	0.694	Strongly expect
Summary	4.59	0.516	Strongly expect
Total summary	4.37	0.483	Strongly expect

According to the total 38 factors related to marketing mix aspects on fans' expectations (1-12 in product aspect or the characteristics of BL couples, 13-18 in place aspect or channels for meeting with BL couples, 19-21 in price aspect or the cost the fans pay, 22-25 in promotion aspect or activities for fans to do with BL couples, 26-30 in process aspect or activities and works of BL couples, 31-34 in people aspect or working of related parties of BL couples and 35-38 in physical evidence aspect or image of related parties), respondents were asked to rate each factor as explained in Chapter 3. As shown in Table 4.2, the results of overall mean in total summary have mean score of 4.37 and all factors were also strongly expected towards BL couples. Mean score of the top five factors are: 1) factor 35 in physical evidence aspect, "Company or managers who take care of BL couple are reliable," with the highest mean and strongly expected by fans; 2) factor 32 in people aspect, "BL couple are taken care of by a company or managers who are professional, at good-quality, not prejudiced and not biased, as well as ones who treat them equally and don't work with personal matters," with overall mean score of 4.64; 3) factor 37 in physical evidence aspect, "Official fan page/club of BL couple is reliable and greatly support all works of BL couple," with the mean of 4.63; 4) factor 33 in people aspect, "Company or managers who take care of BL couple has a tool to push up and support them in work including developing them efficiently," with the mean of 4.63, which respondents expected this factor strongly and thought it can create satisfaction; and 5) factor 31 in people aspect, "BL couple are taken care of by a company or managers including related people in affiliates who are good-attitude, witty, good-personality, amiable and friendly to their fans," with the mean of 4.62. This shows how important these factors are to respondents in order to make them satisfied towards BL couples.

In conclusion, focusing on each component of marketing mix aspects, the highest mean of each factor can be summarised as follow;

- For product aspect, the highest mean is 4.61 from product factor 1, the fans strongly expect that “BL couple have good attitude and sincerity with their fans” and product factor 4 in feature that “BL couple have positive attitude expressed through their actions and words”, while the levels of mean scores of other product factors all show strong expectation except factor 10 and 11.
- For place aspect, the highest mean is factor 13 “There are many channels for fans to meet, to see, to watch, to listen, to read about the BL couple such as their profile, their works and behind the scenes” with mean score of 4.47. Fans think this feature is very important as same as the factor 15 “BL couple usually update their Facebook, Instagram, Twitter or other social medias,” which is considered very important as well.
- For price aspect, the highest mean is 4.48 from factor 20 “The price of BL couple’s product or official fan club souvenir or official product by their affiliates is suitable and matches the quality”. Fans think this factor is very important as same as the factor 21 “What you get back from your favourite BL couple in every way is highly cost effective comparing your cost (time and money)” which is considered very important as well.
- For promotion aspect, the highest mean in this topic is promotion factor 23 “There are activities for developing relationship between BL couple and fans such as fan meeting, birthday party or charity events”. With mean of 4.26, fans think this factor is very important.
- For process aspect, the highest mean is “BL couple have a chance to star together again in a new BL series or sequel to their previous series” with mean score of 4.61. Fans think this feature is one of the top five important factors. Moreover, the other factors in process aspect have strong levels of mean scores which can imply that fans consider that they are all very important.
- For people and physical evidence aspect, all factors are strongly expected by fans.

4.4 Analysis of fans' perceptions towards BL celebrity couple on marketing mix (7Ps) aspects on BL couple's fan satisfaction

The analysis of 851 respondents' perceptions towards BL celebrity couples regarding marketing mix aspects of product, place, price, promotion, process, people and physical evidence that influence fan satisfaction is presented in terms of mean and standard deviation (S.D.) as shown in Table below.

Table 4.3

Summary of mean, standard deviation and ranking mean score of fans' perceptions towards BL celebrity couple on marketing mix (7Ps) aspects

Factor	Mean	Standard deviation	Ranking
Product aspect (the characteristics of BL couples)			
1. BL couple have good attitude and sincerity with their fans	4.73	0.520	6
2. BL couple are charismatic, good-looking, attractive, friendly, amiable, good-natured and good-personality.	4.81	0.441	1
3. BL couple have responsibilities, self-discipline, and professionalism, and can distinguish work out of private life, with good attitude and love to their jobs	4.70	0.570	8
4. BL couple have positive attitude expressed through their actions and words	4.76	0.491	4
5. BL couple are smart in speaking and answering questions	4.67	0.564	9
6. BL couple have positive attitude towards LGBTQ	4.77	0.511	3
7. BL couple have to take care of themselves and always develop themselves	4.77	0.483	2
8. BL couple have to realise and express to their fans how much important their fans are for them	4.81	0.472	1

Factor	Mean	Standard deviation	Ranking
9. BL couple are good role models for other celebrities, fans and other people in lifestyle, ethical conduct in public, public responsibility, benevolence, etc.	4.72	0.515	7
10. BL couple need to recognise me or their fans and never ignore their existence	4.14	0.857	11
11. BL couple have some talents or remarkable identities that are different from other couples such as acting skill, interesting lifestyle or special relationship between them rather than others	4.55	0.669	10
12. BL couple have a good relationship, help, support and take care of each other both in work and real life	4.76	0.552	5
Summary	4.68	0.381	1
Place aspect (Channels for meeting with BL couples)			
13. There are many channels for fans to meet, to see, to watch, to listen, to read about the BL couple such as their profile, their works and behind the scenes	4.61	0.632	1
14. BL couple are easy to get close and approach to	4.45	0.715	4
15. BL couple usually update their Facebook, Instagram, Twitter or other social medias	4.46	0.659	3
16. Facebook, Instagram, Twitter or other social medias of BL couple are visually appealing, interesting and attractive	4.59	0.636	2
17. I can frequently know or see everyday life of BL couple via many channels	4.25	0.771	5
18. I can frequently know or see some good/cute moments or interactions of BL couple via many channels	4.14	0.913	6
Summary	4.42	0.531	2
Price aspect (The cost the fans pay)			
19. Cost of joining in whatever activities with my favourite BL couple for supporting, meeting, getting close to them and making them remember me should be at reasonable rate to all fans and less than or equal to other couples in market	4.07	0.882	2

Factor	Mean	Standard deviation	Ranking
20. The price of BL couple's product or official fan club souvenir or official product by their affiliates is suitable and matches the quality	4.06	0.929	3
21. What you get back from your favourite BL couple in every way is highly cost effective comparing your cost (time and money)	4.39	0.734	1
Summary	4.18	0.709	5
Promotion aspect (Activities for fans to do with BL couples)			
22. BL couple frequently have a meeting or live talk with fans	4.09	0.889	2
23. There are activities for developing relationship between BL couple and fans such as fan meeting, birthday party or charity events	4.47	0.739	1
24. I have a chance to get a hug, take a photo, hi-touch, shake hands or get close with BL couple	3.96	1.016	3
25. I can be as a friend or family with my favourite BL couple	3.85	1.130	4
Summary	4.09	0.734	6
Process aspect (Activities and works of BL couples)			
26. Activity events between fans and BL couple are operated by middleman such as official fan page, official fan club, their related person, their managers, their company, who is efficient enough, with good quality and reliability	4.33	0.801	3
27. Works of BL couple are always efficiently promoted and advertised in every channel such as creating a hashtag about BL couple to push the trend on social medias for BL couple to be known more	4.39	0.810	1
28. BL couple have a chance to star together again in a new BL series or sequel to their previous series	4.03	1.143	5
29. Each of BL couple always has works in public using his individual ability such as series, drama, TV show	4.37	0.775	2

Factor	Mean	Standard deviation	Ranking
30. BL couple have frequent jobs together such as events, playing in same series, TV programs, their own program	4.19	0.916	4
Summary	4.26	0.641	4
People aspect (Working of related parties of BL couples)			
31. BL couple are taken care of by a company or managers including related people in affiliates who are good-attitude, witty, good-personality, amiable and friendly to their fans	4.06	1.015	1
32. BL couple are taken care of by a company or managers who are professional, at good-quality, not prejudiced and not biased, as well as ones who treat them equally and don't work with personal matters	3.92	1.114	4
33. Company or managers who take care of BL couple has a tool to push up and support them in work including developing them efficiently	3.98	0.993	3
34. Company or managers who take care of BL couple must always protect their images in every dimension	4.04	0.990	2
Summary	4.00	0.933	7
Physical evidence aspect (Image of related parties)			
35. Company or managers who take care of BL couple are reliable	4.18	0.927	3
36. Company or managers who take care of BL couple have two-way communication with fans in official channels for making interactions and responding fans' problems or suggestions	3.90	1.061	4
37. Official fan page/club of BL couple is reliable and greatly support all works of BL couple	4.52	0.715	1
38. BL couple fandom has good environment and society	4.44	0.773	2
Summary	4.26	0.666	3
Total summary	4.37	0.469	

According to the total 38 factors related to marketing mix aspects on fans' perceptions, respondents were asked to rate each factor as explained in Chapter 3. As shown in Table 4.3, The results of overall mean in total summary has mean score of 4.37, so all factors are also strongly perceived from BL couples. After prioritising, the highest mean of each factor in marketing mix aspects can be summarised as follow;

- For product aspect, the total mean score is 4.68, which is the highest mean compared to all marketing mix aspects. This implies that respondents have the most experiences about BL couples in product aspect or the BL couples themselves, including the factor 2 “BL couple are charismatic, good- looking, attractive, friendly, amiable, good-natured and good-personality” and factor 8 “BL couple have to realise and express to their fans how much important their fans are for them,” which are two top factors with the highest mean of 4.81, and the factor 10 “BL couple need to recognise me or their fans and never ignore their existence,” which is the least perceived by fans with the mean of 4.14.
- For place aspect, the total mean score is 4.42, which is the second highest following the product aspect. The factor 13 “There are many channels for fans to meet, to see, to watch, to listen, to read about the BL couple such as their profile, their works and behind the scenes” is the most perceived by respondents with mean of 4.61, while the factor 18 “I can frequently know or see some good/ cute moments or interactions of BL couple via many channels” is the least perceived with the mean of 4.14
- For price aspect, the total mean score is 4.18, including the perception of factor 21 “What you get back from your favourite BL couple in every way is highly cost effective comparing your cost (time and money)” at the highest level with the mean of 4.39, and the perception of factor 20 “The price of BL couple’s product or official fan club souvenir or official product by their affiliates is suitable and matches the quality” at the least level with the mean of 4.06.
- For promotion aspect, the total mean score is 4.09, which is the sixth highest mean compared with all marketing mix aspects. The highest

mean in this topic is promotion factor 23 “There are activities for developing relationship between BL couple and fans such as fan meeting, birthday party or charity events” with the mean of 4.47, which can imply that respondents perceive this factor most in promotion aspect, while having the least perception of the factor 25 “I can be as a friend or family with my favourite BL couple” with the mean of 3.85.

- For process aspect, the total mean score is 4.26, including factor 27 “Works of BL couple are always efficiently promoted and advertised in every channel such as creating a hashtag about BL couple to push the trend on social medias for BL couple to be known more,” which is the most perceived with the mean score of 4.39, and factor 28 “BL couple have a chance to star together again in a new BL series or sequel to their previous series,” which is the least perceived with the mean of 4.03.
- For people aspect, the total mean score is 4.00, which is the lowest mean compared with all marketing mix aspects. The highest mean in this topic is factor 31 “BL couple are taken care of by a company or managers including related people in affiliates who are good-attitude, witty, good-personality, amiable and friendly to their fans” with the mean of 4.06, while the lowest mean in this topic is factor 32 “BL couple are taken care of by a company or managers who are professional, at good-quality, not prejudiced and not biased, as well as ones who treat them equally and don’t work with personal matters” with the lowest mean of 3.92.
- For physical evidence aspect, the total mean score is 4.26. The highest mean in this topic is factor 37 “Official fan page/club of BL couple is reliable and greatly support all works of BL couple” with the mean of 4.52, while factor 36 “Company or managers who take care of BL couple have two-way communication with fans in official channels for making interactions and responding fans’ problems or suggestions” has the lowest mean of 3.90.

In conclusion, respondents have the most positive perception of factors in product aspect or the characteristics of BL couples with the mean of 4.68. This means fans are satisfied in BL couples regarding their characteristics as the first aspect, followed by factors in place aspect or channels for meeting with BL couples, while fans have the least perception of factors in people aspect with the mean score of 4.00. Moreover, when focusing on each component of marketing mix aspects, the lowest mean of all is 3.85, which is factor 25 “I can be as a friend or family with my favourite BL couple.” This shows that fans don’t feel like they are a part or a family of the BL couples they love.

4.5 Hypothesis testing results and discussion

4.5.1 Hypothesis 1: testing result

To test the hypothesis of differences between fans’ expectations and perceptions on 7Ps marketing mix aspects of Boys’ love couple, descriptive statistic was applied to explore the gap of both fans’ expectations and fans’ perceptions towards Boys’ love couples to analyse gap of mean scores between fans’ expectations and fans’ perceptions in order to evaluate fan satisfaction. The model was developed from Service quality model, with the description of scores as follows:

- Positive gap scores mean fans’ perception or experience is lower than their expectations or they are not satisfied
- Negative gap scores mean fans’ perception or experience is higher than their expectations or they are satisfied
- Zero gap scores mean they are neutral

The ranking is based on gaps from the widest gap to the narrowest gap or from the most positive gap to most negative gap.

Furthermore, there is a statistic significant difference with pair sample t-test for explaining the fan satisfaction by using gap scores between fans’ expectations and fans’ perceptions towards Boys’ love couples. In pairs of these dimensions the T-test’s significance is less than α so we can reject H_0 and conclude that there is a significant difference between expectation and perception of fans towards Boys’ love couples and in remaining pairs the T-test’s significance is greater than α so we cannot reject the H_0

and conclude that there is no significant difference between expectations and perceptions of fans towards Boys' love couples.

The results of testing are summarised in the Table 4.4.

Table 4.4

Summary of mean, standard deviation and different mean score of gaps between fans' expectations and fans' perceptions towards BL celebrity couple on marketing mix (7Ps) aspects

Factor	Mean	S.D.	Ranking	t value	Sig.
Product aspect (the characteristics of BL couples)					
1. BL couple have good attitude and sincerity with their fans	-0.12**	0.730	1	-4.646	0.000*
2. BL couple are charismatic, good-looking, attractive, friendly, amiable, good-natured and good-personality.	-0.24**	0.633	7	-11.209	0.000*
3. BL couple have responsibilities, self-discipline, and professionalism, and can distinguish work out of private life, with good attitude and love to their jobs	-0.12**	0.684	2	-5.008	0.000*
4. BL couple have positive attitude expressed through their actions and words	-0.15**	0.617	4	-7.169	0.000*
5. BL couple are smart in speaking and answering questions	-0.14**	0.704	3	-5.990	0.000*
6. BL couple have positive attitude towards LGBTQ	-0.19**	0.664	5	-8.158	0.000*
7. BL couple have to take care of themselves and always develop themselves	-0.23**	0.670	6	-9.879	0.000*
8. BL couple have to realise and express to their fans how much important their fans are for them	-0.33**	0.754	9	-12.681	0.000*

Factor	Mean	S.D.	Ranking	t value	Sig.
9. BL couple are good role models for other celebrities, fans and other people in lifestyle, ethical conduct in public, public responsibility, benevolence, etc.	-0.24**	0.702	8	-10.111	0.000*
10. BL couple need to recognise me or their fans and never ignore their existence	-0.84**	1.156	12	-21.324	0.000*
11. BL couple have some talents or remarkable identities that are different from other couples such as acting skill, interesting lifestyle or special relationship between them rather than others	-0.55**	0.914	11	-17.584	0.000*
12. BL couple have a good relationship, help, support and take care of each other both in work and real life	-0.34**	0.829	10	-11.943	0.000*
Summary	-0.29**	0.534	7	-15.913	0.000*
Place aspect (Channels for meeting with BL couples)					
13. There are many channels for fans to meet, to see, to watch, to listen, to read about the BL couple such as their profile, their works and behind the scenes	-0.13**	0.745	3	-5.156	0.000*
14. BL couple are easy to get close and approach to	-0.38**	0.941	5	-11.803	0.000*
15. BL couple usually update their Facebook, Instagram, Twitter or other social medias	-0.18**	0.872	4	-5.973	0.000*
16. Facebook, Instagram, Twitter or other social medias of BL couple are visually appealing, interesting and attractive	-0.41**	0.834	6	-14.220	0.000*

Factor	Mean	S.D.	Ranking	t value	Sig.
17. I can frequently know or see everyday life of BL couple via many channels	-0.10**	0.923	2	-3.046	0.002*
18. I can frequently know or see some good/cute moments or interactions of BL couple via many channels	0.02	1.046	1	0.656	0.512
Summary	-0.20**	0.646	6	-8.804	0.000*
Price aspect (The cost the fans pay)					
19. Cost of joining in whatever activities with my favourite BL couple for supporting, meeting, getting close to them and making them remember me should be at reasonable rate to all fans and less than or equal to other couples in market	0.12	1.015	2	3.445	0.001*
20. The price of BL couple's product or official fan club souvenir or official product by their affiliates is suitable and matches the quality	0.41	1.034	1	11.608	0.000*
21. What you get back from your favourite BL couple in every way is highly cost effective comparing your cost (time and money)	-0.18**	0.934	3	-5.692	0.000*
Summary	0.12	0.765	4	4.435	0.000*
Promotion aspect (Activities for fans to do with BL couples)					
22. BL couple frequently have a meeting or live talk with fans	-0.05**	1.036	2	-1.324	0.186
23. There are activities for developing relationship between BL couple and fans such as fan meeting, birthday party or charity events	-0.22**	0.870	3	-7.209	0.000*

Factor	Mean	S.D.	Ranking	t value	Sig.
24. I have a chance to get a hug, take a photo, hi-touch, shake hands or get close with BL couple	0.05	1.232	1	1.224	0.221
25. I can be as a friend or family with my favourite BL couple	-0.36**	1.170	4	-9.020	0.000*
Summary	-0.14**	0.841	5	-4.964	0.000*
Process aspect (Activities and works of BL couples)					
26. Activity events between fans and BL couple are operated by middleman such as official fan page, official fan club, their related person, their managers, their company, who is efficient enough, with good quality and reliability	0.01	0.939	5	0.402	0.688
27. Works of BL couple are always efficiently promoted and advertised in every channel such as creating a hashtag about BL couple to push the trend on social medias for BL couple to be known more	0.18	0.929	4	5.612	0.000*
28. BL couple have a chance to star together again in a new BL series or sequel to their previous series	0.58	1.229	1	13.840	0.000*
29. Each of BL couple always has works in public using his individual ability such as series, drama, TV show	0.18	0.831	3	6.271	0.000*
30. BL couple have frequent jobs together such as events, playing in same series, TV programs, their own program	0.38	0.974	2	11.368	0.000*
Summary	0.27	0.677	3	11.481	0.000*

Factor	Mean	S.D.	Ranking	t value	Sig.
People aspect (Working of related parties of BL couples)					
31. BL couple are taken care of by a company or managers including related people in affiliates who are good-attitude, witty, good-personality, amiable and friendly to their fans	0.56	1.139	3	14.412	0.000*
32. BL couple are taken care of by a company or managers who are professional, at good-quality, not prejudiced and not biased, as well as ones who treat them equally and don't work with personal matters	0.72	1.195	1	17.619	0.000*
33. Company or managers who take care of BL couple has a tool to push up and support them in work including developing them efficiently	0.65	1.088	2	17.462	0.000*
34. Company or managers who take care of BL couple must always protect their images in every dimension	0.51	1.074	4	13.787	0.000*
Summary	0.61	1.006	1	17.706	0.000*
Physical evidence aspect (Image of related parties)					
35. Company or managers who take care of BL couple are reliable	0.51	0.983	2	15.106	0.000*
36. Company or managers who take care of BL couple have two-way communication with fans in official channels for making interactions and responding fans' problems or suggestions	0.56	1.126	1	14.460	0.000*
37. Official fan page/club of BL couple is reliable and greatly support all works of BL couple	0.11	0.834	4	3.862	0.000*

Factor	Mean	S.D.	Ranking	t value	Sig.
38. BL couple fandom has good environment and society	0.12	0.897	3	3.976	0.000*
Summary	0.32	0.711	2	13.322	0.000*
Total summary	0.01	0.491		0.296	0.767

Note: * Paired sample T-test's significance is less than the significance level

($\alpha=0.05$), there is significant difference between expectation and perception

** Negative gap scores mean fans' perception or experience is higher than their expectations or they are satisfied

According to the result of analysis of gap between fans' expectations and perceptions towards BL couples in 7 aspects as shown in Table 4.4, it was found that the mean of gap between fans' expectations and perceptions was near zero and the total mean scores of expectations and perceptions were not different. This can imply that respondents are neutral towards BL couples. When considering in detail, it was found that although each of 7 aspects were significantly statistically different at 0.05, the means of gap scores included both positive and negative, which means fans are both satisfied and dissatisfied at nearly the same level.

Aspects that have negative gap mean scores between fans' expectations and perceptions, which means respondents are satisfied as their levels of perceptions are higher than levels of expectations, are product aspect, with the total gap mean of -0.29, place aspect, with the total gap mean of -0.20 and promotion aspect, with the total gap mean of -0.14. After considering each factor in these 3 aspects, almost all factors have significant differences between fans' expectations and perceptions and have negative mean scores except the factors "I can frequently know or see some good/cute moments or interactions of BL couple via many channels", "BL couple frequently have a meeting or live talk with fans" and "I have a chance to get a hug, take a photo, hi-touch, shake

hands or get close with BL couple” that has no difference in expectations and perceptions.

The aspects that have positive gap mean scores between fans’ expectations and perceptions, which means respondents are dissatisfied as their levels of perceptions are lower than levels of expectations, are price aspect, with the total gap mean of 0.12, process aspect, with the total gap mean of 0.27, people aspect, with the total gap mean of 0.61, and physical evidence aspect, with the total gap mean of 0.32. All 4 aspects are significantly different. After considering each factor in these 4 aspects, almost all factors have significant difference between fans’ expectations and perceptions and have positive mean scores except the factor “The price of BL couple’s product or official fan club souvenir or official product by their affiliates is suitable and matches the quality,” which has the negative mean score, and the factor “Activity events between fans and BL couple are operated by middleman such as official fan page, official fan club, their related person, their managers, their company, who is efficient enough, with good quality and reliability,” which has no difference in the gap between fans’ expectations and perceptions.

Discussion on differences between fans’ expectations and fans’ perceptions on marketing mix aspects towards BL couples.

From the result of hypothesis 1, there are 34 factors in total in 7 marketing mix components that have significant statistical difference between fans’ expectations and perceptions. However, there are 20 factors that have significant statistical difference but the means of gap scores between fans’ expectations and perceptions are negative. All these 20 factors, which are in marketing mix aspects of product, place and promotion, reflects that all respondents who are fans of BL couples have perception experiences of BL couples more than their expectations regarding the BL couple actors themselves. As most of respondents are big fans of BL couple actors and the BL couples in this research are the top five couples in Thailand, the expectations in product aspect, which are associated with characteristics and personalities of BL couples, place aspect, which are channels to meet the BL couples, and promotion aspect, which are activities that fans can join with the BL couples, are all fulfilled. Fans’ perception levels are

therefore more than fans' expectation levels. The factor that has the most negative gap score is factor 10 "BL couple need to recognise me or their fans and never ignore their existence," with the "neutral" level of expectation.

The other 14 factors that have significant statistical difference and the mean of gap score between fans' expectations and perceptions are positive, are in 4 marketing mix aspects of price, process, people and physical evidence. This reflects that all respondents who are fans of BL couples have perception experiences of BL couples less than their expectations regarding surrounding factors, including price aspect, which are associated with the cost that fans need to pay to be BL couple's fans, process aspect, which are activities and works of BL couples, people aspect which are related parties of BL couples such as companies and managers who take care of them, physical evidence, which reflect the image of related parties. The aspects that have the highest mean of gap score are people aspect, which reflect the related parties of BL couple. The factor that has the most positive gap score is factor 32 "BL couple are taken care of by a company or managers who are professional, at good-quality, not prejudiced and not biased, as well as ones who treat them equally and don't work with personal matters," with the "strongly expect" level of expectation.

However, as much as 97% of all respondents answered the last question in the survey "if all expectations in this questionnaire are met, are these enough to make you satisfied and to cause your favourite BL to be able to appeal more fans?" that those were enough to make them satisfied.

4.5.2 Hypothesis 2: testing result

Descriptive statistic was applied to explore fans' expectations on marketing mix (7Ps) towards BL celebrity couples that those are different by the demographic data, focusing on (a) gender (b) age (c) occupation (d) working style (e) income and (f) living area. In other words, the demographic data affect fans' expectations towards BL celebrity couples. The results of testing were summarised in the Table 4.5 to Table 4.11.

4.5.2.1 Gender

Discussion on fans' expectations on marketing mix (7Ps) towards BL celebrity couples are different by gender.

Hypothesis

Accept H0 = fans' expectations of different gender have similar average expectations towards BL celebrity couples. One can also say gender does not affect fans' expectations towards BL celebrity couples.

Reject H0 (Accept H1) = fans' expectations of different gender have different average expectations towards BL celebrity couples. One can also say gender affect fans' expectations towards BL celebrity couples.

The results of testing are summarised in the Table 4.5.

Table 4.5

Gender affects fans' expectations

Factor	F-test	Sig.	Result
Product aspect (the characteristics of BL couples)			
1. BL couple have good attitude and sincerity with their fans**	1.369	0.255	Accepted
2. BL couple are charismatic, good-looking, attractive, friendly, amiable, good-natured and good-personality**	0.909	0.403	Accepted
3. BL couple have responsibilities, self-discipline, and professionalism, and can distinguish work out of private life, with good attitude and love to their jobs**	2.939	0.053	Accepted
4. BL couple have positive attitude expressed through their actions and words**	2.849	0.058	Accepted
5. BL couple are smart in speaking and answering questions**	3.806	0.023***	Rejected

Factor	F-test	Sig.	Result
6. BL couple have positive attitude towards LGBTQ**	3.517	0.030***	Rejected
7. BL couple have to take care of themselves and always develop themselves**	0.784	0.457	Accepted
8. BL couple have to realise and express to their fans how much important their fans are for them**	3.249	0.039***	Rejected
9. BL couple are good role models for other celebrities, fans and other people in lifestyle, ethical conduct in public, public responsibility, benevolence, etc.**	0.738	0.478	Accepted
10. BL couple need to recognise me or their fans and never ignore their existence	0.044	0.957	Accepted
11. BL couple have some talents or remarkable identities that are different from other couples such as acting skill, interesting lifestyle or special relationship between them rather than others*	0.269	0.764	Accepted
12. BL couple have a good relationship, help, support and take care of each other both in work and real life**	1.398	0.248	Accepted
Summary	2.333	0.098	Accepted
Place aspect (Channels for meeting with BL couples)			
13. There are many channels for fans to meet, to see, to watch, to listen, to read about the BL couple such as their profile, their works and behind the scenes**	0.719	0.488	Accepted
14. BL couple are easy to get close and approach to*	0.564	0.569	Accepted
15. BL couple usually update their Facebook, Instagram, Twitter or other social medias**	0.324	0.723	Accepted

Factor	F-test	Sig.	Result
16. Facebook, Instagram, Twitter or other social medias of BL couple are visually appealing, interesting and attractive*	2.819	0.060	Accepted
17. I can frequently know or see everyday life of BL couple via many channels*	1.059	0.347	Accepted
18. I can frequently know or see some good/cute moments or interactions of BL couple via many channels*	2.070	0.127	Accepted
Summary	1.642	0.194	Accepted
Price aspect (The cost the fans pay)			
19. Cost of joining in whatever activities with my favourite BL couple for supporting, meeting, getting close to them and making them remember me should be at reasonable rate to all fans and less than or equal to other couples in market*	2.065	0.128	Accepted
20. The price of BL couple's product or official fan club souvenir or official product by their affiliates is suitable and matches the quality**	0.597	0.551	Accepted
21. What you get back from your favourite BL couple in every way is highly cost effective comparing your cost (time and money)**	0.958	0.384	Accepted
Summary	1.782	0.169	Accepted
Promotion aspect (Activities for fans to do with BL couples)			
22. BL couple frequently have a meeting or live talk with fans*	0.245	0.782	Accepted
23. There are activities for developing relationship between BL couple and fans such as fan meeting, birthday party or charity events**	1.669	0.189	Accepted
24. I have a chance to get a hug, take a photo, hi-touch, shake hands or get close with BL couple*	1.502	0.223	Accepted
25. I can be as a friend or family with my favourite BL couple*	0.510	0.601	Accepted
Summary	0.638	0.529	Accepted

Factor	F-test	Sig.	Result
Process aspect (Activities and works of BL couples)			
26. Activity events between fans and BL couple are operated by middleman such as official fan page, official fan club, their related person, their managers, their company, who is efficient enough, with good quality and reliability**	1.079	0.340	Accepted
27. Works of BL couple are always efficiently promoted and advertised in every channel such as creating a hashtag about BL couple to push the trend on social medias for BL couple to be known more**	4.011	0.018***	Rejected
28. BL couple have a chance to star together again in a new BL series or sequel to their previous series**	1.614	0.200	Accepted
29. Each of BL couple always has works in public using his individual ability such as series, drama, TV show**	3.698	0.025***	Rejected
30. BL couple have frequent jobs together such as events, playing in same series, TV programs, their own program**	2.057	0.128	Accepted
Summary	4.037	0.018***	Rejected
People aspect (Working of related parties of BL couples)			
31. BL couple are taken care of by a company or managers including related people in affiliates who are good-attitude, witty, good-personality, amiable and friendly to their fans**	0.623	0.536	Accepted
32. BL couple are taken care of by a company or managers who are professional, at good-quality, not prejudiced and not biased, as well as ones who treat them equally and don't work with personal matters**	1.162	0.313	Accepted
33. Company or managers who take care of BL couple has a tool to push up and support them in work including developing them efficiently**	1.147	0.318	Accepted

Factor	F-test	Sig.	Result
34. Company or managers who take care of BL couple must always protect their images in every dimension **	0.235	0.790	Accepted
Summary	0.954	0.385	Accepted
Physical evidence aspect (Image of related parties)			
35. Company or managers who take care of BL couple are reliable**	1.443	0.237	Accepted
36. Company or managers who take care of BL couple have two-way communication with fans in official channels for making interactions and responding fans' problems or suggestions**	1.275	0.280	Accepted
37. Official fan page/club of BL couple is reliable and greatly support all works of BL couple **	0.515	0.598	Accepted
38. BL couple fandom has good environment and society**	0.926	0.397	Accepted
Summary	1.474	0.230	Accepted

Note * Level of fans' expectations are "Expect"

** Level of fans' expectations are "Strongly expect"

*** Levene's test 2-tailed significance is less than the significance level

($\alpha=0.05$), so H0 should be rejected at significance level of 0.05.

According to Table 4.5, gender doesn't affect fans' expectations much. However, there are some factors that different genders of fans have significant impacts on fans' expectations. Those factors are associated with characteristics of BL couples and activities and works of BL couples. The factor "BL couple are smart in speaking and answering questions, have positive attitude towards LGBTQ and have to realise and express to their fans how much important their fans are for them" is most expected by other genders who are not male or female, followed by female fans. Similarly, the factor "works of BL couple are always efficiently promoted and advertised in every channel, Each of BL couple always has works in public using his individual ability such

as series, drama, TV show” is most expected by other genders rather than male or female fans. Moreover, the total mean scores of expectations in process aspect (activities and works of BL couples) is significantly affected by the difference of genders.

4.5.2.2 Age

Discussion on fans’ expectations on marketing mix (7Ps) towards BL celebrity couples are different by age ranges.

Hypothesis

Accept H0 = fans’ expectations of different age ranges have similar average expectations towards BL celebrity couples. One can also say age does not affect fans’ expectations towards BL celebrity couples.

Reject H0 (Accept H1) = fans’ expectations of different age ranges have different average expectations towards BL celebrity couples. One can also say age affect fans’ expectations towards BL celebrity couples.

The results of testing are summarised in the Table 4.6.

Table 4.6

Age affects fans’ expectations

Factor	F-test	Sig.	Result
Product aspect (the characteristics of BL couples)			
1. BL couple have good attitude and sincerity with their fans**	0.755	0.582	Accepted
2. BL couple are charismatic, good-looking, attractive, friendly, amiable, good-natured and good-personality**	1.354	0.240	Accepted
3. BL couple have responsibilities, self-discipline, and professionalism, and can distinguish work out of private life, with good attitude and love to their jobs**	0.681	0.638	Accepted

Factor	F-test	Sig.	Result
4. BL couple have positive attitude expressed through their actions and words**	1.544	0.173	Accepted
5. BL couple are smart in speaking and answering questions**	0.418	0.836	Accepted
6. BL couple have positive attitude towards LGBTQ**	1.017	0.407	Accepted
7. BL couple have to take care of themselves and always develop themselves**	1.106	0.356	Accepted
8. BL couple have to realise and express to their fans how much important their fans are for them**	3.136	0.008***	Rejected
9. BL couple are good role models for other celebrities, fans and other people in lifestyle, ethical conduct in public, public responsibility, benevolence, etc.**	5.329	0.000***	Rejected
10. BL couple need to recognise me or their fans and never ignore their existence	3.367	0.005***	Rejected
11. BL couple have some talents or remarkable identities that are different from other couples such as acting skill, interesting lifestyle or special relationship between them rather than others*	1.090	0.364	Accepted
12. BL couple have a good relationship, help, support and take care of each other both in work and real life**	6.382	0.000***	Rejected
Summary	2.621	0.023***	Rejected
Place aspect (Channels for meeting with BL couples)			
13. There are many channels for fans to meet, to see, to watch, to listen, to read about the BL couple such as their profile, their works and behind the scenes**	4.901	0.000***	Rejected
14. BL couple are easy to get close and approach to*	3.635	0.003***	Rejected
15. BL couple usually update their Facebook, Instagram, Twitter or other social medias**	0.914	0.471	Accepted
16. Facebook, Instagram, Twitter or other social medias of BL couple are visually appealing, interesting and attractive*	2.360	0.039***	Rejected
17. I can frequently know or see everyday life of BL couple via many channels*	2.904	0.013***	Rejected

Factor	F-test	Sig.	Result
18. I can frequently know or see some good/cute moments or interactions of BL couple via many channels*	3.903	0.002***	Rejected
Summary	4.322	0.001***	Rejected
Price aspect (The cost the fans pay)			
19. Cost of joining in whatever activities with my favourite BL couple for supporting, meeting, getting close to them and making them remember me should be at reasonable rate to all fans and less than or equal to other couples in market*	6.203	0.000***	Rejected
20. The price of BL couple's product or official fan club souvenir or official product by their affiliates is suitable and matches the quality**	6.202	0.000***	Rejected
21. What you get back from your favourite BL couple in every way is highly cost effective comparing your cost (time and money)**	9.699	0.000***	Rejected
Summary	10.865	0.000***	Rejected
Promotion aspect (Activities for fans to do with BL couples)			
22. BL couple frequently have a meeting or live talk with fans*	3.450	0.004***	Rejected
23. There are activities for developing relationship between BL couple and fans such as fan meeting, birthday party or charity events**	5.597	0.000***	Rejected
24. I have a chance to get a hug, take a photo, hi-touch, shake hands or get close with BL couple*	7.279	0.000***	Rejected
25. I can be as a friend or family with my favourite BL couple*	6.926	0.000***	Rejected
Summary	8.563	0.000***	Rejected

Factor	F-test	Sig.	Result
Process aspect (Activities and works of BL couples)			
26. Activity events between fans and BL couple are operated by middleman such as official fan page, official fan club, their related person, their managers, their company, who is efficient enough, with good quality and reliability**	5.033	0.000***	Rejected
27. Works of BL couple are always efficiently promoted and advertised in every channel such as creating a hashtag about BL couple to push the trend on social medias for BL couple to be known more**	3.150	0.008***	Rejected
28. BL couple have a chance to star together again in a new BL series or sequel to their previous series**	5.321	0.000***	Rejected
29. Each of BL couple always has works in public using his individual ability such as series, drama, TV show**	2.976	0.011***	Rejected
30. BL couple have frequent jobs together such as events, playing in same series, TV programs, their own program**	2.570	0.026***	Rejected
Summary	6.505	0.000***	Rejected
People aspect (Working of related parties of BL couples)			
31. BL couple are taken care of by a company or managers including related people in affiliates who are good-attitude, witty, good-personality, amiable and friendly to their fans**	2.278	0.045***	Rejected
32. BL couple are taken care of by a company or managers who are professional, at good-quality, not prejudiced and not biased, as well as ones who treat them equally and don't work with personal matters**	3.533	0.004***	Rejected
33. Company or managers who take care of BL couple has a tool to push up and support them in work including developing them efficiently**	2.460	0.032***	Rejected

Factor	F-test	Sig.	Result
34. Company or managers who take care of BL couple must always protect their images in every dimension **	1.732	0.125	Accepted
Summary	3.377	0.005***	Rejected
Physical evidence aspect (Image of related parties)			
35. Company or managers who take care of BL couple are reliable**	2.184	0.054	Accepted
36. Company or managers who take care of BL couple have two-way communication with fans in official channels for making interactions and responding fans' problems or suggestions**	2.515	0.028***	Rejected
37. Official fan page/club of BL couple is reliable and greatly support all works of BL couple **	5.795	0.000***	Rejected
38. BL couple fandom has good environment and society**	4.126	0.001***	Rejected
Summary	4.590	0.000***	Rejected

Note * Level of fans' expectations are "Expect"

** Level of fans' expectations are "Strongly expect"

*** Levene's test 2-tailed significance is less than the significance level ($\alpha=0.05$), so H0 should be rejected at significance level of 0.05.

According to Table 4.6, the result of analysis on the impact of age interval towards fans' expectations shows that most fans' expectations get Sig. (2-tailed,) which is less than 0.05 or rejected H0. This means that different ages affect the fans' expectations significantly at 0.05. The result also found that the youth under 18 has the highest expectations in all prospects rather than people with other ages, especially the expectations towards all factors, price aspect (the cost the fans pay), promotion aspect (activities for fans to do with BL couples) and process aspect (Activities and works of

BL couples,) which are significantly affected by people under 18 years old, followed by people in the age of 18 - 25 years old and 26-30 years old respectively.

4.5.2.3 Occupation

Discussion on fans' expectations on marketing mix (7Ps) towards BL celebrity couples are different by occupation.

Hypothesis

Accept H0 = fans' expectations of different occupation have similar average expectations towards BL celebrity couples. One can also say occupation does not affect fans' expectations towards BL celebrity couples.

Reject H0 (Accept H1) = fans' expectations of different occupation have different average expectations towards BL celebrity couples. One can also say occupation affect fans' expectations towards BL celebrity couples.

The results of testing are summarised in the Table 4.7.

Table 4.7

Occupation affects fans' expectations

Factor	F-test	Sig.	Result
Product aspect (the characteristics of BL couples)			
1. BL couple have good attitude and sincerity with their fans**	1.395	0.214	Accepted
2. BL couple are charismatic, good-looking, attractive, friendly, amiable, good-natured and good-personality**	1.444	0.195	Accepted
3. BL couple have responsibilities, self-discipline, and professionalism, and can distinguish work out of private life, with good attitude and love to their jobs**	1.735	0.110	Accepted
4. BL couple have positive attitude expressed through their actions and words**	1.680	0.123	Accepted

Factor	F-test	Sig.	Result
5. BL couple are smart in speaking and answering questions**	1.402	0.211	Accepted
6. BL couple have positive attitude towards LGBTQ**	2.408	0.026***	Rejected
7. BL couple have to take care of themselves and always develop themselves**	1.029	0.405	Accepted
8. BL couple have to realise and express to their fans how much important their fans are for them**	1.958	0.069	Accepted
9. BL couple are good role models for other celebrities, fans and other people in lifestyle, ethical conduct in public, public responsibility, benevolence, etc.**	3.784	0.001***	Rejected
10. BL couple need to recognise me or their fans and never ignore their existence	1.818	0.093	Accepted
11. BL couple have some talents or remarkable identities that are different from other couples such as acting skill, interesting lifestyle or special relationship between them rather than others*	2.204	0.041***	Rejected
12. BL couple have a good relationship, help, support and take care of each other both in work and real life**	4.998	0.000***	Rejected
Summary	2.987	0.007***	Rejected
Place aspect (Channels for meeting with BL couples)			
13. There are many channels for fans to meet, to see, to watch, to listen, to read about the BL couple such as their profile, their works and behind the scenes**	5.612	0.000***	Rejected

Factor	F-test	Sig.	Result
14. BL couple are easy to get close and approach to*	5.325	0.000***	Rejected
15. BL couple usually update their Facebook, Instagram, Twitter or other social medias**	2.645	0.015***	Rejected
16. Facebook, Instagram, Twitter or other social medias of BL couple are visually appealing, interesting and attractive*	4.706	0.000***	Rejected
17. I can frequently know or see everyday life of BL couple via many channels*	4.891	0.000***	Rejected
18. I can frequently know or see some good/cute moments or interactions of BL couple via many channels*	2.775	0.011***	Rejected
Summary	6.595	0.000***	Rejected
Price aspect (The cost the fans pay)			
19. Cost of joining in whatever activities with my favourite BL couple for supporting, meeting, getting close to them and making them remember me should be at reasonable rate to all fans and less than or equal to other couples in market*	6.290	0.000***	Rejected
20. The price of BL couple's product or official fan club souvenir or official product by their affiliates is suitable and matches the quality**	3.520	0.002***	Rejected
21. What you get back from your favourite BL couple in every way is highly cost effective comparing your cost (time and money)**	6.690	0.000***	Rejected
Summary	8.341	0.000***	Rejected
Promotion aspect (Activities for fans to do with BL couples)			

Factor	F-test	Sig.	Result
22. BL couple frequently have a meeting or live talk with fans*	5.380	0.000***	Rejected
23. There are activities for developing relationship between BL couple and fans such as fan meeting, birthday party or charity events**	5.222	0.000***	Rejected
24. I have a chance to get a hug, take a photo, hi-touch, shake hands or get close with BL couple*	5.034	0.000***	Rejected
25. I can be as a friend or family with my favourite BL couple*	4.827	0.000***	Rejected
Summary	6.822	0.000***	Rejected
Process aspect (Activities and works of BL couples)			
26. Activity events between fans and BL couple are operated by middleman such as official fan page, official fan club, their related person, their managers, their company, who is efficient enough, with good quality and reliability**	3.799	0.001***	Rejected
27. Works of BL couple are always efficiently promoted and advertised in every channel such as creating a hashtag about BL couple to push the trend on social medias for BL couple to be known more**	3.768	0.001***	Rejected
28. BL couple have a chance to star together again in a new BL series or sequel to their previous series**	6.155	0.000***	Rejected
29. Each of BL couple always has works in public using his individual ability such as series, drama, TV show**	3.304	0.003***	Rejected

Factor	F-test	Sig.	Result
30. BL couple have frequent jobs together such as events, playing in same series, TV programs, their own program**	5.597	0.000***	Rejected
Summary	7.198	0.000***	Rejected
People aspect (Working of related parties of BL couples)			
31. BL couple are taken care of by a company or managers including related people in affiliates who are good-attitude, witty, good-personality, amiable and friendly to their fans**	1.814	0.093	Accepted
32. BL couple are taken care of by a company or managers who are professional, at good-quality, not prejudiced and not biased, as well as ones who treat them equally and don't work with personal matters**	2.282	0.034***	Rejected
33. Company or managers who take care of BL couple has a tool to push up and support them in work including developing them efficiently**	2.021	0.061	Accepted
34. Company or managers who take care of BL couple must always protect their images in every dimension **	0.840	0.539	Accepted
Summary	2.055	0.056	Accepted
Physical evidence aspect (Image of related parties)			
35. Company or managers who take care of BL couple are reliable**	1.158	0.327	Accepted
36. Company or managers who take care of BL couple have two-way communication with fans in official channels for making	1.331	0.241	Accepted

Factor	F-test	Sig.	Result
interactions and responding fans' problems or suggestions**			
37. Official fan page/club of BL couple is reliable and greatly support all works of BL couple **	3.432	0.002***	Rejected
38. BL couple fandom has good environment and society**	2.658	0.015***	Rejected
Summary	2.760	0.012***	Rejected

Note * Level of fans' expectations are "Expect"

** Level of fans' expectations are "Strongly expect"

*** Levene's test 2-tailed significance is less than the significance level ($\alpha=0.05$), so H0 should be rejected at significance level of 0.05.

According to Table 4.7, the result of analysis on the impact of occupations towards fans' expectations shows that most get Sig. (2-tailed), which is less than 0.05 or rejected H0. This means that different occupations affect fans' expectations significantly at 0.05. Occupations affect the total mean scores of all aspects except people aspect, of which only the factor "BL couple are taken care of by a company or managers who are professional, at good-quality, not prejudiced and not biased, as well as ones who treat them equally and don't work with personal matters" is affected. High expectations, especially towards the factors in price aspect (the cost the fans pay) and process aspect (activities and works of BL couples,) are mostly from students, followed by business owners, freelancers and unemployed people respectively.

4.5.2.4 Working Style

Discussion on fans' expectations on marketing mix (7Ps) towards BL celebrity couples are different by working style.

Hypothesis

Accept H0 = fans' expectations of different working style have similar average expectations towards BL celebrity couples. One can also say working style does not affect fans' expectations towards BL celebrity couples.

Reject H0 (Accept H1) = fans' expectations of different working style have different average expectations towards BL celebrity couples. One can also say working style affect fans' expectations towards BL celebrity couples.

The results of testing are summarised in the Table 4.8.

Table 4.8

Working style affects fans' expectations

Factor	F-test	Sig.	Result
Product aspect (the characteristics of BL couples)			
1. BL couple have good attitude and sincerity with their fans**	0.515	0.672	Accepted
2. BL couple are charismatic, good-looking, attractive, friendly, amiable, good-natured and good-personality**	0.604	0.613	Accepted
3. BL couple have responsibilities, self-discipline, and professionalism, and can distinguish work out of private life, with good attitude and love to their jobs**	0.656	0.580	Accepted
4. BL couple have positive attitude expressed through their actions and words**	0.319	0.812	Accepted
5. BL couple are smart in speaking and answering questions**	0.559	0.642	Accepted
6. BL couple have positive attitude towards LGBTQ**	1.514	0.209	Accepted
7. BL couple have to take care of themselves and always develop themselves**	1.153	0.327	Accepted

Factor	F-test	Sig.	Result
8. BL couple have to realise and express to their fans how much important their fans are for them**	0.496	0.685	Accepted
9. BL couple are good role models for other celebrities, fans and other people in lifestyle, ethical conduct in public, public responsibility, benevolence, etc.**	0.651	0.582	Accepted
10. BL couple need to recognise me or their fans and never ignore their existence	0.079	0.971	Accepted
11. BL couple have some talents or remarkable identities that are different from other couples such as acting skill, interesting lifestyle or special relationship between them rather than others*	0.616	0.605	Accepted
12. BL couple have a good relationship, help, support and take care of each other both in work and real life**	0.941	0.420	Accepted
Summary	0.563	0.640	Accepted
Place aspect (Channels for meeting with BL couples)			
13. There are many channels for fans to meet, to see, to watch, to listen, to read about the BL couple such as their profile, their works and behind the scenes**	0.374	0.771	Accepted
14. BL couple are easy to get close and approach to*	0.531	0.661	Accepted
15. BL couple usually update their Facebook, Instagram, Twitter or other social medias**	0.371	0.774	Accepted
16. Facebook, Instagram, Twitter or other social medias of BL couple are visually appealing, interesting and attractive*	0.557	0.644	Accepted
17. I can frequently know or see everyday life of BL couple via many channels*	0.045	0.987	Accepted
18. I can frequently know or see some good/cute moments or interactions of BL couple via many channels*	0.803	0.493	Accepted
Summary	0.263	0.852	Accepted
Price aspect (The cost the fans pay)			
19. Cost of joining in whatever activities with my favourite BL couple for supporting, meeting, getting	0.185	0.907	Accepted

Factor	F-test	Sig.	Result
close to them and making them remember me should be at reasonable rate to all fans and less than or equal to other couples in market*			
20. The price of BL couple's product or official fan club souvenir or official product by their affiliates is suitable and matches the quality**	0.338	0.798	Accepted
21. What you get back from your favourite BL couple in every way is highly cost effective comparing your cost (time and money)**	0.737	0.530	Accepted
Summary	0.017	0.997	Accepted
Promotion aspect (Activities for fans to do with BL couples)			
22. BL couple frequently have a meeting or live talk with fans*	1.007	0.389	Accepted
23. There are activities for developing relationship between BL couple and fans such as fan meeting, birthday party or charity events**	0.630	0.596	Accepted
24. I have a chance to get a hug, take a photo, hi-touch, shake hands or get close with BL couple*	0.233	0.874	Accepted
25. I can be as a friend or family with my favourite BL couple*	0.829	0.478	Accepted
Summary	0.639	0.590	Accepted
Process aspect (Activities and works of BL couples)			
26. Activity events between fans and BL couple are operated by middleman such as official fan page, official fan club, their related person, their managers, their company, who is efficient enough, with good quality and reliability**	0.980	0.401	Accepted
27. Works of BL couple are always efficiently promoted and advertised in every channel such as creating a hashtag about BL couple to push the trend on social medias for BL couple to be known more**	0.280	0.840	Accepted
28. BL couple have a chance to star together again in a new BL series or sequel to their previous series**	1.622	0.183	Accepted

Factor	F-test	Sig.	Result
29. Each of BL couple always has works in public using his individual ability such as series, drama, TV show**	0.826	0.480	Accepted
30. BL couple have frequent jobs together such as events, playing in same series, TV programs, their own program**	0.593	0.620	Accepted
Summary	0.971	0.406	Accepted
People aspect (Working of related parties of BL couples)			
31. BL couple are taken care of by a company or managers including related people in affiliates who are good-attitude, witty, good-personality, amiable and friendly to their fans**	1.341	0.260	Accepted
32. BL couple are taken care of by a company or managers who are professional, at good-quality, not prejudiced and not biased, as well as ones who treat them equally and don't work with personal matters**	0.144	0.934	Accepted
33. Company or managers who take care of BL couple has a tool to push up and support them in work including developing them efficiently**	0.585	0.625	Accepted
34. Company or managers who take care of BL couple must always protect their images in every dimension **	0.308	0.820	Accepted
Summary	0.450	0.717	Accepted
Physical evidence aspect (Image of related parties)			
35. Company or managers who take care of BL couple are reliable**	0.924	0.428	Accepted
36. Company or managers who take care of BL couple have two-way communication with fans in official channels for making interactions and responding fans' problems or suggestions**	0.371	0.774	Accepted
37. Official fan page/club of BL couple is reliable and greatly support all works of BL couple **	0.420	0.739	Accepted

Factor	F-test	Sig.	Result
38. BL couple fandom has good environment and society**	0.790	0.500	Accepted
Summary	0.669	0.571	Accepted

- Note
- * Level of fans' expectations are "Expect"
 - ** Level of fans' expectations are "Strongly expect"
 - *** Levene's test 2-tailed significance is less than the

significance level

($\alpha=0.05$), so H0 should be rejected at significance level of 0.05.

According to Table 4.8, the result of analysis on the impact of working style towards fans' expectations shows that most get Sig. (2-tailed,) which is less than 0.05 or accepted H0. People with different working styles don't have different expectations. This can be summarised that working style doesn't affect fans' expectations.

4.5.2.5 Income

Discussion on fans' expectations on marketing mix (7Ps) towards BL celebrity couples are different by monthly income.

Hypothesis

Accept H0 = fans' expectations of different monthly income have similar average expectations towards BL celebrity couples. One can also say monthly income does not affect fans' expectations towards BL celebrity couples.

Reject H0 (Accept H1) = fans' expectations of different monthly income have different average expectations towards BL celebrity couples. One can also say monthly income affect fans' expectations towards BL celebrity couples.

The results of testing are summarised in the Table 4.9.

Table 4.9

Monthly income affects fans' expectations

Factor	F-test	Sig.	Result
Product aspect (the characteristics of BL couples)			
1. BL couple have good attitude and sincerity with their fans**	1.464	0.211	Accepted
2. BL couple are charismatic, good-looking, attractive, friendly, amiable, good-natured and good-personality**	1.962	0.098	Accepted
3. BL couple have responsibilities, self-discipline, and professionalism, and can distinguish work out of private life, with good attitude and love to their jobs**	1.828	0.121	Accepted
4. BL couple have positive attitude expressed through their actions and words**	4.665	0.001***	Rejected
5. BL couple are smart in speaking and answering questions**	2.751	0.027***	Rejected
6. BL couple have positive attitude towards LGBTQ**	3.656	0.006***	Rejected
7. BL couple have to take care of themselves and always develop themselves**	1.510	0.197	Accepted
8. BL couple have to realise and express to their fans how much important their fans are for them**	4.734	0.001***	Rejected
9. BL couple are good role models for other celebrities, fans and other people in lifestyle, ethical conduct in public, public responsibility, benevolence, etc.**	5.937	0.000***	Rejected
10. BL couple need to recognise me or their fans and never ignore their existence	5.057	0.000***	Rejected
11. BL couple have some talents or remarkable identities that are different from other couples	4.577	0.001***	Rejected

Factor	F-test	Sig.	Result
such as acting skill, interesting lifestyle or special relationship between them rather than others*			
12. BL couple have a good relationship, help, support and take care of each other both in work and real life**	12.568	0.000***	Rejected
Summary	7.082	0.000***	Rejected
Place aspect (Channels for meeting with BL couples)			
13. There are many channels for fans to meet, to see, to watch, to listen, to read about the BL couple such as their profile, their works and behind the scenes**	6.654	0.000***	Rejected
14. BL couple are easy to get close and approach to*	7.146	0.000***	Rejected
15. BL couple usually update their Facebook, Instagram, Twitter or other social medias**	4.325	0.002***	Rejected
16. Facebook, Instagram, Twitter or other social medias of BL couple are visually appealing, interesting and attractive*	6.555	0.000***	Rejected
17. I can frequently know or see everyday life of BL couple via many channels*	6.700	0.000***	Rejected
18. I can frequently know or see some good/cute moments or interactions of BL couple via many channels*	4.651	0.001***	Rejected
Summary	9.551	0.000***	Rejected
Price aspect (The cost the fans pay)			
19. Cost of joining in whatever activities with my favourite BL couple for supporting, meeting, getting close to them and making them remember me should be at reasonable rate to all fans and less than or equal to other couples in market*	6.027	0.000***	Rejected
20. The price of BL couple's product or official fan club souvenir or official product by their affiliates is suitable and matches the quality**	6.827	0.000***	Rejected

Factor	F-test	Sig.	Result
21. What you get back from your favourite BL couple in every way is highly cost effective comparing your cost (time and money)**	9.528	0.000***	Rejected
Summary	11.629	0.000***	Rejected
Promotion aspect (Activities for fans to do with BL couples)			
22. BL couple frequently have a meeting or live talk with fans*	8.792	0.000***	Rejected
23. There are activities for developing relationship between BL couple and fans such as fan meeting, birthday party or charity events**	6.704	0.000***	Rejected
24. I have a chance to get a hug, take a photo, hi-touch, shake hands or get close with BL couple*	9.814	0.000***	Rejected
25. I can be as a friend or family with my favourite BL couple*	8.249	0.000***	Rejected
Summary	12.248	0.000***	Rejected
Process aspect (Activities and works of BL couples)			
26. Activity events between fans and BL couple are operated by middleman such as official fan page, official fan club, their related person, their managers, their company, who is efficient enough, with good quality and reliability**	5.741	0.000***	Rejected
27. Works of BL couple are always efficiently promoted and advertised in every channel such as creating a hashtag about BL couple to push the trend on social medias for BL couple to be known more**	7.246	0.000***	Rejected
28. BL couple have a chance to star together again in a new BL series or sequel to their previous series**	11.415	0.000***	Rejected
29. Each of BL couple always has works in public using his individual ability such as series, drama, TV show**	6.222	0.000***	Rejected

Factor	F-test	Sig.	Result
30. BL couple have frequent jobs together such as events, playing in same series, TV programs, their own program**	7.934	0.000***	Rejected
Summary	13.615	0.000***	Rejected
People aspect (Working of related parties of BL couples)			
31. BL couple are taken care of by a company or managers including related people in affiliates who are good-attitude, witty, good-personality, amiable and friendly to their fans**	2.987	0.018***	Rejected
32. BL couple are taken care of by a company or managers who are professional, at good-quality, not prejudiced and not biased, as well as ones who treat them equally and don't work with personal matters**	2.845	0.023***	Rejected
33. Company or managers who take care of BL couple has a tool to push up and support them in work including developing them efficiently**	2.672	0.031***	Rejected
34. Company or managers who take care of BL couple must always protect their images in every dimension **	2.283	0.059	Accepted
Summary	3.554	0.007***	Rejected
Physical evidence aspect (Image of related parties)			
35. Company or managers who take care of BL couple are reliable**	1.775	0.132	Accepted
36. Company or managers who take care of BL couple have two-way communication with fans in official channels for making interactions and responding fans' problems or suggestions**	4.146	0.002***	Rejected
37. Official fan page/club of BL couple is reliable and greatly support all works of BL couple **	5.150	0.000***	Rejected
38. BL couple fandom has good environment and society**	6.279	0.000***	Rejected
Summary	6.269	0.000***	Rejected

Note * Level of fans' expectations are "Expect"
 ** Level of fans' expectations are "Strongly expect"
 *** Levene's test 2-tailed significance is less than the
 significance level
 ($\alpha=0.05$), so H0 should be rejected at significance level
 of 0.05.

According to Table 4.9, the result of analysis on the impact of monthly income towards fans' expectations shows that most get Sig. (2-tailed,) which is less than 0.05 or rejected H0. This means that different monthly incomes affect fans' expectations significantly at 0.05. The result also found that monthly income affected fans' expectations in all aspects, especially place aspect (channels for meeting with BL couples), price aspect (the cost the fans pay), promotion aspect (activities for fans to do with BL couples) and process aspect (activities and works of BL couples,) of which all factors are affected. Fans with less than 10,000 Baht of monthly income, who are mostly students, have the highest expectation levels compared to those with other monthly income rates. This is in accordance with the result in terms of the impact of occupation towards fans' expectations that students have the highest expectations rather than other occupations.

4.5.2.6 Living Area

Discussion on fans' expectations on marketing mix (7Ps) towards BL celebrity couples are different by living area.

Hypothesis

Accept H0 = fans' expectations of different living area have similar average expectations towards BL celebrity couples. One can also say living area does not affect fans' expectations towards BL celebrity couples.

Reject H0 (Accept H1) = fans' expectations of different living area have different average expectations towards BL celebrity couples. One can also say living area affect fans' expectations towards BL celebrity couples.

The results of testing are summarised in the Table 4.10.

Table 4.10

Living area affects fans' expectations

Factor	F-test	Sig.	Result
Product aspect (the characteristics of BL couples)			
1. BL couple have good attitude and sincerity with their fans**	2.318	0.099	Accepted
2. BL couple are charismatic, good-looking, attractive, friendly, amiable, good-natured and good-personality**	3.793	0.023***	Rejected
3. BL couple have responsibilities, self-discipline, and professionalism, and can distinguish work out of private life, with good attitude and love to their jobs**	6.338	0.002***	Rejected
4. BL couple have positive attitude expressed through their actions and words**	4.576	0.011***	Rejected
5. BL couple are smart in speaking and answering questions**	6.327	0.002***	Rejected
6. BL couple have positive attitude towards LGBTQ**	7.328	0.001***	Rejected
7. BL couple have to take care of themselves and always develop themselves**	3.140	0.044***	Rejected
8. BL couple have to realise and express to their fans how much important their fans are for them**	8.474	0.000***	Rejected
9. BL couple are good role models for other celebrities, fans and other people in lifestyle, ethical conduct in public, public responsibility, benevolence, etc.**	3.860	0.021***	Rejected
10. BL couple need to recognise me or their fans and never ignore their existence	3.793	0.023***	Rejected
11. BL couple have some talents or remarkable identities that are different from other couples such as acting skill, interesting lifestyle or special relationship between them rather than others*	2.911	0.055	Accepted

Factor	F-test	Sig.	Result
12. BL couple have a good relationship, help, support and take care of each other both in work and real life**	6.573	0.001***	Rejected
Summary	6.530	0.002***	Rejected
Place aspect (Channels for meeting with BL couples)			
13. There are many channels for fans to meet, to see, to watch, to listen, to read about the BL couple such as their profile, their works and behind the scenes**	2.651	0.071	Accepted
14. BL couple are easy to get close and approach to*	4.247	0.015***	Rejected
15. BL couple usually update their Facebook, Instagram, Twitter or other social medias**	4.046	0.018***	Rejected
16. Facebook, Instagram, Twitter or other social medias of BL couple are visually appealing, interesting and attractive*	8.753	0.000***	Rejected
17. I can frequently know or see everyday life of BL couple via many channels*	2.051	0.129	Accepted
18. I can frequently know or see some good/cute moments or interactions of BL couple via many channels*	9.116	0.000***	Rejected
Summary	6.823	0.001***	Rejected
Price aspect (The cost the fans pay)			
19. Cost of joining in whatever activities with my favourite BL couple for supporting, meeting, getting close to them and making them remember me should be at reasonable rate to all fans and less than or equal to other couples in market*	7.358	0.001***	Rejected
20. The price of BL couple's product or official fan club souvenir or official product by their affiliates is suitable and matches the quality**	14.464	0.000***	Rejected
21. What you get back from your favourite BL couple in every way is highly cost effective comparing your cost (time and money)**	7.758	0.000***	Rejected
Summary	11.523	0.000***	Rejected

Factor	F-test	Sig.	Result
Promotion aspect (Activities for fans to do with BL couples)			
22. BL couple frequently have a meeting or live talk with fans*	2.189	0.113	Accepted
23. There are activities for developing relationship between BL couple and fans such as fan meeting, birthday party or charity events**	1.632	0.196	Accepted
24. I have a chance to get a hug, take a photo, hi-touch, shake hands or get close with BL couple*	2.431	0.089	Accepted
25. I can be as a friend or family with my favourite BL couple*	0.199	0.820	Accepted
Summary	1.478	0.229	Accepted
Process aspect (Activities and works of BL couples)			
26. Activity events between fans and BL couple are operated by middleman such as official fan page, official fan club, their related person, their managers, their company, who is efficient enough, with good quality and reliability**	3.145	0.044***	Rejected
27. Works of BL couple are always efficiently promoted and advertised in every channel such as creating a hashtag about BL couple to push the trend on social medias for BL couple to be known more**	3.867	0.021***	Rejected
28. BL couple have a chance to star together again in a new BL series or sequel to their previous series**	11.706	0.000***	Rejected
29. Each of BL couple always has works in public using his individual ability such as series, drama, TV show**	8.721	0.000***	Rejected
30. BL couple have frequent jobs together such as events, playing in same series, TV programs, their own program**	12.083	0.000***	Rejected
Summary	12.684	0.000***	Rejected
People aspect (Working of related parties of BL couples)			
31. BL couple are taken care of by a company or managers including related people in affiliates who	8.180	0.000***	Rejected

Factor	F-test	Sig.	Result
are good-attitude, witty, good-personality, amiable and friendly to their fans**			
32. BL couple are taken care of by a company or managers who are professional, at good-quality, not prejudiced and not biased, as well as ones who treat them equally and don't work with personal matters**	9.311	0.000***	Rejected
33. Company or managers who take care of BL couple has a tool to push up and support them in work including developing them efficiently**	17.716	0.000***	Rejected
34. Company or managers who take care of BL couple must always protect their images in every dimension **	3.463	0.032***	Rejected
Summary	12.396	0.000***	Rejected
Physical evidence aspect (Image of related parties)			
35. Company or managers who take care of BL couple are reliable**	11.251	0.000***	Rejected
36. Company or managers who take care of BL couple have two-way communication with fans in official channels for making interactions and responding fans' problems or suggestions**	5.220	0.006***	Rejected
37. Official fan page/club of BL couple is reliable and greatly support all works of BL couple **	1.388	0.250	Accepted
38. BL couple fandom has good environment and society**	5.428	0.005***	Rejected
Summary	7.965	0.000***	Rejected

Note * Level of fans' expectations are "Expect"

** Level of fans' expectations are "Strongly expect"

*** Levene's test 2-tailed significance is less than the significance level
($\alpha=0.05$), so H0 should be rejected at significance level of 0.05.

According to Table 4.10, the result of analysis on the impact of living area towards fans' expectations shows that most get Sig. (2-tailed,) which is less than 0.05 or rejected H0. This means that different living areas affect fans' expectations significantly at 0.05. The result also found that living area affects fans' expectations in all aspects except promotion aspect (activities for fans to do with BL couples.) All factors in price aspect (the cost the fans pay), process aspect (activities and works of BL couples) and people aspect (working of related parties of BL couples) are affected. Fans who live in non-Bangkok area have the highest expectation level rather than fans who live abroad and in Bangkok area respectively.

Table 4.11

Summary of all demographic impact on fans' expectations

Factor	Gender	Age	Occupation	Working style	Income	Living area
Product aspect (the characteristics of BL couples)						
1. BL couple have good attitude and sincerity with their fans**						
2. BL couple are charismatic, good-looking, attractive, friendly, amiable, good-natured and good-personality**						1 N-BKK
3. BL couple have responsibilities, self-discipline, and professionalism, and can distinguish work out of private life, with good attitude and love to their jobs**						2 N-BKK
4. BL couple have positive attitude expressed through their actions and words**					3 <10K	4 N-BKK

Factor	Gender	Age	Occupation	Working style	Income	Living area
5. BL couple are smart in speaking and answering questions**	5 Others				6 <10K	7 N-BKK
6. BL couple have positive attitude towards LGBTQ**	8 Others		9 Free		10 <10K	11 N-BKK
7. BL couple have to take care of themselves and always develop themselves**						12 N-BKK
8. BL couple have to realise and express to their fans how much important their fans are for them**	13 Others	14 <18Y			15 <10K	16 N-BKK
9. BL couple are good role models for other celebrities, fans and other people in lifestyle, ethical conduct in public, public responsibility, benevolence, etc.**		17 <18Y	18 Student		19 <10K	20 N-BKK
10. BL couple need to recognise me or their fans and never ignore their existence		21 <18Y			22 <10K	23 Abroad
11. BL couple have some talents or remarkable identities that are different from other couples such as acting skill, interesting lifestyle or special relationship between them rather than others*			24 Freelance		25 <10K	
12. BL couple have a good relationship, help, support and		26 <18Y	27 Student		28 <10K	29 N-BKK

Factor	Gender	Age	Occupation	Working style	Income	Living area
take care of each other both in work and real life**						
Summary						
Place aspect (Channels for meeting with BL couples)						
13. There are many channels for fans to meet, to see, to watch, to listen, to read about the BL couple such as their profile, their works and behind the scenes**		30 <18Y	31 Student		32 <10K	
14. BL couple are easy to get close and approach to*		33 <18Y	34 Owner		35 <10K	36 N-BKK
15. BL couple usually update their Facebook, Instagram, Twitter or other social medias**			37 Owner		38 <10K	39 Abroad
16. Facebook, Instagram, Twitter or other social medias of BL couple are visually appealing, interesting and attractive*		40 <18Y	41 Student		42 <10K	43 Abroad
17. I can frequently know or see everyday life of BL couple via many channels*		44 <18Y	45 Student		46 <10K	
18. I can frequently know or see some good/cute moments or interactions of BL couple via many channels*		47 <18Y	48 Unem.		49 <10K	50 N-BKK
Summary						
Price aspect (The cost the fans pay)						
19. Cost of joining in whatever activities with my favourite BL couple for supporting, meeting,		51 <18Y	52 Student		53 <10K	54 BKK

Factor	Gender	Age	Occupation	Working style	Income	Living area
getting close to them and making them remember me should be at reasonable rate to all fans and less than or equal to other couples in market*						
20. The price of BL couple's product or official fan club souvenir or official product by their affiliates is suitable and matches the quality**		55 >50Y	56 Student		57 <10K	58 N-BKK
21. What you get back from your favourite BL couple in every way is highly cost effective comparing your cost (time and money)**		59 <18Y	60 Student		61 <10K	62 N-BKK
Summary						
Promotion aspect (Activities for fans to do with BL couples)						
22. BL couple frequently have a meeting or live talk with fans*		63 <18Y	64 Owner		65 10-20K	
23. There are activities for developing relationship between BL couple and fans such as fan meeting, birthday party or charity events**		66 <18Y	67 Student		68 <10K	
24. I have a chance to get a hug, take a photo, hi-touch, shake hands or get close with BL couple*		69 <18Y	70 Student		71 <10K	
25. I can be as a friend or family with my favourite BL couple*		72 <18Y	73 Student		74 <10K	
Summary						

Factor	Gender	Age	Occupation	Working style	Income	Living area
Process aspect (Activities and works of BL couples)						
26. Activity events between fans and BL couple are operated by middleman such as official fan page, official fan club, their related person, their managers, their company, who is efficient enough, with good quality and reliability**		75 <18Y	76 Student		77 <10K	78 N-BKK
27. Works of BL couple are always efficiently promoted and advertised in every channel such as creating a hashtag about BL couple to push the trend on social medias for BL couple to be known more**	79 Others	80 <18Y	81 Student		82 <10K	83 N-BKK
28. BL couple have a chance to star together again in a new BL series or sequel to their previous series**		84 <18Y	85 Student		86 <10K	87 N-BKK
29. Each of BL couple always has works in public using his individual ability such as series, drama, TV show**	88 Others	89 <18Y	90 Student		91 <10K	92 N-BKK
30. BL couple have frequent jobs together such as events, playing in same series, TV programs, their own program**		93 <18Y	94 Student		95 10-20K	96 N-BKK
Summary						

Factor	Gender	Age	Occupation	Working style	Income	Living area
People aspect (Working of related parties of BL couples)						
31. BL couple are taken care of by a company or managers including related people in affiliates who are good-attitude, witty, good-personality, amiable and friendly to their fans**		97 <18Y			98 <10K	99 N-BKK
32. BL couple are taken care of by a company or managers who are professional, at good-quality, not prejudiced and not biased, as well as ones who treat them equally and don't work with personal matters**		100 <18Y	101 Unem		102 <10K	103 N-BKK
33. Company or managers who take care of BL couple has a tool to push up and support them in work including developing them efficiently**		104 <18Y			105 10-20K	106 BKK
34. Company or managers who take care of BL couple must always protect their images in every dimension **						107 N-BKK
Summary						
Physical evidence aspect (Image of related parties)						
35. Company or managers who take care of BL couple are reliable**						108 N-BKK
36. Company or managers who take care of BL couple have two-		109			110	111

Factor	Gender	Age	Occupation	Working style	Income	Living area
way communication with fans in official channels for making interactions and responding fans' problems or suggestions**		<18Y			<10K	BKK
37. Official fan page/club of BL couple is reliable and greatly support all works of BL couple **		112 <18Y	113 Owner		114 <10K	
38. BL couple fandom has good environment and society**		115 <18Y	116 Student		117 <10K	118 N-BKK
Summary						

Note * Level of fans' expectations are "Expect"

 ** Level of fans' expectations are "Strongly expect"

The colours in the table show that the demographic has an impact on fans' expectations towards BL celebrity couples in each factor; the word in each colour is the major group of respondents (people) who has the highest expectation level; and the figure in each colour is number of significant relations between demographics and fans' expectations towards each factor.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

Objectives of this research are to study the expectation of fans towards Thai boys' love celebrity couples and develop marketing strategy for Boys' love couples to make engagement between BL couples and their fans, appeal a greater number of followers, and increase chances to earn more money work opportunities. The questionnaire was distributed to respondents who are Top 5 BL couples' fans by using online channel (Google form) via Twitter fan pages of BL couples. There were screening questions in the first part for filter the target respondents. There were 1,323 subjects who responded the questionnaire. 270 respondents never have experiences in activities with their favourite Boys' love celebrity couple before, 22 respondents are not fans of Top 5 BL couples in this research and 180 respondents are over the capable portion of the sample size. So, there are 851 samples for this research.

The results from survey showed the majority of population were female at 95.65 percent. There were 38.07 percent account on the age interval of 18-25 years old. Followed by, 31-40 years old at 20.56 percent and following by the age interval under 18 years old at the percentage that is similar to the age interval 26-30 years old. Most of samples are student at 43.95 percent and 63.10 percent of respondents work or study in week day shift (Office work hour). 41.95 percent of samples earned average income under 10,000 baht per month. Most of them are living in Bangkok at 47 percent and following by the living area in non-Bangkok at 39.60 percent.

5.1 Conclusions

The business is associated with managing or producing artists like BL celebrity couples to do a business with fan clubs who love Y culture, as well as other businesses in the same chain such as preparing artists to be influencers for product brands, which has been a well-known business in Thailand for a while and depends on fan clubs of BL couples as direct customers or major client base. Since there has been almost no serious research on marketing in terms of this Y market, the researcher would

like to know about the customer expectation toward BL celebrity couple and would like to find the most appropriate factors in term of marketing mix aspects (7Ps) that will be used to adapt and improve in business strategies. The questionnaire was designed as the choices of factors and allow people rate how much they expected to BL couples.

5.1.1 Expectation on product aspect

Fans strongly expected on all factors of product aspect (the characteristics of BL couples) toward BL couples except the factor of “BL couple have some talents or remarkable identities that are different from other couples” were expected in expect level and the factor of “BL couple need to recognise their fans and never ignore their existence” were just expected in neutral. Top 3 factors that fans strongly expected are BL couples who “have good attitude and sincerity with their fans”, “have positive attitude expressed through their actions and words” and “have positive attitude towards LGBTQ”. Taking a note, the most strongly expected factor of good attitude and sincerity with their fans were expected by the different of demographic not affected. For the rest of strongly expected factor were affected by at least one demographic such as charismatic, good-looking, attractive, friendly, amiable, good-natured and good-personality of BL couples, professionalism in work of BL couples and always developing themselves also were strongly expected by who are living in Bangkok expected less than fans who are living in non- Bangkok area. Moreover, we found 4 strongly expected factors were affected by many demographics such as “BL couple good role models for other celebrities, fans and other people” and “BL couple have a good relationship, help, support and take care of each other both in work and real life” also were mostly affected by fans who are under 18 years old, student, living in non-Bangkok and earning income below 10,000 baht per month.

This is because these are expectations in product aspect and most respondents are fans of BL couples. It is understandable if they expect about the characteristics of BL celebrity couples and have strong expectation for almost all factors. Therefore, the factors related to BL couples themselves are big concerns and should be adopted for further quality improvement and development.

5.1.2 Expectation on place aspect

Most of fans strongly expected their BL couples to usually update their social medias and there are many channels for fans to meet, to see, to watch, to listen, to read about the BL couple, while others factors are mostly expected at the expected level. Ages and monthly income affect almost all factors in place aspect. The fans who are under 18 years old expect at the greater level than older fans. At the same time, fans who earn less than 10,000 Baht of monthly income have higher expectation level than the ones who earn more.

This is because people who earn under 10,000 Baht of monthly income and are in the age under 18 are still students who are likely to have more spare time to follow their BL couples in every channel and can access to all channels more easily and faster than people in the older age groups. There's no surprise that these youngers have higher expectation and have more time to follow the BL couples.

5.1.3 Expectation on price aspect

Fans strongly expected the price of BL couple's product or official fan club souvenir or official product by their affiliates that is suitable and matches the quality, and highly cost-effective comparing between the cost and things what fans getting back. Followed by expectation towards the cost of joining in whatever activities with my favourite BL couple at reasonable rate to all fans. The demographic data shows that age, occupation, income and living area affect all 3 factors of expectations in price aspect and the majority are students under the age of 18, living in non-Bangkok area, with less than 10,000 Baht of monthly income. However, fans with over 50 years old have high expectation to the correlation between price of product and quality. In addition, fans living in Bangkok have expectation towards the cost of joining activities with BL couples higher than the others.

This can be explained that cost and price are sensitive points and most fans pay attention to them. Especially the group of students or those with the age under 18 who have low income, they are likely to have high expectation towards these points. Still, since this is the business associated with fan clubs, producers sometimes use this affection of fans to mark up the product price to exceed the quality the fans perceive. Even the BL couples themselves might sometimes not concern enough about time and cost their fans spend to come and meet them, while fans still have to continue to support

their BL couples. These can be big causes of the wider gap between fan's expectation and perception.

5.1.4 Expectation on promotion aspect

Fans rated activities that create positive relationships between fans and BL couples such as fan meetings, birthday celebration events, or charities as the top of activity types in their expectations toward BL couples. The following factor is that BL couples frequently have a meeting after event or live talk with fans, activities to get close with fans such as hugging or taking a photo or hi-touch and BL couples treat us like their friends or family. Fans who are under 18 years old are the fans who rated relationship building activities such as fan meetings or birthday events the highest mean score, followed by over 50-year-old, 18-25-year-old and 26-30-year-old fans. Apart from the different ages, the different occupations and income rates also affect the relationship building activities via fan meetings or birthday events as the students expected the activities more than other occupations and people who have salary under 10,000 Baht expected on the activities more than those with other income rates.

5.1.5 Expectation on process aspect

Fans strongly expected all of factors about BL couple's works. Starring in new BL series together in the future got the highest expectation, followed by having works and TV shows together. All factors were affected by demographic variables, i.e. age, occupation, income and living area. Especially the group of fans under the age of 18, who are students living in non-Bangkok areas and have less than 10,000 Baht of monthly income, had the highest expectation towards the factors above. At the same time, the other two factors that fans also strongly expected were works of BL couple, which is preferred to be always efficiently promoted and advertised in every channel, and works in public, which is preferred to use individual ability of each of BL couple. These two factors were affected by demographic variables, not only age, occupation, income and living area, but also gender. According to the result, other genders who are not male or female had the higher expectation towards these factors.

5.1.6 Expectation on people aspect

Fans strongly expected all of factors about related parties of BL couples. This aspect gained the highest total mean score of expectation level compared to other aspects. All factors in this aspect were expected at nearly same level, including the top factor “BL couple are taken care of by a company or managers including related people in affiliates who are good-attitude, witty, good-personality, amiable and friendly to their fans, professional, at good-quality, not prejudiced, not biased and don’t work with personal matters,” followed by “Company or managers who take care of BL couple has a tool to push up and support them in work including developing them efficiently and must always protect their images in every dimension.”

Since BL couples in this research are not freelancers but contracted to a company or managers, these related parties thus directly and necessarily involve to the BL couples. If fans are customers who come to buy products called BL couples, all related service persons certainly have impact on fan satisfaction. When fans’ high expectations in people aspect were not fulfilled enough, it resulted in the highest positive gap score between expectations and perceptions.

5.1.7 Expectation on physical evidence aspect

Fans strongly expected all of factors about the image of related parties. This aspect was also highly expected especially in the factor “company or managers who take care of BL couple are reliable” were only affected by fans who live in non-Bangkok area.”

5.1.8 Gap score between fan’s expectation and perception

The aspects that have the highest positive gap scores are pricing aspect, process aspect, people aspect and physical evidence aspect, which are not directly related to BL couples themselves but their environment that affect fan satisfaction. Especially in people aspect, the factor with the highest gap score is “BL couple are taken care of by a company or managers who are professional, at good-quality, not prejudiced and not biased, as well as ones who treat them equally and don’t work with personal matters.” The group of fans under the age of 18 and have less than 35,000 Baht of monthly income expected this factor most.

5.1.9 Other

According to the entire results, demographic of working style didn't affect all of factors on fan expectation.

5.2 Business goal

BL couples and all related parties must increase awareness and empathy to fulfill customer need or fan expectation to create more satisfaction and maintain loyalty of fans so that they will follow and support BL couples willingly in every way. Not only do the BL couples gain higher personal and brand value of themselves, but they can also attach to business partners or product brands more easily and effectively, leading to higher rate of remuneration, benefits that partners earn and higher fan satisfaction. This can be done by focusing on the factors with high expectations while trying to narrow down the positive gap between expectations and perceptions as much as possible.

5.3 Recommendations

According to good expectations on the function among respondents who are BL couple's fans and situation of BL industry, all parts that are associated with the industry should plan a strategy to respond the needs of fans in order to be a good foundation for the next steps of the business. Nowadays, as Thai BL series is a new trend of global series industry, there is a big chance to expand the market to foreign countries. BL couples and relate parties should take advantage of it as the first mover to jump into the blue ocean.

5.3.1 Recommendations for strategies to meet expectation

Fan expectation is the first priority to this business. Practical strategies that are applied based on expectations in all marketing mix aspects should be designed.

5.3.1.1 Recommendations for existing BL couples

BL couples should give importance to maintaining expectations of existing fans to form their loyalty and increase new fans.

5.3.1.1.1 Product aspect

This aspect relates to BL couples directly. No matter what BL couples do, fans can perceive it from the BL couples themselves first. Even though the survey result found that most fans were likely to attach to their favourite BL couples and hard to change, as much as 60% were following other BL couples at the same time and 63% of fans chose to follow them all together. However, there is a chance that fans will stop following if the BL couples dissatisfy them. Moreover, having fans who are following many other BL couples can imply that their favourite BL couples cannot take 100% of their hearts and there is still market share to grasp.

The mental and physical expressions of BL couples should be focused. Those include positive attitude expressed through their actions and words and good attitude and sincerity with their fans. Furthermore, BL couple should have responsibilities, self-discipline, and professionalism, and can distinguish work out of private life, with good attitude and love to their jobs. Sometimes BL couples need to keep their romantic chemistry, so their attitude towards being BL couple is also important. BL couples should manage themselves even their private matters, especially about having girlfriend or boyfriend, since those can affect their works. Another important concern is their attitude towards LGBTQ. As they are working as male-male couples, they should have positive attitude towards the group of LGBTQ people. For the personality and appearance, these two matters are highly expected by fans. However, these may not be a big deal for BL couples in this research to pay much attention. This is because they have already had their fan bases. They should only maintain their looks while focusing on taking care of themselves and always developing themselves. BL couples should also have a good relationship, help, support and take care of each other both in work and real life, because as much as 90% of respondents love BL couples due to their works and abilities, their relationship and love actions and the interactions between them. The most important issue is that BL couple should realise and express to their fans how much important their fans are for them. The fans who live in non-Bangkok areas and abroad are the group to be paid most attention to

since they hardly have a chance to meet their BL couples and have higher expectation than fans who live in Bangkok. The BL couples should take advantage of social medias to narrow the distance and impress the importance of fans.

For more specific examples, BL couple should broadcast or do a live video on social medias most frequently to stay connected with fans who live faraway in other provinces or foreign countries and make fans feel closer to them. The content might be a live stream to unpack gifts from fans. This shows how their fans are important to them and also creates interaction and relationship between fans and themselves through social media features. The live video of both of them together as a couple will be more satisfying since fans expect to see the relationship and moments between two of them. Or else, if there are some TV or online streaming programs that encourage them to show their identities and care about each other, it will even better result in positive fans' satisfaction. An official interview or 50 facts about BL couple is another example of content that will allows fans to know more about their favourite BL couple and see their attitudes and ideas towards things.

5.3.1.1.2 Place aspect

The action should mainly focus on updating their Facebook, Instagram, Twitter or other social medias frequently. As fans living in foreign countries are hardly meet and get close to the BL couples, social media is the main channel for them to follow. According to the result, as much as 98% of fans spent more than 1 hour a day to follow their BL couples through 3 major channels, i.e. Twitter, Instagram and official fan club page. All channels should thus provide more content about the BL couples, such as their profiles, their works and behind the scenes, to stay connected with fans and build a close relationship. Moreover, BL couples themselves need to be reachable and have cute moments or frequent interactions as a couple.

For example, companies or managers who are taking care of BL couples should update and share moments or photos or behind-the-scene videos of BL couples on Twitter or Instagram consistently. Admins or staff who take care of the BL couples closely should also update stories of candid videos about the couples in daily work life on their Instagram. BL couples should positively appear in news or medias as much as possible. Also, the BL couples themselves need to update their own

stories on their social medias frequently, especially when they are together, in order to ensure fans about their good relationship.

5.3.1.1.3 Price aspect

BL couples need to have awareness and empathy for fans regarding time and cost spent for them. They should reciprocate fans at the same level and make every meeting event highly cost-effective. This is deemed a fascination of the BL couples. Fans who come and wait for hours to cheer and meet the BL couples, for example, should receive happiness in return, while the BL couples receive money as remuneration for their works. If the BL couples try to put themselves on fans' shoes and understand them better, they can make every meeting event more valuable and cost-effective by having an after-event meeting with fans, for instance. This is because most fans are students with less than 10,000 of monthly income. They are not ready enough to take that high cost on their shoulders.

When there is an outdoor event that they are invited to join or host, BL couples themselves need fans to come in order to build the image of themselves and the image of product brand to meet the product brands' expectations as well. However, the BL couples themselves should never consider fans as tools for them to earn some more money and get opportunities. BL couples should realise how dedicated fans are and how much love they receive from fans, and then they should return something back to their fans. It might be only 10-30 minutes they spend to gather and meet fans after works. Or it could be their attention, talent and hardworking they shows to reciprocate with their fans' devotion and support.

5.3.1.1.4 Promotion aspect

BL couples should have frequent activities for developing relationship between BL couples and fans such as fan meeting, birthday party or charity events. To hold an activity, the concerns about age, occupation and income of fans should be considered so as to design an appropriate activity that engages different groups of fans. Or else, there should be, at least, frequent meetings or live streams through social medias to talk and build a good relationship with fans.

For example, having a fan talk by randomly inviting one of their fans watching their live stream on Instagram to join and have a face-to-face talk with them. They will be more reachable in their fans' eyes, while fans who can hardly

see them in person get chances to have a conversation with them. Another example is consistently setting activities or events such as charitable activities or birthday events to form a unity among their fans.

5.3.1.2 Recommendations for company or managers including related people in affiliates of BL couples

5.3.1.2.1 Price aspect

To sell products that are related to the BL couples is also a must as it is a connection between BL couples and their fans. However, what to consider is the price of product or official fan club's souvenir or official whether it is suitable or matches the quality. So far, fans have had less perceptions about this aspect than their expectations. This might be caused by the quality of product that is lower than the price itself. Fans as consumers can feel like being deceived to buy the product because of their affection. More than 40% of fans earned less than 10,000 Baht per month but 50% of all were willing to pay not less than 3,000 Baht per activity. With low purchasing power of fans, to price the product too high can decrease the company's reliability, which conforms to the factor about organisation's reliability that fans had very less perception of it than their expectation. This can give a long-term impact on fan satisfaction in long term.

A ticket to join fan meeting event should be sold in reasonable price and should not be too much higher than other artists with the same profession or famous foreign artists. In case the price is set high, the quality should be focused and considered more in terms of locations, shows, etc. Most fans tend to pay for a big event as a one-time spending rather than everyday spending to follow their BL couples. If qualities and privileges match the price, fans are certainly willing to buy. For product selling events, the goods' or products' prices, as well, should match their qualities.

5.3.1.2.2 Process, People and Physical evidence aspect

All related parties should consider these three aspects most as these are all strongly expected. The result found that perception levels in these aspects were entirely lower than the expectation levels. This implies that there are many more things for organisations and all related parties to improve in order to reduce the gap and gain more satisfaction from fans or even attract new groups of fans. The

improvement of organisational operations and managers as well as all related parties should be particularly implemented as they still lack professional management and have bias against managing each of BL couple. Staff in companies may also have negative attitude towards fans or lack tools to efficiently improve the quality of BL couples. Apart from people aspect, fans have very high expectation that BL couples should star together in new BL series and should have or host a TV show together. Moreover, companies need to listen to fans' opinions and adopt their comments for further improvement. As the results showed that fans' perception level in this factor was far lower than their expectation. If these implementations are applied, the company's reliability will be more positive in the long run and affect a good impact on BL couple as well.

For example, companies should set a team to design professional strategies. Those strategies should be well made in the same way as idol development strategies. Moreover, there should be a team to promote and manage all medias specifically on social medias to plan to take care of social media market. This team should be responsible for developing BL couple consistently in a way that is suitable for each BL couple's ability and characteristic as well as planning promotions through TV programs or online streaming sites using available tools e.g. online programs or new Y series for them. The team should also manage the BL couple in an efficient and professional way, promote both of them equally, and protect them in all aspects. The most important thing is to set up a team to plan about offensive marketing strategies by surveying fans' needs and wants before selling products and also a data analytic team to gather feedback and comments from fans to further adapt and apply for better future works.

To design strategies that build fan satisfaction towards BL couples is highly important for this business. Good personal branding can not only increase value of BL couple, but also form the fan loyalty towards their BL couples and all related parties, leading to next levels of business, helping the BL couples to attach themselves to the product brands better and attracting more new fans. Now that fans are various in terms of age, nationality and occupation, BL couples, as artists who have their own fan clubs and have their position in the center among celebrity, micro influencer and idol, they

are more multifunctional than other influencers, who are mostly found to compete for market share with celebrities these days as they better build an engagement with target customer. The BL couples can be brand presenters who build an image for the product brand more effectively than celebrities since they can set up an activity to boost sales that allows comparative advantage to flourish; in other words, the production cost is lower while earning more revenue. The BL couples can also be influencers who make clips or create content to sell products and post on YouTube channel or official channels operated by their companies in the same way as nano/micro influencers. Moreover, they can be brand endorsers who help boost sales from posting about products or attend the product events. These activities can expand abroad to foreign countries.

5.3.2 Recommendations for new BL couples

Today BL market has a great potential to expand on a global scale. This can cause the future trend of introducing many new BL couples into the market. According to the result, possible practical strategies designed for forming new BL couples in the future is to focus firstly on product aspect or characteristics of BL couples, especially the distinctive characteristics apart from other couples. Based on the figures of expectation and perception levels in this research, new BL couples are anticipated to have a wider gap between fan's expectation and perception than the top five couples in this research. Therefore, there are still many factors for new players to develop in order to meet fan expectation, make them satisfied and create long-term loyalty. Due to the fact that this is the age of technology, new comers have various channels to reach their fans. If, at least, those new BL couples choose to apply strategies to meet fan expectation, the outcome is certainly better than doing actions with no strategy. It is also important for them to pay attention to age interval, occupation, monthly income, and living area of fans when planning a strategy. However, there is still a factor about their chemistry. Both actors need to have a good compatibility and many cute moments as well as good attitude towards each other as being a BL couple. The organisations or managers need to give importance to casting process before selecting any couple to star in the future BL series. The points are not only considering whether the actor matches the character but whether he has a good chemistry with his couple and has a potential to build fan bases or to work as a couple in the future or not.

5.3.3 Recommendations for product brands

When BL couples surely have their own loyalty fan bases, the product brands they are attached to can benefit more, leading to purchase intention. The brand can make sure that, at least, the first group of customers are fans of the BL couples. The product brand may take advantage of fan bases by adapting their marketing mix strategies to comply with fan expectation. Some cosmetic brands that have females as major customers, for example, have designed marketing mix strategies for the products by having the top five BL couples as brand endorsers and 98% of respondents, according to this research, used to buy the products that their BL couples are brand endorsers.

5.3.3.1 Product

Cosmetic product brands that has females as major customers should be the first ones to consider BL couples as presenters or endorsers. This is because most fans are females, the products should be something that females can use and should be suitable for people under the age of 30, which was amounted to over 70% of total fans. To design products and product advertisements should push the BL couples' personality and image in a positive way.

5.3.3.2 Price

The price of product should be not too high and matches the quality. Most fans are still students or first jobbers. As much as 70% of total fans earned less than 20,000 Baht per month and expected the reasonable price. The price per product should not exceed 1,000 Baht. However, as these students don't have much burden of expenses on their shoulders, they tend to spend a greater amount of money compared to their income. This may be an opportunity that product brands to market.

5.3.3.3 Place

More various channels should be used to reach customers in distant areas. Seeing that more than 40% total fans were in non-Bangkok areas, channels to sell products such as Twitter and Instagram are more effective based on a greater number of fans in these two communities. Official fan club page is also another channel that can cooperate with and use as an announcer to spread news to more target customers. To create trend on social medias by using power of fan community is also another effective way. Moreover, date and time of events or live-streaming to sell

products do also matter. More than 63% of fans are employees, activities set up during office hour might not be suitable for this group of fans. However, another large group of fans who have more flexible time is students. In case the activities need to be set during office hour, the organisers should focus on these younger fans and design theme to matches their expectations.

5.3.3.4 Promotion

Promotion is deemed a major component that can completely take advantage of BL couples to host activities for customers to play games with them or buy products, to do live streams selling products, to attend grand opening events of products, to advertise and create cute moments of BL couples, etc. to fulfill fan expectation. A top spender event, for example, can encourage fans to buy products and spend more money in order to win a chance to be the lucky fan and get closer to BL couples, which conforms to the result that most fans were willing to pay more, compared with their normal spending, in order to do activities with their favourite BL couples.

Considering fan expectation in planning strategies can help BL couples reach the target customers more easily. The brands can better design activities that meet the customer need and expectation and can attract new customers. The power of fan club will also push the brand awareness into public faster. This will reduce cost of advertisement while still expanding abroad.

5.3.4 Recommendations for other related business in business chain

The increasing value of BL couples will affect BL market to expand and have more competitors. Since the market can expand more and producers of BL couples are hoping to have a market share, the business chain is growing in value. BL novels are also more popular and get higher sales. Movie or series producers have an opportunity to create new and various pieces of works with higher quality and introduce new BL couple to enter the market. Magazines receive positive impact from choosing BL couples to be models and sell to their fans. TV channels make more money from ads in popular BL series. When BL couples become more famous, there will be power of community of fans that affect the brands who use them or organisers of events. If the brands and organisers can fulfill fans' needs, word of mouth will play its role. Good

feedback and compliments will give a positive impact on brand awareness and brand equity.

5.3.5 Recommendations for Government

The society are now more open and LGBTQA group are increasingly accepted in many countries. Some countries have enacted laws allowing same-sex marriage. As the world changes, people open their minds to various types of medias. Thailand's BL series trend in recent years has been a marked increase in global awareness. This guarantees that BL series and its market are able to expand farther. Thailand is considered a hub of BL series production with many famous BL series and couples, which are ready to be exported. The capability is manifested through setting up the Global Live Fan meeting hosted by BL couples from GMMTV. Thailand has a big market like China that is still not able to produce BL content legally and also has new markets like Europe, America, and Latin- America. While other countries are limited to conditions of BL content production, these countries are markets that have high demands for BL content consumption. If the government give some supports such as adjusting content's rating from "13+" to be "not rated" or "suitable for all ages" in order to be broadcast through many more channels, BL series and BL couples can be soft power of Thailand that encourage foreigners to see us in new or different aspect. Thailand can become the first mover in the world's BL content market that level up the current standard of BL content.

5.3.6 Recommendations for future research

This research explored only the expectation from fan's side. It might not be enough to design complete strategies for the product brands. Future researches should focus more on the correlation among a product brand, fan's behaviour and expectation in order to develop the most appropriate marketing mix strategies. Furthermore, the relation between expectation and satisfaction towards BL couple should be explored more whether they are really related to each other and affect the brand loyalty and purchase intention or not. To completely develop a new BL couple, future researches from BL couple providers or related parties of BL couples as well as qualitative researches and insight interviews with fans are needed to develop full strategies for BL couples.

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The seal of Thammasat University is a circular emblem. It features a central five-tiered umbrella (parasol) with a lotus flower at its base. Radiating from the center are eight stylized rays or petals. The entire emblem is enclosed within a circular border. The top half of the border contains the university's name in Thai script, and the bottom half contains the name in English, "THAMMASAT UNIVERSITY".

APPENDICES

APPENDIX A

QUESTIONNAIRE

Expectation of fans towards Thai Boys' love celebrity couples

This questionnaire is part of independent study of Master of Business Administration Program in Global Business Management (International program), Thammasat university

The purpose of this questionnaire is to investigate the expectations of fans towards Thai Boys' love celebrity couple. The results will be used to develop marketing mix strategy for Thai Boys' love celebrity couples and to improve their characteristics and quality of for enhancing fan satisfaction.

Your responses will be highly confidential and will be used only for academic purpose.

Definition

Thai Boys' Love celebrity couple = Boys' love couple who are both leading actors in the same Boys' Love series

BL couple = Boys' love celebrity couple

Sign “*” = Mandatory

Section 1 : Screening Question

1. Which Boys' love celebrity couple do you want to follow or support most?
(Choose only one)*– If there is no couple that you are interested in, please move to Question 2.
() Krist-Singto () Off-Gun () Tay-New () Mean-Plan () Mew-Gulf
2. If you are interested in other Boys' love celebrity couples that is not shown in Question 1, please indicate Thai Boys' love celebrity couple that you are most interested in now.....
3. Have you experienced (at least 1 time) in activities with your favourite Boys' love celebrity couple or one of them such as Fan meeting event, Birthday event, Product event, After-event meeting, Buying their own products, Buying products that they are presenters or endorsers, etc.?*
() Yes () No

Section 2: General demographic information

1. Gender*

☐ Male ☐ Female ☐ Others

2. Age*

☐ under 18 years old ☐ 18 – 25 years old
☐ 26-30 years old ☐ 31-40 years old
☐ 41-50 years old ☐ over 50 years old

3. Occupation*

☐ Government Officer ☐ Non-government officer
☐ Business owner ☐ Freelance
☐ Student ☐ Unemployment
☐ Other.....

4. Type of work/study schedule*

☐ week day shift (Office work hour)
☐ on-call shift (unpredictable schedule)
☐ Flexible shift
☐ Rotating shift

5. Average income per month*

☐ under 300 USD (under 10,000 THB) ☐ 301-600 USD (10,001 - 20,000 THB)
☐ 601-1,000 USD (20,001 - 35,000 THB) ☐ 1,001-1,500 USD (35,001 - 50,000 THB)
☐ over 1,500 USD (over 50,000 THB)

6. Living area*

☐ Bangkok and vicinity ☐ non-Bangkok in Thailand
☐ Abroad (indicate).....

Section 3: Your expectation and perception toward your boys' love couple in term of marketing mix strategy

Please indicate by selecting (a number from 1 to 5) which best reflects the degree of the expectation of each aspect of your Boys' love couple and relevant parties of your Boys' love couples and the perception from your actual experience with your Boys' love couple.

Very high High Neutral Low Very low
 5 4 3 2 1

Example

Expectations	Degree of expectation					Degree of perception				
BL couple are smart in speaking and answering questions	⑤	4	3	2	1	5	4	3	2	①

According to one of fans' expectations "BL couple are smart in speaking and answering questions", to score it 5 in degree of expectation means that you most expect the BL couple to be smart in speaking and answering questions. At the same time, to score it 1 in degree of perception means that you have very little experience of it or, in other words, your favourite BL couple are not smart in speaking and answering questions.

Expectations and degree of expectation and perception towards your favourite BL couple in various aspects.

Expectations	Degree of expectation					Degree of perception				
1. BL couple have good attitude and sincerity with their fans	5	4	3	2	1	5	4	3	2	1
2. BL couple are charismatic, good-looking, attractive, friendly, amiable, good-natured and good-personality.	5	4	3	2	1	5	4	3	2	1
3. BL couple have responsibilities, self-discipline, and	5	4	3	2	1	5	4	3	2	1

Expectations	Degree of expectation					Degree of perception				
professionalism, and can distinguish work out of private life, with good attitude and love to their jobs										
4. BL couple have positive attitude expressed through their actions and words	5	4	3	2	1	5	4	3	2	1
5. BL couple are smart in speaking and answering questions	5	4	3	2	1	5	4	3	2	1
6. BL couple have positive attitude towards LGBTQ	5	4	3	2	1	5	4	3	2	1
7. BL couple have to take care of themselves and always develop themselves	5	4	3	2	1	5	4	3	2	1
8. BL couple have to realise and express to their fans how much important their fans are for them	5	4	3	2	1	5	4	3	2	1
9. BL couple are good role models for other celebrities, fans and other people in lifestyle, ethical conduct in public, public responsibility, benevolence, etc.	5	4	3	2	1	5	4	3	2	1
10. BL couple need to recognise me or their fans and never ignore their existence	5	4	3	2	1	5	4	3	2	1
11. BL couple have some talents or remarkable identities that are different from other couples such as acting skill, interesting lifestyle or special relationship between them rather than others	5	4	3	2	1	5	4	3	2	1

Expectations	Degree of expectation					Degree of perception				
12. BL couple have a good relationship, help, support and take care of each other both in work and real life	5	4	3	2	1	5	4	3	2	1
13. There are many channels for fans to meet, to see, to watch, to listen, to read about the BL couple such as their profile, their works and behind the scenes	5	4	3	2	1	5	4	3	2	1
14. BL couple are easy to get close and approach to	5	4	3	2	1	5	4	3	2	1
15. BL couple usually update their Facebook, Instagram, Twitter or other social medias	5	4	3	2	1	5	4	3	2	1
16. Facebook, Instagram, Twitter or other social medias of BL couple are visually appealing, interesting and attractive	5	4	3	2	1	5	4	3	2	1
17. I can frequently know or see everyday life of BL couple via many channels	5	4	3	2	1	5	4	3	2	1

Fans' expectations	Degree of expectation					Degree of perception				
18. I can frequently know or see some good/cute moments or interactions of BL couple via many channels	5	4	3	2	1	5	4	3	2	1
19. Cost of joining in whatever activities with my favourite BL couple for supporting, meeting, getting close to them and making them remember me should be at reasonable rate to all fans and less	5	4	3	2	1	5	4	3	2	1

Fans' expectations	Degree of expectation					Degree of perception				
than or equal to other couples in market										
20. The price of BL couple's product or official fan club souvenir or official product by their affiliates is suitable and matches the quality	5	4	3	2	1	5	4	3	2	1
21. What you get back from your favourite BL couple in every way is highly cost effective comparing your cost (time and money)	5	4	3	2	1	5	4	3	2	1
22. BL couple frequently have a meeting or live talk with fans	5	4	3	2	1	5	4	3	2	1
23. There are activities for developing relationship between BL couple and fans such as fan meeting, birthday party or charity events	5	4	3	2	1	5	4	3	2	1
24. I have a chance to get a hug, take a photo, hi-touch, shake hands or get close with BL couple	5	4	3	2	1	5	4	3	2	1
25. I can be as a friend or family with my favourite BL couple	5	4	3	2	1	5	4	3	2	1
26. Activity events between fans and BL couple are operated by middleman such as official fan page, official fan club, their related person, their managers, their company, who is efficient enough, with good quality and reliability	5	4	3	2	1	5	4	3	2	1
27. Works of BL couple are always efficiently promoted and advertised in every channel such as	5	4	3	2	1	5	4	3	2	1

Fans' expectations	Degree of expectation					Degree of perception				
creating a hashtag about BL couple to push the trend on social medias for BL couple to be known more										
28. BL couple have a chance to star together again in a new BL series or sequel to their previous series	5	4	3	2	1	5	4	3	2	1
29. Each of BL couple always has works in public using his individual ability such as series, drama, TV show	5	4	3	2	1	5	4	3	2	1
30. BL couple have frequent jobs together such as events, playing in same series, TV programs, their own program	5	4	3	2	1	5	4	3	2	1
31. BL couple are taken care of by a company or managers including related people in affiliates who are good-attitude, witty, good-personality, amiable and friendly to their fans	5	4	3	2	1	5	4	3	2	1
32. BL couple are taken care of by a company or managers who are professional, at good-quality, not prejudiced and not biased, as well as ones who treat them equally and don't work with personal matters	5	4	3	2	1	5	4	3	2	1
33. Company or managers who take care of BL couple has a tool to push up and support them in work including developing them efficiently	5	4	3	2	1	5	4	3	2	1

Fans' expectations	Degree of expectation					Degree of perception				
34. Company or managers who take care of BL couple must always protect their images in every dimension	5	4	3	2	1	5	4	3	2	1
35. Company or managers who take care of BL couple are reliable	5	4	3	2	1	5	4	3	2	1
36. Company or managers who take care of BL couple have two-way communication with fans in official channels for making interactions and responding fans' problems or suggestions	5	4	3	2	1	5	4	3	2	1
37. Official fan page/club of BL couple is reliable and greatly support all works of BL couple	5	4	3	2	1	5	4	3	2	1
38. BL couple fandom has good environment and society	5	4	3	2	1	5	4	3	2	1

Section 4: General information

1. How long have you followed BL couple as a fan (not only your now favourite one)?

() less than 1 year () 1-3 years () More than 3 years

2. What reasons make you love your BL couple? (can choose more than 1 choice)

() I like their works and abilities () I like their appearance

() I like their characters in their BL series () I love their relationship

() I love actions and interactions between them () I can have activities with friends/my lover

() I can meet new friends () I can be relaxed

() I can avoid problems () They are my role models

() I can catch up with trends () others

(indicate).....

3. For your BL couple, which way do you like them?

- ☐ I like both of them equally ☐ I like one of them more
☐ I just only love one of them but I'm okay if they have to work together

4. How many hours per day do you spend to follow your BL couple?

- ☐ Less than 1 hour ☐ 1-3 hours ☐ More than 3 hours

5. Which channels do you use to follow your BL couple? (can choose more 1 channel)

- ☐ Facebook ☐ Twitter ☐ Instagram
☐ Official fan club ☐ Official channels
☐ Others.....

6. Which activities about your BL couple do you involve? (can choose more 1 activity)

- ☐ I am in official fan club ☐ I am in fan site
☐ I write or read fan-fictions ☐ I take photos or videos frequently
☐ I make OPVs ☐ I translate or share updated news
☐ I join meet&greet
☐ I go to see off or greet my BL couple at the airport
☐ I go to their events for cheering ☐ I catch up with the news feed in Social network
☐ I join activities with BL couples ☐ I join birthday or charity events
☐ I join activities with Fan club
☐ I buy BL couple's goods or official products
☐ Others (indicate).....

7. How often do you follow your BL couple works?

- ☐ Every day ☐ 4-5 days per week ☐ 2-3 days per week
☐ 1 day per week ☐ less than 1 day per week

8. How many times do you meet with BL couple in real life?

- () more than 30 times per year () 11-30 times per year
 () 1-10 times per year () less than 1 time per year

9. Did you buy products that BL couple are presenters or endorsers or that they post on their social medias?

- () Yes () Never

10. How much do you spend money per month to join activities about BL couple or to be their fans including transportation cost and buying products that relate to them?

- () less than 1,000 THB/month () 1,001-3,000 THB/month
 () 3,001-5,000 THB/month () 5,001-10,000 THB/month
 () more than 10,000 THB/month

11. What the highest price are you willing to pay or have you paid in one time for your pleasure in one activity about your BL couple?

- () less than 1,000 THB () 1,001-3,000 THB
 () 3,001-5,000 THB () 5,001-10,000 THB
 () more than 10,000 THB

12. If BL couple have to work separately, will you continue to support their work?

- () I will support all of their works
 () I will support only one of them whom I prefer
 () I will support only works as a couple

13. Are you a big fan of other BL couples or other celebrities? How many of them?

- () Yes, more than 4 persons () Yes, 2-4 persons () Yes, less than 2 persons
 () No

14. If your BL couple do something what dissatisfy you, are you ready to unfollow them?

- () Ready () Give a chance & Continue to follow
() Follow less

15. If you find other BL couples and you love them equally or more than your now favourite BL couple, are you ready to move to follow new couple immediately?

- () Yes () Follow all of them at the same time () No

16. If your BL couple have no work together in future, will you continually follow their individual works?

- () Absolutely () I am not sure () Unfollow

According to this questionnaire of your expectation towards boys' love couples in Thailand, if all expectations in this questionnaire are met, are these enough to make you satisfied and to cause your favourite BL couple to be able to appeal more fans?

- () Yes () No

What are your other expectations on your boys' love couples?

.....
.....
.....
.....

Comment and Suggestion

.....
.....
.....
.....
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แบบสอบถามงานวิจัย

เรื่อง “ความคาดหวังของแฟนคลับต่อศิลปินคู่สวย”

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาอิสระในหลักสูตรปริญญาโท การจัดการธุรกิจสากล (หลักสูตรนานาชาติ) คณะพาณิชยศาสตร์และการบัญชี มหาวิทยาลัยธรรมศาสตร์

วัตถุประสงค์ของแบบสอบถามเพื่อศึกษาถึงความคาดหวังของแฟนคลับต่อศิลปินคู่สวยของไทย รวมถึงประสบการณ์ที่ผ่านมา โดยผลลัพธ์ที่ได้จะถูกนำไปใช้ในการวางกลยุทธ์และพัฒนาการตลาดของอุตสาหกรรมนี้ รวมถึงการพัฒนาปรับปรุงคุณภาพในด้านต่างๆ ของการบริหารจัดการศิลปินคู่สวยที่อยู่ในตลาด ให้เป็นไปตามความคาดหวังมากยิ่งขึ้น

ข้อมูลในการตอบแบบสอบถามของท่านจะถูกเก็บไว้เป็นความลับสูงสุดและจะถูกใช้เพื่อวัตถุประสงค์ในการศึกษาในมหาวิทยาลัยเท่านั้น

คำนิยาม

ศิลปินคู่สวย หมายถึง คู่สวย หรือ คู่ชายชาย ซึ่งนักแสดงที่แสดงเป็นคู่กันในซีรีส์วาย โดยการศึกษาี้จำกัดเฉพาะศิลปินคู่สวยในประเทศไทยเท่านั้น

ศิลปิน หมายถึง ศิลปินคนใดคนหนึ่ง หรือทั้งสองในศิลปินคู่สวย

เริ่มทำแบบสอบถาม

ส่วนที่ 1

1. คุณติดตามหรือสนับสนุนผลงานของศิลปินคู่สวยใดต่อไปนี้ มากเป็นพิเศษ (เลือกได้แค่ 1 ข้อ)*
 - หากไม่มีตัวเลือก โปรดข้ามไปข้อ 2

() คริส-สิงโต () ออฟ จุมพล- กัน อรรถพันธ์ () เต-นิว () มิน-แปลน () มิว-กอล์ฟ
2. หากคุณติดตามหรือสนับสนุนผลงานของศิลปินคู่สวยไทยคู่อื่นๆ เป็นพิเศษซึ่งไม่ใช่คู่ที่ระบุในข้อ 1 โปรดระบุคู่ที่คุณชอบมากเป็นพิเศษเพียง 1 คู่ (ศิลปินคู่สวยในไทย).....
3. คุณเคยเข้าร่วมกิจกรรมกับคู่สวยที่คุณชื่นชอบ ทั้งงานเดี่ยว หรืองานคู่ อาทิ งานแฟนมีตติ้ง งานวันเกิด งานอีเว้นท์ต่างๆ ซื้อสินค้าของศิลปิน ซื้อสินค้าที่เป็นคนโฆษณาให้ เป็นต้น อย่างใดอย่างหนึ่ง อย่างน้อย 1 ครั้ง*

() เคย () ไม่เคย

ส่วนที่ 2 : ข้อมูลทั่วไป

1. เพศ*

- () ชาย () หญิง () อื่นๆ

2. อายุ*

- () ต่ำกว่า 18 ปี () 18-25 ปี () 26-30 ปี
() 31-40 ปี () 41-50 ปี () มากกว่า 50 ปี

3. อาชีพ*

- () พนักงานรัฐ () พนักงานบริษัทเอกชนและรัฐวิสาหกิจ
() เจ้าของกิจการ () ฟรีแลนซ์
() นักเรียน/นักศึกษา () ว่างาน () อื่นๆ.....

4. ลักษณะตารางการทำงาน/เรียน*

- () เต็มเวลา (Weekday shift) () ตารางไม่แน่นอน คาดเดาไม่ได้ อาจถูกเรียกได้
ตลอดเวลา (On-call shift)
() มีความยืดหยุ่นด้านเวลา หรือ จัดการเวลาได้ตามต้องการ (flexible shift)
() สลับหมุนเวียน หรือ เป็นกะ (Rotating Shift)

5. รายรับเฉลี่ยต่อเดือน*

- () ต่ำกว่า 10,000 บาท () 10,001-20,000 บาท () 20,001-35,000 บาท
() 35,001-50,000 บาท () มากกว่า 50,000 บาท

6. สถานที่พักอาศัย*

- () กรุงเทพฯและปริมณฑล () ต่างจังหวัด () ต่างประเทศ โปรดระบุชื่อประเทศ.....

ส่วนที่ 3 : แบบสอบถามความคาดหวังและการรับรู้ (ประสบการณ์) ต่อศิลปินคู่ขวัญในมุมมองด้าน
ส่วนประสมการตลาด

โปรดอ่านให้ละเอียดก่อนตอบคำถาม

ทุกคำถามต่อไปนี้ เป็นคำถามเกี่ยวกับความคาดหวังของผู้ตอบแบบสอบถามต่อตัวศิลปินคู่ขวัญที่คุณ
ชื่นชอบ ตลอดจนบุคคลที่เกี่ยวข้องกับทั้งคู่ โดยระบุ ความคาดหวัง และการรับรู้จากประสบการณ์ที่
คุณได้รับมาจริง เป็นคะแนนจาก 1 ถึง 5 เมื่อ 5 แปลว่ามากที่สุด และ 1 แปลว่าน้อยที่สุด

มากที่สุด มาก ปานกลาง น้อย น้อยที่สุด
5 4 3 2 1

ตัวอย่างการให้คะแนน

ประเด็นความคาดหวัง	ระดับความคาดหวัง					ระดับการรับรู้ (ประสบการณ์)				
ศิลปินคู่ขวัญฉลาดในการพูดและตอบคำถาม	5	4	3	2	1	5	4	3	2	1

ความหมาย จากประเด็นความคาดหวัง “ศิลปินคว่ายฉลาดในการพูดและตอบคำถาม”

การให้คะแนน 5 ในช่องระดับความคาดหวัง หมายถึง คุณคาดหวังให้ศิลปินคว่ายฉลาดในการพูดและตอบคำถามมากที่สุด

ขณะที่การให้คะแนน 1 ในช่องระดับการรับรู้ (ประสบการณ์) หมายถึง จากประสบการณ์ที่ผ่านมาคุณรับรู้ประเด็นดังกล่าวจากศิลปินคว่ายที่คุณชื่นชอบน้อยที่สุด หรือ อีกนัยหนึ่ง คือ คุณคิดว่าศิลปินที่คุณชื่นชอบเป็นคนที่ไม่ฉลาดในการพูดและตอบคำถามมากที่สุด

คำถามต่อไปนี้ เพื่อทราบระดับความคาดหวังและการรับรู้ ต่อประเด็นต่างๆ ของศิลปินคว่าย

ประเด็นความคาดหวัง	ระดับความคาดหวัง					ระดับการรับรู้ (ประสบการณ์)				
1.ศิลปินคว่ายมีทัศนคติที่ดี และจริงใจต่อกลุ่มแฟนคลับ	5	4	3	2	1	5	4	3	2	1
2.ศิลปินคว่ายมีหน้าตาดี บุคลิกดี จิตใจดี สุภาพ อ่อนโยน เป็นมิตรและเป็นกันเอง	5	4	3	2	1	5	4	3	2	1
3.ศิลปินคว่ายต้องรู้หน้าที่ มีความเป็นมืออาชีพ สามารถแยกแยะเรื่องงานจากเรื่องส่วนตัว มีความรักและทัศนคติที่ดีต่องานที่ทำ	5	4	3	2	1	5	4	3	2	1
4.ศิลปินคว่ายมีทัศนคติที่ดี โดยแสดงออกผ่านทางกรกระทำและคำพูด	5	4	3	2	1	5	4	3	2	1
5.ศิลปินคว่ายเป็นคนฉลาดในการพูดและตอบคำถาม	5	4	3	2	1	5	4	3	2	1
6.ศิลปินคว่ายมีทัศนคติที่ดีต่อเพศทางเลือก (LGBTQ)	5	4	3	2	1	5	4	3	2	1
7.ศิลปินคว่ายต้องดูแลตนเอง และพัฒนาตนเอง อยู่เสมอ	5	4	3	2	1	5	4	3	2	1
8.ศิลปินคว่ายรับรู้และแสดงออกให้เห็นว่าแฟนคลับสำคัญต่อตนเอง	5	4	3	2	1	5	4	3	2	1
9.ศิลปินคว่ายควรเป็นแบบอย่างที่ดี ให้กับศิลปินคนอื่นๆ แฟนคลับ และสังคม อาทิ ด้านการใช้ชีวิต ด้านการปฏิบัติตัวในสาธารณะ ด้านการไม่เบียดเบียนผู้อื่น	5	4	3	2	1	5	4	3	2	1
10.ศิลปินควรต้องจดจำแฟนคลับ หรือ จดจำเราได้ หรือรับรู้ว่ามีตัวตน	5	4	3	2	1	5	4	3	2	1
11.ศิลปินคว่ายควรมีความสามารถหลากหลาย และเอกลักษณ์เฉพาะตัวที่โดดเด่น อาทิ มี	5	4	3	2	1	5	4	3	2	1

ประเด็นความคาดหวัง	ระดับความคาดหวัง					ระดับการรับรู้ (ประสบการณ์)				
ความสามารถด้านการแสดง มีไลฟ์สไตล์น่าสนใจ หรือความผูกพันของสองคนพิเศษกว่าคู่อื่น										
12. ศิลปินคู่สวย มีความสนิทสนมกัน ช่วยเหลือ ห่วงใย ดูแลและสนับสนุนผลงานของกันและกัน ทั้งในชีวิตจริงและการทำงาน	5	4	3	2	1	5	4	3	2	1
13. มีหลายช่องทางให้เราได้พบเจอ ได้เห็น ได้ ฟัง ได้อ่าน อะไรที่เกี่ยวกับศิลปินคู่สวยที่เราชื่นชอบอยู่โดยตลอด อาทิ ประวัติ ความเป็นมา การทำงาน และเบื้องหลังการทำงาน	5	4	3	2	1	5	4	3	2	1
14. ศิลปินมีความใกล้ชิดและเข้าถึงได้ง่าย	5	4	3	2	1	5	4	3	2	1
15. ศิลปินคู่สวย มีการอัพเดท Facebook, Instagram, Twitter หรือ Social media application อื่นๆ ของตนตลอดเวลา	5	4	3	2	1	5	4	3	2	1
16. ศิลปินคู่สวยมี Facebook, Instagram, Twitter หรือ Social media application ที่ หน้าตาสวยงาม มีความน่าสนใจ น่าดึงดูด	5	4	3	2	1	5	4	3	2	1
17. คาดหวังที่จะได้เห็น ได้รับรู้ชีวิตประจำวัน ของศิลปินคู่สวย ผ่านช่องทางต่างๆ เป็นประจำ	5	4	3	2	1	5	4	3	2	1
18. คาดหวังที่จะได้เห็น ได้รับรู้ศิลปินคู่สวยมี โฉมหน้าหรือปฏิสัมพันธ์ระหว่างกัน ผ่านช่องทาง ต่างๆ เป็นประจำ	5	4	3	2	1	5	4	3	2	1
19. ค่าใช้จ่ายในการร่วมกิจกรรมต่างๆ กับศิลปิน คู่สวยที่ตนชื่นชอบ ไม่ว่าจะเป็นเพื่อสนับสนุน หรือ เพื่อให้ได้ใกล้ชิด หรือ เพื่อการได้พบเจอ หรือ เพื่อให้ศิลปินจดจำเรา ควรเหมาะสมกับแฟน คลับทุกกลุ่ม และไม่สูงกว่าคู่อื่นๆ ในตลาด	5	4	3	2	1	5	4	3	2	1
20. ราคา สินค้าของศิลปินเอง หรือของที่ระลึก ลิขสิทธิ์ที่เกี่ยวข้องกับศิลปิน หรือสินค้าที่จัด จำหน่ายอย่างถูกลิขสิทธิ์ โดยศิลปิน หรือบริษัท ผู้ดูแลศิลปิน ควรเหมาะสมกับคุณภาพสินค้า	5	4	3	2	1	5	4	3	2	1

ประเด็นความคาดหวัง	ระดับความคาดหวัง					ระดับการรับรู้ (ประสบการณ์)				
21.คาดหวังว่าต้นทุนค่าเสียเวลา ตลอดจนค่าใช้จ่ายต่างๆ ในการเป็นแฟนคลับของศิลปินที่ตนชื่นชอบ จะคุ้มค่ากับสิ่งต่างๆ ที่ได้รับกลับมา	5	4	3	2	1	5	4	3	2	1
22.ศิลปินคว่ายควรมีการนัดพบเจอกับแฟนคลับ หรือ Live กับแฟนฯ บ่อยครั้ง	5	4	3	2	1	5	4	3	2	1
23.มีการจัดกิจกรรมเพื่อสร้างปฏิสัมพันธ์ระหว่างศิลปินและแฟนคลับอย่างต่อเนื่อง เช่น การจัดแฟนมีตติ้ง, การจัดงานวันเกิด, การร่วมทำบุญในโอกาสต่างๆ	5	4	3	2	1	5	4	3	2	1
24.คาดหวังที่จะได้ใกล้ชิด กับศิลปินคว่ายที่ตนชื่นชอบ	5	4	3	2	1	5	4	3	2	1
25.คาดหวังได้เป็นเหมือนเพื่อน เหมือนคนในครอบครัว กับศิลปินคว่ายที่ตนชื่นชอบ	5	4	3	2	1	5	4	3	2	1
26.การจัดกิจกรรมต่างๆ หรือการพบปะกันระหว่างศิลปินคว่าย และแฟนคลับ ต้องได้รับการจัดการจากตัวกลางอาทิ บ้านแฟนคลับ หรือต้นสังกัด/ผู้ดูแลศิลปิน ด้วยระบบการจัดการที่มีคุณภาพ และน่าเชื่อถือ	5	4	3	2	1	5	4	3	2	1
27.ควรมีการโฆษณา โปรโมทและประชาสัมพันธ์งานของศิลปินคว่ายที่ตนชื่นชอบ ผ่านช่องทางต่างๆ อย่างมีประสิทธิภาพและสม่ำเสมอ เช่น การสร้าง Hashtag ที่เกี่ยวข้องกับศิลปิน ให้เกิด Trend ใน Social media เพื่อให้เป็นที่รู้จักและยอมรับมากขึ้น	5	4	3	2	1	5	4	3	2	1
28.ศิลปินคว่ายได้รับบทคู่กันอีกในซีรีส์วายเรื่องใหม่หรือภาคต่อ	5	4	3	2	1	5	4	3	2	1
29.ศิลปินคว่าย ได้มีงานเดี่ยวตามความถนัดของแต่ละคน อาทิ งานละคร รายการทีวี ออกสู่สาธารณะให้ได้รับชมสม่ำเสมอ	5	4	3	2	1	5	4	3	2	1
30.ศิลปินคว่าย ได้มีงานร่วมกันอย่างต่อเนื่อง อาทิ ออกงานร่วมกัน, ถ่ายละครร่วมกัน, ถ่ายรายการร่วมกัน, มีรายการคู่กัน	5	4	3	2	1	5	4	3	2	1

ประเด็นความคาดหวัง	ระดับความคาดหวัง					ระดับการรับรู้ (ประสบการณ์)				
31.ต้นสังกัดหรือผู้ดูแลศิลปิน ตลอดจนพนักงานของต้นสังกัด ควรมีทัศนคติที่ดี มีธรรมาภิบาล มีไหวพริบ มีบุคลิกภาพที่ดี และมีความเป็นกันเองต่อกลุ่มแฟนคลับ	5	4	3	2	1	5	4	3	2	1
32.ศิลปินได้รับการดูแลจาก ต้นสังกัดหรือผู้ดูแลศิลปินที่มีความเป็นมืออาชีพ ทำงานมีคุณภาพ มีความเสมอภาค ไม่ลำเอียง ให้คุณค่าและปฏิบัติต่อสองคนอย่างเท่าเทียม และไม่ใช้ความรู้สึกส่วนตัวมาเกี่ยวข้องกับการทำงาน	5	4	3	2	1	5	4	3	2	1
33.ต้นสังกัดหรือผู้ดูแลศิลปิน ต้องมีเครื่องมือเพื่อผลักดันและสนับสนุนการทำงานของศิลปิน รวมถึงพัฒนาศิลปินอย่างมีคุณภาพ	5	4	3	2	1	5	4	3	2	1
34.ต้นสังกัดหรือผู้ดูแลศิลปิน ต้องคอยรักษาภาพลักษณ์ของศิลปินในทุกๆด้าน ตลอดเวลา	5	4	3	2	1	5	4	3	2	1
35.ต้นสังกัดหรือผู้ดูแลศิลปิน ต้องมีความน่าเชื่อถือ	5	4	3	2	1	5	4	3	2	1
36.ต้นสังกัดหรือผู้ดูแลศิลปิน ควรมีช่องทางในการติดต่อสื่อสารกับแฟนคลับแบบเป็นทางการ และเป็นแบบ 2 ทาง คือ สามารถโต้ตอบกันไ่มาระหว่าง แฟนคลับ และต้นสังกัดผู้ดูแลศิลปิน	5	4	3	2	1	5	4	3	2	1
37. บ้านแฟนคลับของศิลปิน ต้องมีความน่าเชื่อถือและสนับสนุนผลงานของศิลปินอย่างเต็มที่และสม่ำเสมอ	5	4	3	2	1	5	4	3	2	1
38.สังคมในกลุ่มแฟนคลับของศิลปินคว่ายที่ตนชื่นชอบ ควรมีสภาพแวดล้อมและบรรยากาศที่ดี	5	4	3	2	1	5	4	3	2	1

ส่วนที่ 4 : ข้อมูลอื่นๆ

1. ท่านมีประสบการณ์การเป็นแฟนคลับคู่ขวัญมานานแค่ไหน

() น้อยกว่า 1 ปี () 1-3 ปี () มากกว่า 3 ปี
2. เหตุผลในการชอบคู่ขวัญของท่าน (ตอบได้มากกว่า 1 ข้อ)

() ชื่นชอบผลงานและความสามารถของพวกเขา () ชื่นชอบรูปร่างหน้าตา และลักษณะภายนอกของพวกเขา

() หลงรักทั้งคู่จากการดูซีรีส์รัยวายที่พวกเขาแสดง () ชื่นชอบความสัมพันธ์อันดีของพวกเขา

() ชื่นชอบการกระทำและการปฏิบัติตัวต่อกันของพวกเขา () เพื่อจะได้มีกิจกรรมทำระหว่างเพื่อน/แฟน

() เพื่อจะได้พบกับเพื่อนใหม่ๆ () เพื่อเป็นการผ่อนคลายความเครียด

() เพื่อหลีกเลี่ยงปัญหาต่างๆ () เพื่อเป็นแบบอย่างในการดำเนินชีวิต

() ตามกระแสสังคมในปัจจุบัน () อื่นๆ (โปรดระบุ).....
3. สำหรับคู่ขวัญที่คุณชื่นชอบ คุณชื่นชอบทั้งสองคนแบบใด

() ชื่นชอบพอกันทั้งคู่ () ชื่นชอบคนใดคนหนึ่งมากกว่า

() ชื่นชอบเพียงคนเดียวแต่รู้สึกยินดีถ้าทั้งคู่ทำงานร่วมกัน
4. ท่านใช้เวลาในการติดตามคู่ขวัญที่ท่านชื่นชอบผ่านสื่อต่างๆ ประมาณกี่ชั่วโมง ต่อวัน

() น้อยกว่า 1 ชม. () 1-3 ชม. ต่อวัน () มากกว่า 3 ชม. ต่อวัน
5. ช่องทางในการติดตามข่าวหรือผลงานของศิลปินที่ท่านชื่นชอบ (ตอบได้มากกว่า 1 ข้อ)

() Facebook () Twitter () Instagram

() บ้านแฟนคลับ (Official fan club) () ช่องทางที่ต้นสังกัดจัดทำขึ้นอย่างเป็นทางการ

() อื่นๆ.....
6. ท่านมีส่วนร่วมในกิจกรรมต่างๆ ที่เกี่ยวกับคู่ขวัญ ที่ท่านชื่นชอบ ดังต่อไปนี้ (ตอบได้มากกว่า 1 ข้อ)

() เป็นสมาชิกบ้านแฟนคลับ (Official fan club) () เป็นสมาชิกบ้านแฟนไซด์ (fan site)

() เขียน-อ่านแฟนฟิคชั่น (Fan-fiction) () ถ่ายภาพ หรือวิดีโอ เมื่อมีโอกาส

() ทำ OPV () แพลหรือส่งข่าวอัปเดตต่างๆ

() เข้าร่วมกิจกรรม Meet & Greet () ไปรับ-ไปส่งที่สนามบิน

() ไปให้กำลังใจตามงานต่างๆ () ติดตามข่าวคราวทาง Social Network

() ร่วมเล่นกิจกรรมต่างๆ กับศิลปิน () ร่วมงานวันเกิดหรืองานบุญ

() ร่วมกิจกรรมกับกลุ่ม Fan club () ซื้อสินค้าของศิลปิน หรือ สินค้าลิขสิทธิ์

() อื่นๆ โปรดระบุ.....

7. ความถี่ที่ท่านติดตามผลงานของคู่สายที่ท่านชื่นชอบ
 () ทุกวัน () 4-5 วันต่อสัปดาห์ () 2-3 วันต่อสัปดาห์
 () 1 วันต่อสัปดาห์ () น้อยกว่า 1 วัน ต่อ สัปดาห์
8. ความถี่ที่ท่านพบเจอตัวจริงของคู่สายที่ท่านชื่นชอบ
 () มากกว่า 30 ครั้งต่อปี () 11-30 ครั้งต่อปี () 1-10 ครั้งต่อปี () น้อยกว่า 1 ครั้งต่อปี
9. ท่านเคยซื้อสินค้าที่ศิลปินคู่สายของท่านเป็นพรีเซนเตอร์ หรือ ศิลปินของท่านลงโฆษณาไว้
 () เคย () ไม่เคย
10. ท่านคิดว่า ใช้เงินกับการร่วมกิจกรรมต่างๆ ของศิลปิน หรือการเป็นแฟนคลับศิลปิน รวมถึงการซื้อสินค้าต่างๆ ที่เกี่ยวข้องกับศิลปิน และค่าเดินทางต่างๆ ไม่เกินเท่าไรต่อเดือน
 () น้อยกว่า 1,000 บาทต่อเดือน () 1,001-3,000 บาทต่อเดือน () 3,001-5,000 บาทต่อเดือน
 () 5,001-10,000 บาทต่อเดือน () มากกว่า 1 หมื่นบาทต่อเดือน
11. ท่านคิดว่า ท่านพร้อมที่จะจ่าย หรือ ท่านเคยจ่าย สูงสุดต่อ 1 กิจกรรมที่เกี่ยวข้องกับศิลปินคู่สายที่ท่านชื่นชอบเพื่อความพึงพอใจของท่าน ประมาณกี่บาท
 () น้อยกว่า 1,000 บาท () 1,001-3,000 บาท () 3,001-5,000 บาท
 () 5,001-10,000 บาท () มากกว่า 1 หมื่นบาท
12. หากศิลปินคู่สายที่ท่านชื่นชอบ ทำงานแยกกัน ท่านยังสนับสนุนผลงานเดี่ยวของแต่ละคนหรือไม่
 () สนับสนุนงานทั้งสองคน () สนับสนุนแค่คนใดคนหนึ่ง () ติดตามเฉพาะงานคู่เท่านั้น
13. ท่านมีความชื่นชอบและติดตามคู่สาย หรือศิลปิน อื่นๆ ถึงขั้นเรียกตัวเองเป็นแฟนคลับ อีกหรือไม่
 () มี มากกว่า 4 คน () มี 2-4 คน () น้อยกว่า 2 คน () ไม่มี
14. หากศิลปินคู่สายที่ท่านชื่นชอบ ทำบางสิ่งให้ท่านไม่พอใจ หรือไม่เป็นไปตามที่ท่านคาดหวัง ท่านพร้อมที่จะเลิกติดตาม หรือไม่
 () พร้อม () ให้โอกาสและยังติดตามต่อไป () ติดตามน้อยลง
15. หากมีศิลปินคู่สายอื่นที่ท่านชื่นชอบพอๆ กับคู่ที่ท่านชอบอยู่ หรือ มากกว่าคู่ที่ท่านชอบอยู่ ท่านพร้อมที่จะเลิกตามคู่ที่ท่านติดตามอยู่ ไปติดตามคู่ใหม่ หรือไม่
 () ใช่ () ติดตามไปพร้อมๆ กัน () ไม่
16. หากศิลปินคู่สายที่ท่านชื่นชอบ ไม่มีงานคู่กันอีกในอนาคต ท่านยังติดตามผลงานของแต่ละคนต่อไปหรือไม่
 () ติดตามแน่นอน () ไม่แน่ใจ () เลิกติดตาม

จากคำถามเรื่องความคาดหวังทั้งหมดต่อศิลปินคู่ขวัญไทยที่ท่านได้ตอบไป ท่านคิดว่าถ้าทุกอย่าง
เป็นไปตามที่ท่านคาดหวังไว้ตามแบบสอบถามนี้ เพียงพอที่จะทำให้ท่านพึงพอใจต่อศิลปินคู่ขวัญที่ท่าน
ชื่นชอบและทำให้ศิลปินคู่ขวัญที่ท่านชื่นชอบมีคนรักมากขึ้น หรือไม่

() เพียงพอ

() ไม่เพียงพอ

ท่านมีความคาดหวังอื่นๆ ที่ไม่ได้ถูกถามในงานวิจัย หรือไม่ หากมีสามารถระบุเพิ่มเติมได้

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ความเห็นและเสนอแนะ

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BIOGRAPHY

Name	Mr. Poramate Parnpiamkiat
Educational Attainment	2010 Bachelor of Economics, Thammasat University
Work position	Credit Manager Bangkok Bank
Work experience	2019-Present Credit Manager Bangkok Bank 2016-2018 Credit Analyst Bangkok Bank 2011-2015 Relationship officer Bangkok Bank

