



**THE STUDY OF BEHAVIOR AND PERCEPTION OF
THE PEOPLE WHO CONSUME THE 'BOY-LOVE'
MEDIA**

BY

MISS NONGNAPAS BOON-ANAKE

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2020
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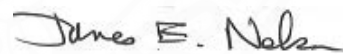
ENTITLED

THE STUDY OF BEHAVIOR AND PERCEPTION OF THE PEOPLE WHO
CONSUME THE 'BOY-LOVE' MEDIA

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ABSTRACT

Boy-love' media has been around Thai society for decades. Until ten years ago, several 'boy-love' series were released and started to gain massive popularity from the audiences. The 'boy-love' market is no longer specific to the niche but has become the mass market. Presently, several 'boy-love' series were released in variety of online platforms and considered as a success. From the launch of LINE TV, the 'boy-love' fan base has expanded to 328%. The main audience of the 'boy-love' series are in the age between 18-34 years old who are mainly female.

Although there are several brands that are hesitant to exploit the 'boy-love' trend as their marketing activities due to the fear of negative impact posting to their brand, the other brands are gaining the positive result from using 'boy-love' marketing. Its popularity is able to capture marketer's attention to exploit on this opportunity where a huge pool of audiences is. Variety of marketing scheme has been placed on the 'boy-love' series and actors such as celebrity endorsement, social media, and product placement. These models are therefore worth studying regarding of how effective it is by understanding the customer perceptions and behaviors.

This study focuses on a group who have watched Thai 'boy-love' series. The research used both qualitative and quantitative analysis and involved both exploratory and descriptive research. The exploratory research included secondary data research and in-depth interviews with six respondents, while the descriptive research

was completed with 256 respondents in an online questionnaire which the sampling method was non-probability sampling.

In summary, the segmentation of the people who watch 'boy-love' series can be divided into three groups which are light user, medium user, and heavy user. Social media plays an integral part in gathering the 'boy-love' fans as a community. Twitter and LINE TV are the top priority to tackle and exploit this opportunity when targeting the 'boy-love' fans. Based on the research result, the marketing scheme should not only focus on the series itself, but the 'boy-love' actors are also the critical source that can attract a vast pool of fans and customers. Making internet viral and interesting trailers for 'boy-love' series could capture people's attention. The brand will need a couple that has good chemistry between each other and an interesting storyline to retain the audience. However, the brand should avoid the storyline that is too unrealistic or cliché. Also, the acting skill of the 'boy-love' actors are strongly required to be improved.

More than half of the respondents have bought the products due to product placement and celebrity endorsement. The use of 'boy-love' marketing scheme does not necessarily mean that the audience will always have to buy the sponsored products. It, instead, creates the brand awareness that allows people to acknowledge the product existence, which may or may not extend to the purchase decision.

Keywords: 'boy-love', social media, product placement, celebrity endorsement, community, fans

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Miss Nongnapas Boon-anake

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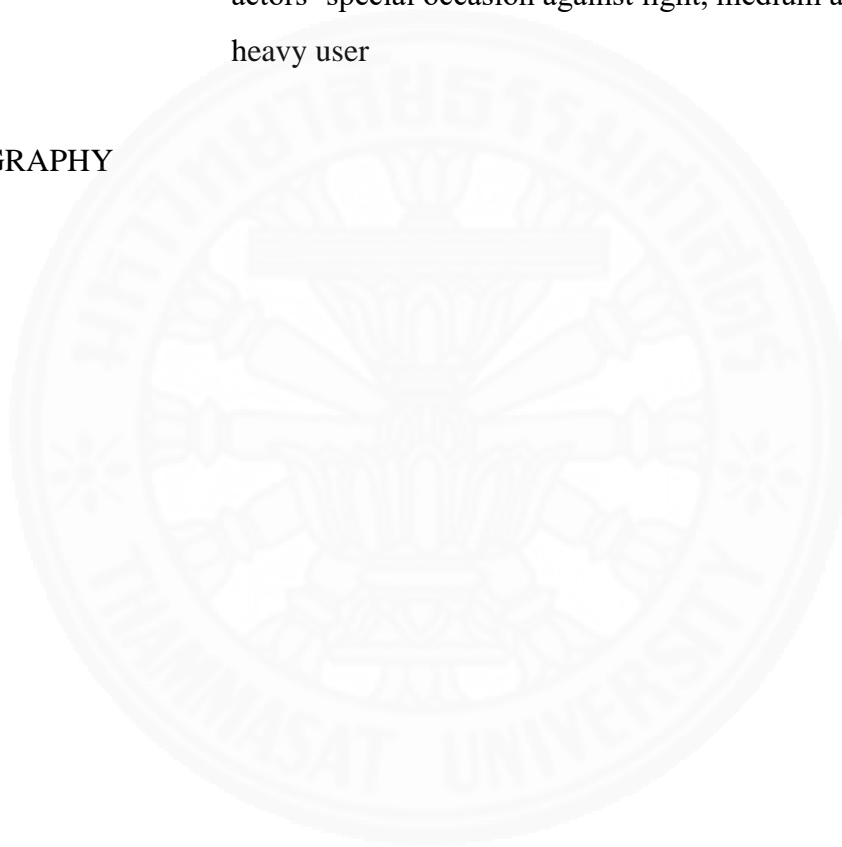
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CHAPTER 1

INTRODUCTION

1.1 Introduction to the study

The study is related to a contemporary topic in applied marketing and subject to the area of a society of marketing knowledge. The scope of this study is related to the ‘boy-love’ media in Thailand society.

A decade ago, Thailand was only known for the hub of the transgender which does not generate a decent reputation for Thai society. As the time has gone by, it becomes significantly popular over a decade. Strangely enough, the ‘boy-love’ couples are no longer a bizarre representation in today’s Thai society. Instead, they are significantly gaining a popularity from a million of people in Thai media. They are seen in several media channel in Thailand such as fiction/novel, movie, dramas/series, concert, and music production.

Having them appeared in these channels has caught the marketer’s attention. The marketer foresees this opportunity where a huge pool of audiences and consumers were present; accordingly, the ‘boy-love’ is used to feature in a variety of advertisements, product presenters or events in order to capture the interest and spending from these fans. Although, the ‘boy-love’ context has been widely accepted in today’s Thai society, there are some marketers who are still afraid of using ‘boy-love’ content as their marketing scheme due to the fear of posting negativity on their brand (TopTen, 2020).

With this booming era of the ‘boy-love’ industry, it is a question of why the success of the ‘boy-love’ media can be an excellent marketing scheme to a lot of products. Furthermore, in order to overcome the negative perception toward the ‘boy-love’ context, it is therefore important to understand the behavior of people who consume these media and eventually make the spending on their featured products. This would then allow the marketer to be able to capture the audiences by using the precise marketing strategies to their products.

1.2 Research objectives

1. To identify the key factors that lead to the Thai ‘boy-love’ media phenomena.
2. To obtain the profiles of ‘boy-love’ fans
 - 2.1 To provide demographic profile
 - 2.2 To provide the geographic profile in Thailand
 - 2.3 To identify the lifestyle (activities, interests and opinions)
3. To understand the consumer perceptions and the attitudes of the fan of ‘boy-love’ media and their motives in supporting their favorite actors.
 - 3.1 To identify the attributes of the ‘boy-love’ media/actors and its importance that can attract and retain the fans
4. To determine the impact of the ‘boy-love’ popularity phenomena on the customer behavior in Thailand.
 - 4.1 To examine the role of social media in exploiting and capitalizing on the popularity of these actors and in influencing consumer behavior.
5. To assess the effectiveness of the marketing practice used on products featured by ‘boy-love’ actors in terms of customer spending and engagement.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Background

'Boy-love' media has been with the Thai society for a decade only if that it was not as popular as today. It started off with the novel/cartoon translated from other countries or even in Thailand itself (Kongsuwan, 2018). 'Boy-love' novel back then was still an underground industry and viewed as an absurd media. The target group was very niche which is the teenage girl who both write and read. Recently after when J-pop and K-pop started to gain more popularity and their fan base started to grow, a lot of the fans love to pair up their favorite singers, actors or even characters from cartoon. The feeling of paring them up together is satisfaction given that it is impossible in the real world. It was a huge phenomenon back then and it still is today. (Petvirojchai, 2019)

Ten years ago, there were a few movies that were featured by the transgender which was viewed as the comedy instead in the form of normal romantic love. Love of Siam is the first movie that presents the 'boy-love' story in the form of normal romantic love. It was the breakthrough of the 'boy-love' industry because the storyline of the leading male couple is presented as the students' familiar love story, to which several people can relate. The movie was indeed the turning point of the 'boy-love' media industry (Nainapat, 2017). Five years after, the first 'boy-love' media in the form of long series has been released, namely "Lovesick", which was based on one of the most popular 'boy-love' novel on Dek-D website at that time. The storyline is similar to "Love of Siam". Instead of focusing heavily on the same sex love, the movie is presented in the form of student's love and many other aspects in life that people can easily relate to (Mild, 2020). This series was a huge success and a starting point of the later launch of successful 'boy-love' series.

Presently, several 'boy-love' series were released in variety of online platforms and considered as a success. One of the most popular channels is LINE TV. According to Nainapat, (2017), there are 18.9 million users who have watched the 'boy-

love' series in 2020 which is 20% increase from 2018. From the beginning of LINE TV, the 'boy-love' fan base has expanded to 328%. The main audience of the 'boy-love' series are in the age between 18-34 years old who are mainly female.

Given its popularity, a lot of brands started to pay attention on exploiting the 'boy-love' phenomena for the benefit of their brands. TopTen (2020) mentioned that 'boy-love' series can generate highest revenue from advertisement in Line TV. The examples of the big Thai brands that use 'boy-love' actors as their brand representatives are Oishi, Mama, Mistine, True, Oppo, etc. There are still other brands (generally in consumer products) that use the 'boy-love' actors as the marketing scheme. The following section will discuss the marketing models that can be applied to the research in later stage.

2.1.1 Celebrity endorsement

In today's advertisement, celebrity is often seen as the product endorsement. The theoretical model of celebrity endorsement that affects adolescence has been proposed (Chan, Ng, & Luk, 2013). This model will be used with 'boy-love' advertisement as the main target is generally 18-34 years old.

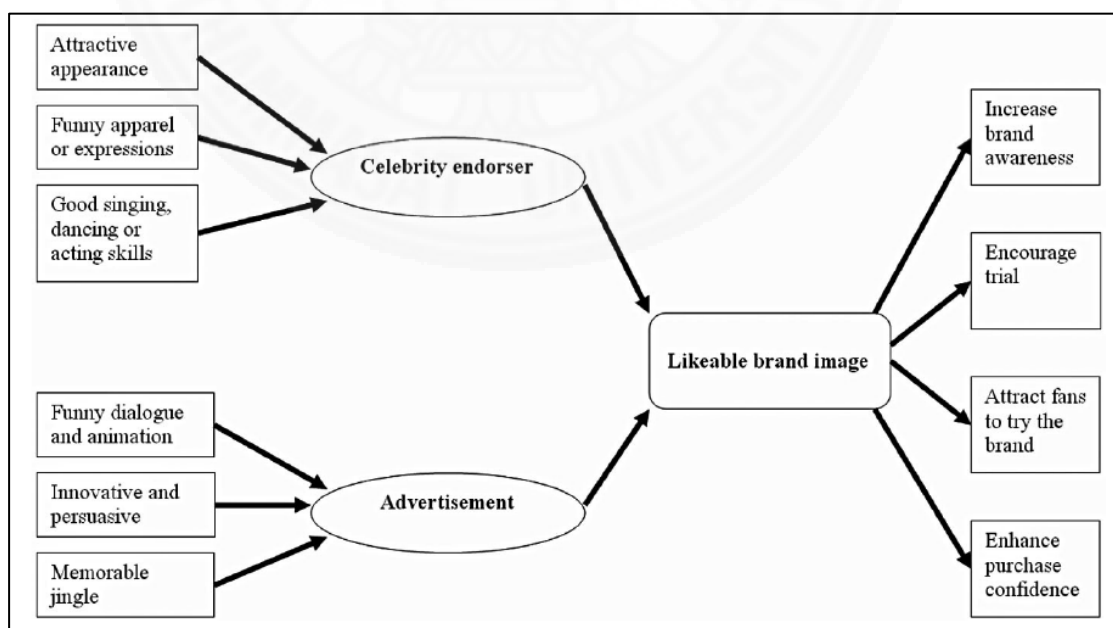


Figure 2.1: Effectiveness of celebrity endorsement strategy model

Based on model from figure 2.1, the ‘boy-love’ actors generally have attractive appearance, unique expressions, and outstanding talents. Most of the time, the advertisement relates to the ‘boy-love’ storyline to engage the original ‘boy-love’ fans with the funny and memorable dialogue. By combining the attribute of the celebrity with the creative content, it creates the likable brand image. As a result, it can increase the brand awareness, encourage trial, and enhance purchase confidence. This model will be used to analyse the data to understand the strategies that several brands used to obtain the likeable brand image.

2.1.2 Social media

In today’s world, social media has become a significant role in many people’s lives. Of all the social media users, 56% of them are between 18 and 34 years old (Kemp, 2020). Channeling the ‘boy-love’ media through these platforms, e.g., YouTube, Twitter, or other channels, is a well-used method of capturing these young audiences and expanding the fan base. Underhill mentioned that “using social media allowed us to meet and chat and feel as though we are a part of something bigger than our high schools, college campuses, bedrooms, and office cubicles” (Underhill, 2009). Social media makes the users feel more personally connected, which is how the fans will love to be closer to their favorite actors.

LINE TV is not only the streaming platform, but it is the virtual community (WP, 2020). The community has offered the gimmicks that connect between audience and community such as LINE sticker or melody of the ‘boy-love’ actors that the audience can download and use in the LINE application. In order to create the community, LINE Open Chat is enabled on the platform to allow the discussion for each of their favorite series.

Based on the observation in Twitter, the ‘boy-love’ marketing campaign is often seen on the platform which is also highly responsive among the fans. Similar to K-pop fans, the ‘boy-love’ fans generally use Twitter as the main communication means. This is because it allows high engagement among the fans for each transaction. The type of twitter post that can gain the highest interest and response (retweet) is 1) post with photos 2) hashtags 3) post with retweet request 4) external website URL that generates reliable knowledge 5) interesting quotes (Adam, 2018).

This will allow the better engagement and connectivity between the ‘boy-love’ fans and brands through the use of Twitter in terms of marketing campaign.

The social media will be further studied to identify whether the social media and the online streaming platform has been optimized by the users.

2.1.3 Product placement

‘Boy-love’ series are commonly used as the product placement channel. A lot of brands have their products tied in through the ‘boy-love’ series both explicitly and implicitly. According to Nainapat (2017), there are three types that the ‘boy-love’ series used as the product placement scheme. First is the product movement which is the presence of the product to create awareness to the audiences. Second is the product experience which is conducted by having the actors experiment it. The last one is the special scene which is normally inserted at the end of each episode as the separation from the storyline in order to serve the fans’ satisfactory.

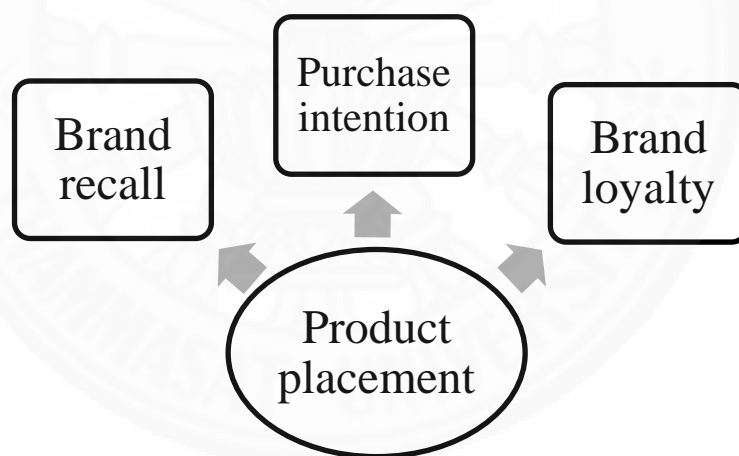


Figure 2.2: Effectiveness of product placement strategy model

Figure 2.2 is the product placement model proposed by Raza & Jalees (2016) which illustrates the effect of the customer who have experienced the product placement (Raza & Jalees, 2016). The effect includes the brand recall, purchase intention and brand loyalty which are considered as the positive effect to the brand. Since marketers have implemented product placement strategy in the ‘boy-love’ series, it is worth studying of how effective such strategy is.

2.2 Literature review

As the summary of literature, the key factors that drive the success of 'boy-love' can be summarized as below:

- 1) Several of the 'boy-love' series was based on the famous novel. The novels' fans are originally addicted to pairing up their favourite 'boy-love' couple in their imagination. As the 'boy-love' series has disrupted the novel industry, this group of people would be thrilled to see the new form of the 'boy-love' channel (Sukthungthong and Bunyavejchewin, 2019).
- 2) The storyline mostly demonstrates the love life of an ordinary high school/university student's life. The romantic atmosphere between male couples can fulfil the fan girls, who are the main audiences, imagination. This cliché storyline is relatable and engaging which can draw the audiences into another world (Nainapat, 2017).
- 3) The two leading male actors often have attractive appearance, and the chemistry between each other is always essential. It is what makes the fans satisfying when seeing them together as a couple. Outside the series, the two leading actors are still seen as couple because the fan-service events such as concert, fan-meeting event and other forms of online and offline marketing activities are usually organized to enlarge the fan base in Thailand (WP, 2020).
- 4) Social media and online platform are the main communication means that the brand owner uses to communicate with the 'boy-love' fans. Social media is mainly used in the new generation. If the 'boy-love' contents are exceptionally good, the discussion in terms of conversation and hashtag will then arise. The virtual community is accordingly established for the fans who seek for the engagement over their common interest (WP, 2020).

Regarding its success, the ‘boy-love’ series can draw attention from several group of people. As mentioned earlier, the main target of the ‘boy-love’ series are 18-34 years old female. Until recently, the target group has surprisingly expanded to the group of people with age of 65 years old. This is due to the COVID-19 situation that led to more family gathering at home. Originally, the young people prefer to watch ‘boy-love’ series alone due to the fear of being criticized by their parents. Since COVID-19 started, people spent more time with their family feeling closer and more opened to each other. The watching behavior shifted from watching alone to watching with family. In some parents, they even watch the series by themselves without letting their kids know. The ‘boy-love’ media does not only capture the fantasized fangirls or LGBT group, but it has also now shifted from the niche to mass market where anyone can consume the ‘boy-love’ series (WP, 2020).

According to Nainapat (2017), LINE TV has categorised the ‘boy-love’ series as the New Human Group that is critical to the society, business, and marketing. The New Human Group continually to grow not only in Thailand but also in and other countries in Asia. The leading male actors were the key mechanism in certain marketing campaign to establish brand loyalty. Many online streaming platforms (e.g., AIS Play, WE TV or viu) exploited this opportunity to be the exclusive online streaming platform that provides this particular series via its channel. Not only the platform itself, but several brand owners also started to promote their products through ‘boy-love’ series and use the ‘boy-love’ actors to endorse their products.

‘Boy-love’ market is becoming more and more attractive. If the brand is able to communicate and engage with the Geek, people who have strong passion toward particular things, the brand can easily capture the early adopter ("ส่องมูลค่าตลาด 'ซีรีส์วาย' เรื่องรัก 'ชายชาย' ที่ได้ใจคนดูทุกเพศ", 2020). This is because these groups of people have a strong ‘word-of-mouth’ and empower strong community, so the brand owner does not have to spend time and money to identify the mass market in the first place. In addition, the fans of the ‘boy-love’ series are generally the heavy spender on their actor. In many events, the fans tend to spend several million baht to celebrate the birthday or any special occasion in order to show the love and support to their favourite actors ("ส่องมูลค่าตลาด 'ซีรีส์วาย' เรื่องรัก 'ชายชาย' ที่ได้ใจคนดูทุกเพศ", 2020). If the brand owner is able to reach these

certain groups and capture them as the brand's customers, the brand will be able to create more awareness and generate more revenue.

Although there are several brands that are hesitant to exploit the 'boy-love' trend as their marketing activities due to the fear of negative impact posting to their brand, the other brands are gaining the positive result from using 'boy-love' marketing. According to WP (2020), the current marketing scheme used in application of 'boy-love' context to their brands are 1) customization of contents toward the target audiences, 2) shifting of the 'boy-love' fans to the brand fans, 3) community engagement through social platform, and 4) product tie-in and placement.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research methodology

The research was conducted by using two research methods which are qualitative and quantitative research.

3.1.1 Qualitative research

This process was conducted to have a better understanding of the existing problems. It identifies the key factor that ‘boy-love’ phenomena have impact over the customers, the customer perceptions and behaviors toward the products featured by ‘boy-love’ actors. The information obtained in this stage formulated the preliminary hypothesis which was tested in the later stage to confirm the result. Details are as follows:

3.1.1.1 Secondary research

Data was obtained from published sources and other credible sources such as academic journal, articles, books and TU library. The information obtained is related to the understanding of the overall ‘boy-love’ industry and the related marketing practice.

3.1.1.2 In-depth interview

The in-depth interview was used to explore the deeper understanding and gain the insight from the actual ‘boy-love’ fans. This method allows the understanding of the perspectives, attitudes, and the buying behavior toward the ‘boy-love’ media. The interviewees were screened given that they have consumed at least two ‘boy-love’ series. Six people were interviewed under this process and took approximately 30 minutes to complete the session per participant. The followings are the important information obtained during in-depth interview:

- Frequency of consuming ‘boy-love’ media
- Understanding of the fans’ behavior when following their favourites actors

- Spending behavior on products featured by ‘boy-love’ actors and actors themselves
- Perception and attitudes toward the ‘boy-love’ featured products and its advertisement
- The use of social media in everyday life
- Communication means in connecting with their favourite actors

3.1.2 Descriptive research

3.1.2.1 Questionnaire survey

The information obtained from the qualitative research was used in order to verify the initial assumptions and support information in term of quantitative data. Online questionnaire was distributed through social media and communities which are the main communication channels of the target groups. The pre-test was distributed to five respondents prior to the actual launch. It took approximately 15 minutes to complete the questionnaire. The followings are the important information obtained during quantitative research:

- Customer profile
- Frequency of consuming ‘boy-love’ media
- Customer perception and attitude toward the ‘boy-love’ media
- General behavior in following their favourite actors
- Spending behavior on products featured by ‘boy-love’ actors and actors themselves
- Perception and attitudes toward the ‘boy-love’ featured products and its advertisement
- Use of social media
- Communication means in connecting with their favourite actors

3.2 Questionnaire design

The questionnaire contains five sections including screening question, ‘boy-love’ consumption behavior, product placement marketing, celebrity endorsement marketing, spending behavior and demographic information.

Screening questions were applied in order to ensure that the respondents have watched at least one Thai ‘boy-love’ series. The respondents were then asked on their engagement and behavior toward the consumption of Thai ‘boy-love’ series. The consumption and the spending of the Thai ‘boy-love’ series were analyzed together to determine the segmentation and how the marketing practice should be used in each segment.

3.3 Data collection

The convenience sampling method was used for both in-depth interview and the online questionnaire.

3.3.1 In-depth interview

In-depth interview was conducted during 1-7 February 2021. The data collection process was conducted through telephone from 1-7 February 2021. Personal contacts were used in order to recruit the qualified respondents from various consumers’ profiles. Research methodology and sample size are illustrated in Table 3.1.

Table 3.1:

In-depth interview methodology and sample size

Sample size	Six respondents
Target	Watch at least two Thai ‘boy-love’ series
Age	25-65 years old
Gender	Male and female
Area	Bangkok and Metropolitan

Recruitment	Personal connection
Interview method	Phone call
When	1-7 February 2021
Duration	30 minutes for each respondent
Sample profile	<p>Gender: two males and four females</p> <p>Age:</p> <ul style="list-style-type: none"> • 25-40 years old: five respondents • 62 years old: one respondent <p>Consumption:</p> <ul style="list-style-type: none"> • Less than 5 Thai ‘boy-love’ series: one respondent • 5-10 Thai ‘boy-love’ series: two respondents • More than 10 ‘boy-love series: three respondents

3.3.2 Online questionnaire

The data collection for descriptive research was conducted during 27 February to 7 March 2021. A pilot test was done to validate the appropriateness of questionnaires. Data collected from questionnaire distribution is presented in Table 3.2.

Table 3.2:

Survey methodology and sample size

Sample size	256 respondents
Target	Watch at least one Thai ‘boy-love’ series
Age	15-53 years old
Gender	Male and female
Area	Bangkok and Metropolitan
Recruitment	Online distribution through Facebook, Line and Twitter
When	27 February – 7 March 2021
Duration	15 minutes for each respondent

3.4 Procedures for analyzing collected data

The data obtained from each stage was summarised and analysed to generate the result and recommendation to the reader. The method of data analysis in each stage was described as follows:

3.4.1 Data analysis on qualitative research

The qualitative data was analysed based on the three-step process. First, data reduction was used to organize data according to frequency of motion, re-occurrence and co-occurrence of key words, concepts, codes, and responses. Second, data display was used to organize information and identify the linkage to develop explanations leading to the conclusion. Last, conclusion drawing/verification was used to inform and interpret the story in a logical manner by using data obtained from the data display phase.

3.4.1.1 Secondary research

The data obtained from secondary research was analysed to obtain an overview of ‘boy-love’ industry, how it affects Thai society nowadays and what the related current marketing practice is used on ‘boy-love’ featured products. The finding in this stage led to the independent and dependent variables used in a later stage.

3.4.1.2 In-depth interview

The data obtained from in-depth interview was analysed to understand the key driver of the buying behavior, attitude, and perception of the ‘boy-love’ fans. These factors were then used to develop independent factors in order to test the correlation to dependent factors.

3.4.2 Data analysis on quantitative research

The quantitative data was analysed to assess the marketing strategy in exploiting on the popularity of the ‘boy-love’ actors towards their fans in terms of their behavior, attitude and perception. SPSS program was deployed to analyse data collected from this stage by using means, standard deviations, range, correlation, frequency, and crosstab analysis. Analysis plan for quantitative data is as follows:

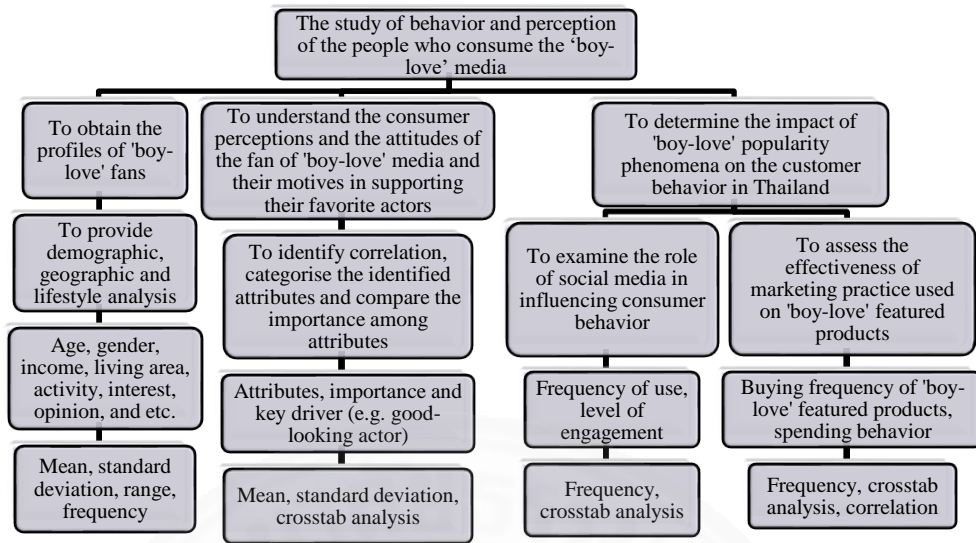


Figure 3.1: Structure of the data analysis plan

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Key findings from the in-depth interview

The in-depth interviews were conducted with six respondents who have watched at least two Thai ‘boy-love’ series. Table 4.1 illustrates the respondents’ profiles from the in-depth interview.

Table 4.1:

In-depth interview respondents’ profile

No.	Gender	Age	Occupation	Thai ‘boy-love’ series consumption
1	Female	34	Tax consultant manager	More than 10 ‘boy-love’ series
2	Male	31	Government officer	Less than five Thai ‘boy-love’
3	Male	29	Internal auditor	More than 10 ‘boy-love’ series
4	Female	32	Financial analyst	5-10 ‘boy-love’ series
5	Female	26	Senior tax consultant	More than 10 ‘boy-love’ series
6	Female	62	Purchasing manager	5-10 ‘boy-love’ series

The findings from in-depth interview were elaborated as below:

4.1.1 Consumption of the ‘boy-love’ media

The target group is segmented into three groups which are 1) light users (less than five ‘boy-love’ series), 2) medium users (5-10 ‘boy-love’ series), and 3) heavy users (more than 10 ‘boy-love’ series). From the interview, there are three heavy users, two medium users and one light user. The heavy users tend to be only interested in the story regardless of the individual actors. In the meantime, the light and medium users are generally interested in both the series and the actors. To segment further, the people who consume the ‘boy-love’ series can be viewed as the series’ fans,

actors' fans, or both. This information is used to design the questionnaire in order to segregate the fan type.

4.1.2 Attributes of the 'boy-love' media/actors that can attract and retain the fans

4.1.2.1 Chemistry between actors

Every respondent prefers to watch the moment that the lead actors have the scene together because there is specific chemistry between them. This is the main factor that every respondent agrees upon.

4.1.2.2 Good-looking actors

Most of the 'boy-love' series is featured by good-looking actors regardless of their acting skills. Therefore, once they appear on the screen, it can easily attract the audience to start watching it. Some respondents even mentioned that the storyline is sometimes unnecessary because they only want to see the actors' face.

4.1.2.3 Support favorite actors

One respondent stated that she watched the 'boy-love' series because she strongly would like to support her favorite actors. Therefore, this is the only reason that she decided to watch the series regardless of any other factors. It is noted that this respondent is a light user. This is found to be an interesting insight and can be used for further confirmation in the questionnaire.

4.1.2.4 Interesting storyline, prefer the manliness rather than the feminine vibe, and novel fans

These are the factors that at least two respondents mentioned. The storyline is relatable to many audiences, so they feel that the story is specially made for them. Moreover, the story's vibe does not include the feminine vibe (such as the high voice of women, endless crying seen, or the weaker angle seen in the female), making the story more straightforward and direct to the point. Last, almost every series are made from the novel that initially has its fanbase. Some of these fans will become the fans of the series as well.

4.1.3 Role of social media

Twitter is the main social media channel that one heavy user, two medium users, and one light user use to update the news from their actors. The fans in Twitter are very supportive of their favorite actors and ready to support them in terms of social engagement (by posting and participating in the event) and spending.

4.1.4 Effectiveness of the marketing practice used on products featured by ‘boy-love’ actors

None of the respondent dislikes or prefers the advertisement (both product placement and celebrity endorsement) shown in ‘boy-love’ series. It can give them a sense of product existence and its attractiveness to some degree. Four out of six respondents have claimed that advertisement works for them because they have spent money on those products before. Refer to the respondent as mentioned in 4.1.2.3, as she intends to support her favorite actors, she is willing to spend the money on endorsed products if she sees them appear in specific advertisements or events. She also claimed that some of the products she bought do not make use of her. Since there was only one respondent from an in-depth interview with this type of behavior, this set of question will be further elaborated in the questionnaire to confirm her behavior.

4.2 Key findings from the questionnaire survey

4.2.1 Respondents’ segmentation

With a total of 291 respondents attempted the online questionnaire distributed via Google Forms, 256 respondents passed the screening question and completed the survey. The survey makes the screening criteria based on whether the respondents have completely watched at least one Thai ‘boy-love’ series. Such criteria shows that the respondents are supposed to favor the series somehow as they are willing to complete the whole story.

The survey is structured based on the consumption behavior of ‘boy-love’ series, marketing practice (product placement and celebrity endorsement) on the ‘boy-love series and actors, and the respondents’ demographic profile.

The respondents were asked the number of ‘boy-love’ series that they have watched, which can be broken down into three groups (as shown in Table 4.2): 1) light users who have watched less than 5 ‘boy-love’ series), 2) medium users who have watched between 5-10 ‘boy-love’ series and, 3) heavy users who have watched more than 10 ‘boy-love’ series.

Table 4.2:

Respondents’ segmentation based on consumption of ‘boy-love’ series

Segmentation	Count (N=256)	Column N%
Light user	125	49%
Medium user	79	31%
Heavy user	52	20%

This segmentation is used to analyze the ‘boy-love’ marketing scheme towards audience engagement.

4.2.2 Respondents’ demographic profiles

From table 4.3, the respondents were mainly female (246 respondents or 96%), with the majority age between 21-30 years old (144 respondents or 56%). There are 144 respondents, or 56%, who are between 21 and 30 years old. However, the age varies throughout each range, with a minimum age of 14 years old and maximum age of 53 years old. Two hundred forty-five respondents, or 95%, are single. Majority of the respondents are corporate employees (108 respondents or 42%), government officers (50 respondents or 20%), and students (53 respondents or 21%). One hundred seventy-five respondents, or 68%, live in Bangkok and nearby provinces. Twitter is the most popular social media channel because 200 respondents, or 78%, mostly spend more than 4 hours per day compared to other channels.

Table 4.3:

All respondents' demographic profile

		Respondents (N = 256)	
		Count	Column N %
Gender	Male	10	4%
	Female	246	96%
Age	<= 20.00	33	13%
	21.00 - 30.00	144	56%
	31.00 - 40.00	60	23%
	41.00 =>	19	8%
Status	Single	245	95%
	Married	9	4%
	Divorced	2	1%
Highest / Current education	High school or lower	36	14%
	Bachelor	173	68%
	Master	40	16%
	Doctorial	7	3%
Occupation	Corporate employee	108	42%
	Merchant/Own business	17	6%
	Government officer	50	20%
	Freelance	13	5%
	Student	53	21%
	Unemployed	15	6%
Living area	Bangkok and metropolitans	175	68%
	Others	81	32%
Time spent on social media (More than 4 hours/day)	Facebook	61	24%
	Instagram	93	36
	Line	105	41%
	Twitter	200	78%
	Clubhouse	22	8%

4.2.2.1 Income

When analyzing the income based on the segmentation of 'boy-love' series consumption, it can be broken down into below table 4.4.

Table 4.4:

Respondents' income profile

	Light user (N=125)		Medium user (N=79)		Heavy user (N=52)	
	Count	Column N%	Count	Column N%	Count	Column N%
Less than Baht 10,000	23	18%	17	22%	18	35%
Baht 10,001 - 30,000	59	47%	38	48%	23	44%
Baht 30,001 - 70,000	36	29%	20	25%	8	15%
Baht 70,001 - 90,000	7	6%	4	5%	3	6%

Most of the respondents earned an income of Baht 10,001-30,000 per month. Looking at the range of Baht 30,000-70,000, the light and medium users tend to have more density in this range. It can be viewed that the light and medium users have slightly higher purchasing power than the heavy users. Other than that, there is rarely a significant difference between groups.

4.2.3 'Boy-love' series consumption behavior of each segmentation

4.2.3.1 Streaming channel

The streaming platform is an important channel to reach out to the audience. Refer to table 4.5, LINE TV can capture almost 100% of respondents. YouTube, WeTV, AIS Play, Viu are the alternative platform that the respondents have used to stream the 'boy-love' series.

Table 4.5:

Streaming channel

	Light user (N=125)		Medium user (N=79)		Heavy user (N=52)	
	Count	Column N%	Count	Column N%	Count	Column N%
Live TV	40	32%	34	43%	22	42%
LINE TV	121	97%	79	100%	52	100%
YouTube	68	54%	55	70%	40	77%

Table 4.5:

Streaming channel (Cont'd)

	Light user (N=125)		Medium user (N=79)		Heavy user (N=52)	
	Count	Column N%	Count	Column N%	Count	Column N%
WeTV	36	29%	43	54%	41	79%
AIS Play	6	5%	20	25%	30	58%
Viu	7	5%	10	13%	17	33%
Netflix	4	3%	2	3%	0	0%

4.2.3.2 News update channel

The respondents are likely to receive the 'boy-love' updates from social media platforms through community fan page, actor's social media, personal new feed, or trailer with an average score of 2.21, 2.38, 2.25, and 2.20 (out of 3), respectively as shown in Table 4.6. However, friends' recommendation only has a mean score of 1.05, which is the less effective way as a marketing scheme.

Table 4.6:

'Boy-love' series news update channel

	Mean (N=256)	S.D.
Actors' fan community in social media	2.21	0.647
Actors' personal social media	2.38	0.663
General new feed in social media	2.25	0.596
Trailer from streaming platform	2.20	0.494
Word of mouth from friends/families	1.05	0.327

4.2.3.3 Role in the 'boy-love' fans community

Refer to table 4.7, the community does not work with the light users with 27 respondents or 22%. As expected, the medium and heavy users are more active in the fans' community. Surprisingly, the community leaders have all groups of light, medium, and heavy users, with the respondents of 4 (3%), 3 (4%), and 4 (8%), respectively.

Table 4.7:

Role in the 'boy-love' fans community

	Light user (N=125)		Medium user (N=79)		Heavy user (N=52)	
	Count	Column N%	Count	Column N%	Count	Column N%
I do not follow fans community	27	22%	4	5%	2	4%
Leaders/Page administrative	4	3%	3	4%	4	8%
Active community members	34	27%	33	42%	25	48%
Secret admirer	60	48%	39	49%	21	40%

4.2.3.4 Users' perception towards the factors of 'boy-love' series

The respondents tend to start watching the 'boy-love' series due to the factors shown in table 4.8. Interesting trailer and viral in social media are the most rated factors that make the respondents start watching the 'boy-love' series with 165 respondents or 65% and 138 respondents or 54%, respectively. The factors are followed by the novel fans with 123 respondents or 48% and good-looking actors with 101 respondents or 40%.

Table 4.8:

Factors that make the respondents start watching 'boy-love' series

	Count (N=256)	Column N%
Interesting trailer	165	65%
Word of mouth from friends/families	78	31%
Internet/social viral	138	54%
Good looking leading actors	101	40%
More time due to COVID-19	46	18%
Novel fans	123	48%

The following section will explain the factors that make people like and dislike the 'boy-love' series.

(1) Factors that make the respondents like 'boy-love' series

The questions include 5 rating scores. The most rated factors with a score of 4 and 5 are shown in table 4.9. The chemistry between actors and the interesting storyline is rated by 213 respondents or 85% and 177 respondents or 70%, respectively. One hundred thirty-three respondents, or 53%, also watch the 'boy-love' series to support their favorite actors.

Table 4.9:

Factors that make the respondents like 'boy-love' series

	Count (N=256)	Column N%
Good chemistry between leading male actors	213	85%
Good looking leading actors	95	38%
Prefer to watch and support favorite actor	133	53%
Exclusion of the feminism atmosphere	16	6%
Relatable storyline	177	70%
Novel fans	112	44%
Acting skills of the actor	3	1%

(2) Factors that make the respondents dislike 'boy-love' series

More than half of the respondents voted for the dislike factors, as shown in table 4.10. This can be the area of improvement for the next 'boy-love' series. Acting skills and unrealistic storyline are the most rated factors (4 and 5 scores out of 5) that it needs to be improved with the respondents of 176 (70 %) and 172 (68%), respectively.

Table 4.10:

Factors that make the respondents dislike 'boy-love' series

	Count (N=256)	Column N%
Bad acting skills of the leading actors	176	70%
Too much exposure (love scene)	145	58%
Unrealistic storyline	172	68%
Cliché storyline	106	42%

4.2.3.5 Spending to participate in event or support their favorite actors

Within the ‘boy-love’ fans, they are willing to participate in the event to meet their favorite actors, such as brand events, concerts, or meet and greet events. When looking together with the consumption level in table 4.11, the light user can be divided into two types. First are the fans who do not spend on anything with 48 respondents or 39%, which is higher than the heavy user (refer to a significant table in Appendix C). The second type is the users who are willing to spend up to Baht 20,000 (69 respondents or 55%) to participate in the event.

Table 4.11:

Spending of the ‘boy-love’ users to participate in the sponsored events

	Light user (N=125)		Medium user (N=79)		Heavy user (N=52)	
	Count	Column N%	Count	Column N%	Count	Column N%
<=0	48	39%	21	27%	9	17%
Baht 1 - 20,000	69	55%	56	71%	35	67%
Baht 20,001 - 50,000	4	3%	1	1%	6	12%
Baht 50,001 - 80,000	3	2%	0	0%	1	2%
Baht 80,000 =>	1	1%	1	1%	1	2%

The same interpretation can be made to fans who spend money to support their favorite actors on special occasions such as birthdays, anniversaries, or new series. This is different from the prior spending because the fans are the ones who organize the event themselves to show the love and support to their favorite actors. Similarly, two types of fans can be categorized as light users. The first type is the fans who do not spend on anything with 54 respondents or 43%, which is significantly higher than the heavy user (refer to the significant table in Appendix D). The second type is the users who are willing to spend up to Baht 20,000 (68 respondents or 54%) to celebrate their favorite actors' special occasion.

Table 4.12:

Spending of the 'boy-love' users to celebrate special occasion to support their favorite actors

	Light user (N=125)		Medium user (N=79)		Heavy user (N=52)	
	Count	Column N%	Count	Column N%	Count	Column N%
<=0	54	43%	23	29%	11	21%
Baht 1 - 20,000	68	54%	55	70%	38	73%
Baht 20,001 - 50,000	2	1%	1	1%	3	6%
Baht 50,001 - 80,000	0	0%	0	0%	0	0%
Baht 80,000 =>	1	1%	0	0%	0	0%

4.2.4 Effectiveness of marketing practice used over 'boy-love' series and actors

4.2.4.1 Product placement

There are a variety of ways to use the product placement in the 'boy-love' series. Some products are incorporated into the series and presented that the products are used. Some actors even intentionally mention the product brands for selling purposes. For some 'boy-love' series, at the end of each episode, the mini-series are featured by the 'boy-love' series talking about the sponsored products by using the side-storyline. One hundred thirty-five respondents, or 81%, based on table 4.13, rated 4 or 5 scores (out of 5) that the mini-series is preferable.

Table 4.13:

Score of product placement scheme

	Count (N=256)	Column N%
Product movement	60	36%
Product experience	71	43%
Mini-series	135	81%

(1) Impact on purchasing journey

Product placement in ‘boy-love’ series enables the respondents for the brand recognition, product trial, brand loyalty, and purchase confidence. The data exhibits in Table 4.14.

Table 4.14:

Purchasing impact due to the product placement in ‘boy-love’ series

	Mean (N=256)	S.D.
Brand recognition	3.77	0.635
Product trial	3.67	0.699
Brand loyalty	3.71	0.747
Enhance purchase confidence	3.66	0.699
Brand negativity/unbelievable	2.02	0.894

(2) Spending on products

Based on table 4.15, 181 respondents, or 71%, have spent money purchasing the products that were advertised in the ‘boy-love’ series.

Table 4.15:

Number of respondents who spent money due to product placement in ‘boy-love’ series.

	Count (N=256)	Column N%
Yes	75	29%
No	181	71%

(3) Factors that affect spending

The questions include identifying factors that trigger the purchasing decision due to the product placement in ‘boy-love’ series. The result shows a strong correlation between every variable (interesting product, good-looking actors, memorable storyline, support of favorite actors, and current essential routine product) and the respondents who have purchased the products from ‘boy-love’ series as shown in table 4.16.

Table 4.16:

Factors that affect the purchasing decision due to the product placement in 'boy-love' series

	Pearson correlation	Sig. (2-tailed)	Strength of relation
Interesting products	0.73	0.00	High
Attractive appearance of actors	0.72	0.00	High
Funny and memorable dialogue	0.71	0.00	High
Support the actors	0.77	0.00	High
Current essential routine product	0.75	0.00	High

4.2.4.2 Celebrity endorsement

The celebrity endorsement in 'boy-love' is commonly seen as using the actors as a brand presenter, show sponsored, and product review. The brand presenter is the most preferred choice when it comes to product endorsement by 'boy-love' actors with the 186 respondents or 95% as shown in table 4.17.

Table 4.17:

Score of celebrity endorsement scheme

	Count (N=256)	Column N%
Sponsored in the shows where 'boy-love' actors are hosting	131	67%
Brand presenter	186	95%
Product reviewer	136	70%

(1) Impact on purchasing journey

Product endorsement by 'boy-love' actors enables the respondents for brand recognition, product trial, and purchase confidence with an average score of 3.95, 3.68, and 3.34 (out of 5), respectively, as shown in table 4.18. It is noted that the celebrity endorsement has less negative impact than the product placement. Unlike product placement, brand loyalty does not receive a high rating score in terms of celebrity endorsement.

Table 4.18:

Purchasing impact due to the celebrity endorsement by 'boy-love' actors

	Mean (N=256)	S.D.
Brand recognition	3.95	1.03
Product trial	3.68	1.18
Brand loyalty	2.80	1.07
Enhance purchase confidence	3.34	1.22
Brand negativity/unbelievable	1.91	0.97

(2) Spending on products

Based on table 4.19, 211 respondents, or 82%, have spent money purchasing the products that 'boy-love' actors endorsed.

Table 4.19:

Number of respondents who spent money on products as seen from 'boy-love' series

	Count (N=256)	Column N%
Yes	45	18%
No	211	82%

(3) Factors that affect spending

The questions include identifying factors that trigger the purchasing decision on the products endorsed by 'boy-love' actors. The result shows a strong correlation between every variable (interesting product, good-looking actors, memorable storyline, support of favorite actors, and current essential routine product) and the respondents who have purchased the products, as shown in table 4.20.

Table 4.20:

Factors that affect purchasing decision on the product endorsed by 'boy-love' actors

	Pearson correlation	Sig. (2-tailed)	Strength of relation
Credibility of the actors	0.63	0.00	High
Attractive appearance of actors	0.63	0.00	High
Funny and memorable dialogue	0.61	0.00	High
Support the actors	0.66	0.00	High
Current essential routine product	0.61	0.00	High

4.2.5 Spending analysis over marketing used on the products featured by 'boy-love' series and actors

The segmentation based on spending is categorized into two groups which are product placement and celebrity endorsement, as shown in Table 4.21 and 4.22, respectively. The questionnaire was designed to identify the people who have spent money purchasing the products due to either product placement or celebrity endorsement. The respondents were asked to provide the highest amount that the customers have spent money on the food and snacks as they are the most common 'boy-love' product category that they have bought which can be broken down into four groups: 1) zero spenders who have never spent on products, 2) light spenders who spent less than Baht 1,000, 3) Medium spenders who spent between Baht 1,000-5,000 and, 4) high spenders who spent more than Baht 5,000 on the products advertised by 'boy-love' series or actors. This segmentation analyzes the factors that trigger the purchasing behavior by using 'boy-love' series as a marketing channel.

Table 4.21:

Respondents' segmentation based on spending due to product placement

	Count (N=256)	Column N%
Zero spending	75	29%
Low spending	114	45%
Medium spending	51	20%
High spending	16	6%

Table 4.22:

Respondents' segmentation based on spending due to celebrity endorsement

	Count (N=256)	Column N%
Zero spending	45	17%
Low spending	122	48%
Medium spending	54	21%
High spending	35	14%

The result is further analyzed to confirm the assumption of whether the spending of the 'boy-love' products depends upon the respondents' consumption of 'boy-love' series.

For the spender who spent on the products due to the product placement in 'boy-love' series, refer to table 4.23, the light users are more likely not to spend money buying the products comparing to medium and heavy users.

Table 4.23:

Relationship between 'boy-love' series consumption and spending of the product placement in 'boy-love' series

	Light user (N=125)		Medium user (N=79)		Heavy user (N=52)	
	Count	Column N%	Count	Column N%	Count	Column N%
Zero spending	50	40%	18	23%	7	14%
Low spending	45	36%	43	54%	26	50%
Medium spending	24	19%	15	19%	12	23%
High spending	6	5%	3	4%	7	13%

For the spender who spent on the products endorsed by 'boy-love' actors, refer to table 4.24, the light user has the similar or even higher spending on the products when comparing to the medium and heavy user. Interestingly, the heavy users tend to spend at a lower level than light and medium user.

Table 4.24:

Relationship between 'boy-love' series consumption and spending of the products endorsed by 'boy-love' actors

	Light user (N=125)		Medium user (N=79)		Heavy user (N=52)	
	Count	Column N%	Count	Column N%	Count	Column N%
Zero spending	29	23%	11	14%	5	10%
Low spending	52	42%	38	48%	32	61%
Medium spending	25	20%	22	28%	7	14%
High spending	19	15%	8	10%	8	15%

For both analyses, the heavy and medium users are most likely to have a low spending.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Research Summary and Recommendation

The research has collected 256 respondents who have watched at least one Thai ‘boy-love’ series. The analysis method includes frequency, mean, and correlation tests to identify the factors that influence the success of ‘boy-love’ series.

From the research results, the segmentation of the people who watch ‘boy-love’ series can be divided into three groups: light user, medium user, and heavy user. The demographic profile of the respondents who watched ‘boy-love’ series can capture mainly females with age between 20-30 years old who live in Bangkok.

Social media plays an integral part in gathering the ‘boy-love’ fans as a community. There are several platforms that the fans can reach out to. The most successful streaming platform that can capture 100% ‘boy-love’ fans is LINE TV. Social media such as actor’s personal pages, fans’ community pages, or users’ personal new feeds is the massive pool of the fan community where people are actively seeking for updates and moment sharing. Although there is a community fan page in the social media channel, it might not be as effective as other channels because there are only specific group of people who follow the page. The most popular social media channel is Twitter, as majority of the respondents spend at least four hours a day on this platform. Therefore, Twitter and LINE TV are the top priority to tackle and exploit this opportunity when targeting the ‘boy-love’ fans.

If the brand is thinking about capturing the first intention through ‘boy-love’ series, making the internet viral and interesting trailer could grab people’s attention. The brand will need a couple that has good chemistry between each other and an interesting storyline to retain the audience. However, the brand should avoid the storyline that is too unrealistic or cliché. Instead, exploring the new plot and making it relatable could better capture the audience’s attention. Also, the acting skill of the ‘boy-love’ actors are strongly required to be improved. A good-looking appearance is necessary, but acting skill is also critical to let the audiences feel into the series.

The light user can be categorized into two groups. The first group is the fans who only watched the 'boy-love' series. In contrast, the other group is the people who are only supporting the actors by spending money for any events relevant to that actor's activities. In terms of spending, the latter group has an average expenditure of Baht 5,000-20,000 on such actors. Surprisingly, the maximum number of the response is up to Baht 100,000 paid to the brand when organizing the events such as a concert, meet & greet event, or brand activity. The fans also spent the money to organize the activities themselves to celebrate the 'boy-love' actors' special occasions such as birthdays or anniversaries. Therefore, the brand can aim to target the series, but the 'boy-love' actors are also the critical source that can attract a vast pool of fans and customers.

For the product placement scheme in 'boy-love' series, the most preferable scheme is the mini-series (sponsored by the brands) aired at the end of each episode. This allows the fans to feel as if they earn bonuses because they can watch their favorite actors/couples in an extensive episode. It is noted that other types of product placement, such as incorporating the products into the series or intentionally show them in the series, can still be effective but might not be the favorite scene to many audiences. If the brand wants its products to gain more awareness, encourage product trials, increase brand loyalty, or enhance purchase confidence, product placement in 'boy-love' series can be an excellent choice.

For celebrity endorsement marketing by 'boy-love' actors, using the classic brand presenter has always been the best way to sell the products. Similar to product placement, there are satisfactory results from celebrity endorsement: brand recognition, product trial, and purchase confidence. However, brand loyalty should not be expected from celebrity endorsement.

The negativity toward the brands is rare when implementing product placement and celebrity endorsement schemes on 'boy-love' series and actors. Instead, more than half of the respondents have bought the products due to these marketing schemes. Suppose the brand is thinking of making the products to the purchasing stage, the factors that need to be taken into consideration should include interesting products, good-looking actors, memorable storyline, support of favorite actors, and products that are commonly in use.

The 'boy-love' series' consumption does not relate to the spending made on products featured by 'boy-love' series and actors. The light users can sometimes spend a considerable amount because they only support their favorite actors. On the other hand, the medium or heavy users sometimes only prefer watching the 'boy-love' series for entertainment purposes. As mentioned earlier, the use of 'boy-love' marketing scheme does not necessarily mean that the audience will always have to buy the sponsored products. Instead, it creates brand awareness that allows people to acknowledge the product existence that may or may not extend to the purchase decision.

5.2 Suggestion for future research

This research mainly focuses on the characteristics of the respondents who consume the 'boy-love' series. The effectiveness of marketing use cannot be assessed entirely whether there are significant impacts on their spending. More detailed questions regarding the spending should help analyze the marketing effectiveness in terms of purchase decisions.

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APPENDICES

APPENDIX A

IN-DEPTH INTERVIEW QUESTIONS

1. How many Thai 'boy-love' series have you completely watched?
2. Why do you START watching Thai 'boy-love' series?
3. What is it that you like in Thai 'boy-love' series?
4. What is the online streaming platform that you watched the 'boy-love' series?
5. How many people do you normally watch with?
6. How do you feel when you see the products advertised in the 'boy-love' series?
7. Have you ever bought the products that were advertised in 'boy-love' series or endorsed by 'boy-love' actors?
8. Have you ever spent money to participate in the event or support the 'boy-love' actors (such as birthday or anniversary)? If yes, what is it and how much.
9. Do you normally recommend the 'boy-love' series to your friends?
10. Do you join the fans community in social media?
11. Do you normally have any engagement in the fans' community or your personal feed regarding the 'boy-love' series/actors?
12. How long do you normally spend time in social media such as Facebook, Line, Instagram, or twitter?
13. What is your personal information e.g., age, career, income, and education.

APPENDIX B

QUESTIONNAIRE

Cover letter

You are invited to participate in a research study of ‘boy-love’ series. This study is being conducted by the students from the Master of Science Program in Marketing from Thammasat University (MIM). The purpose of this research is to gain an understanding on the perception and attitude of the consumers of ‘boy-love’ series in order to further pursue in the marketing scheme by utilizing the ‘boy-love’ phenomena in Thailand.

In this study, you will be asked to complete an electronic survey. We estimate that it will take approximately 10 minutes of your time to complete the questionnaire. By completing and submitting this survey, you are indicating your consent to participate in the study. Your participation is appreciated.

The survey does not collect any information of the respondent. All of the responses in the survey will be recorded anonymously. Unless we are required to do so by law, we will not disclose your questionnaire data to any other third parties other than our professors, client, and relevant university officer.

If you have any questions regarding the survey or this research project in general, please contact Nongnapas Boon-anake at nongnapas.boonanake@gmail.com.

Screening questions

Have you ever watched at least one Thai ‘boy-love’ series?

- a. Yes (Go to question A1.)
- b. No (End of questionnaire)

Consumption of ‘boy-love’ series

A1. How many Thai ‘boy-love’ series have you completely watched?

- A) Less than 5 series
- B) Between 5-10 series
- C) More than 10 series

A2. What is the channel that you watch 'boy-love' series? [Can choose more than 1]

- A) Live TV
- B) LINE TV
- C) YouTube
- D) We TV
- E) AIS Play
- F) Viu
- G) Netflix

A3. What is the reason that you start watching 'boy-love' series? [Can choose more than 1]

- A) Interesting trailer
- B) Word of mouth from friends/families
- C) Internet/social viral
- D) Good looking leading actors
- E) More time due to COVID-19
- F) Novel fans

A4. Which of the following attributes that make you like in 'boy-love' series?

[Can choose more than 1]

- A) Good chemistry between leading male actors
- B) Good looking leading actors
- C) Prefer to watch and support favorite actor(s)
- D) Exclusion of the feminism atmosphere (no girly behavior / more of a man-talk)
- E) Relatable storyline
- F) Novel fans
- G) Acting skills of the actor
- H) I do not like 'boy-love' series

A5. Which of the following attributes that make you dislike the Thai ‘boy-love’ series?

- A) Bad acting skills of the leading actors
- B) Too much exposure (love scene)
- C) Unrealistic storyline
- D) Cliche storyline
- E) Nothing that I do not like in ‘boy-love’ series

A6. Please rate how often do you normally receive the updates of ‘boy-love’ series/actors in the following channel?

	Never	Sometime	Always
A6.1 Actors’ fan community in social media (e.g., Twitter/Facebook/Line/Instagram)	1	2	3
A6.2 Actors’ personal social media (e.g., Twitter/Facebook/Instagram)	1	2	3
A6.3 General new feed in social media (e.g., friends/production company)	1	2	3
A6.4 Trailer from streaming platform (e.g., YouTube/LINE TV)	1	2	3
A6.5 Word of mouth from friends/families	1	2	3

A7. Please specify if there any other channels that you normally receive the updates of ‘boy-love’ series/actors?

A8. What role are you in the ‘boy-love fans community in social media [Twitter, LINE, Facebook or Instagram]?

- A) Leaders/ Page administrative (engaging the follower, creating events, or updating the series/actors news)
- B) Followers (constantly/sometimes share and participate in community)
- C) Secret admirer (no post has been shared but constantly follow the updates)
- D) I do not follow the fans’ community.

A9. Do you normally recommend the ‘boy-love’ series or discuss the favorite scenes with your friends/families?

- A) Yes
 - B) No
-

Product placement in ‘boy-love’ series”

B1. Do you agree that you like to see the following advertisement in ‘boy-love’ series?

		Strongly disagree			Strongly agree	
B1.1	Product movement (passed by in the scene)	1	2	3	4	5
B1.2	Product experience (actors actually experience it)	1	2	3	4	5
B1.3	Mini-series (special scene at the end of each episode)	1	2	3	4	5

B2. Do you agree that the advertisement in ‘boy-love’ series make an impact on the following purchase behavior?

		Strongly disagree			Strongly agree	
B2.1	Brand recognition	1	2	3	4	5
B2.2	Product trial	1	2	3	4	5
B2.3	Brand loyalty	1	2	3	4	5
B2.4	Enhance purchase confidence	1	2	3	4	5
B2.5	Brand negativity/unbelievable	1	2	3	4	5

B3. Have you ever bought the products as shown in the product placement in ‘boy-love’ series?

- A) Yes
- B) No [Go to questions C1]

B4. Do you agree that the followings are the reasons that affect your purchase decision after seeing the products appeared in ‘boy-love’ series?

	Strongly disagree				Strongly agree	
B4.1	Interesting product so I would like to try the new products	1	2	3	4	5
B4.2	Attractive appearance of the actors	1	2	3	4	5
B4.3	Funny and memorable dialogue	1	2	3	4	5
B4.4	Support the series/leading couple	1	2	3	4	5
B4.5	It is the product that I am currently using; switching to this brand will not do any worse.	1	2	3	4	5

B5. Are there any other reasons that you affect your purchase decision after seeing the products appeared in ‘boy-love’ series?

B6. Please specify the price that you have ever spent on the following product category because you see it from the ‘boy-love’ series

B6.1 Snack and beverage

- A) Less than Baht 500
- B) Baht 501-1,000
- C) Baht 1,001 – 5,000
- D) Above Baht 5,000
- E) I do not spend money on this product category.

B6.2 Cosmetic/skincare

- A) Less than Baht 500
- B) Baht 501-1,000
- C) Baht 1,001 – 5,000
- D) Above Baht 5,000
- E) I do not spend money on this product category.

B6.3 Consumer product (e.g., shampoo/toothpaste)

- A) Less than Baht 500
- B) Baht 501-1,000
- C) Baht 1,001 – 5,000
- D) Above Baht 5,000
- E) I do not spend money on this product category.

B6.4 Phone network

- A) Less than Baht 500
- B) Baht 501-1,000
- C) Baht 1,001 – 5,000
- D) Above Baht 5,000
- E) I do not spend money on this product category.

B6.5 Fashion

- A) Less than Baht 500
- B) Baht 501-1,000
- C) Baht 1,001 – 5,000
- D) Above Baht 5,000
- E) I do not spend money on this product category.

B6.6 Mobile phone

- A) Less than Baht 500
 - B) Baht 501-1,000
 - C) Baht 1,001 – 5,000
 - D) Above Baht 5,000
 - E) I do not spend money on this product category.
-

Product endorsement by ‘boy-love’ series individually

C1. Do you agree that you like to see the following product endorsement by the ‘boy-love’ actors?

	Strongly disagree			Strongly agree	
C1.1	Sponsored in the shows where ‘boy-love’ actors are hosting.				
	1	2	3	4	5
C1.2	Brand presenter				
	1	2	3	4	5
C1.3	Product reviewer (e.g., YouTube, Instagram, Twitter)				
	1	2	3	4	5

C2. Do you agree that the product endorsement by ‘boy-love’ actors make an impact on the following purchase behavior?

	Strongly disagree			Strongly agree	
C2.1	Brand recognition				
	1	2	3	4	5
C2.2	Product trial				
	1	2	3	4	5
C2.3	Brand loyalty				
	1	2	3	4	5
C2.4	Enhance purchase confidence				
	1	2	3	4	5
C2.5	Brand negativity/unbelievable				
	1	2	3	4	5

C3. Have you ever bought the products endorsed by the ‘boy-love’ actors?

- A) Yes
- B) No [Go to question C7]

C4. Do you agree that the followings are the reasons that affect your purchase decision after seeing the products endorsed by ‘boy-love’ actors?

	Strongly disagree			Strongly agree	
C4.1	Credibility of the actors				
	1	2	3	4	5
C4.2	Attractive appearance of the actors				
	1	2	3	4	5
C4.3	Funny and memorable dialogue				
	1	2	3	4	5
C4.4	Support the actors				
	1	2	3	4	5
C4.5	It is the product that I am currently using; switching to this brand will not do any worse.				
	1	2	3	4	5

C5. Are there any other reasons that affect your purchase decision after seeing the products endorsed by ‘boy-love’ actors?

C6. Please specify the average price on the following product category that you have bought from seeing the products endorsed by ‘boy-love’ actors?

C6.1 Snack and beverage

- A) Less than Baht 500
- B) Baht 501-1,000
- C) Baht 1,001 – 5,000
- D) Above Baht 5,000
- E) I do not spend money on this product category.

C6.2 Cosmetic/skincare

- A) Less than Baht 500
- B) Baht 501-1,000
- C) Baht 1,001 – 5,000
- D) Above Baht 5,000
- E) I do not spend money on this product category.

C6.3 Consumer product (e.g., shampoo/toothpaste)

- A) Less than Baht 500
- B) Baht 501-1,000
- C) Baht 1,001 – 5,000
- D) Above Baht 5,000
- E) I do not spend money on this product category.

C6.4 Phone network

- A) Less than Baht 500
- B) Baht 501-1,000
- C) Baht 1,001 – 5,000
- D) Above Baht 5,000
- E) I do not spend money on this product category.

C6.5 Fashion

- A) Less than Baht 500
- B) Baht 501-1,000
- C) Baht 1,001 – 5,000
- D) Above Baht 5,000
- E) I do not spend money on this product category.

C6.6 Mobile phone

- A) Less than Baht 500
- B) Baht 501-1,000
- C) Baht 1,001 – 5,000
- D) Above Baht 5,000
- E) I do not spend money on this product category.

C7. What is the highest spending have you ever made to participate in the paid fan-meeting event/concert/brand events?

C8. What is the highest spending have you ever made to buy the gifts to support the actors in general (e.g., birthday/celebration)?

Demographic profile

D1. What is your gender?

- A) Male
- B) Female

D2. How old are you?

D3. What is your status?

- A) Single
- B) Married
- C) Divorced

D4. What is your highest or current education level?

- A) High school or lower
- B) Bachelor's degree
- C) Master's degree
- D) Doctorate degree

D5. What is your occupation?

- A) Employee
- B) Merchant/Own business
- C) Government/State Enterprise Offer
- D) Retirement
- E) Freelance
- F) Student
- G) Unemployed

D6. What is your average monthly personal income?

- A) Below Baht 10,000
- B) Baht 10,001-30,000
- C) Baht 30,001-50,000
- D) Baht 50,001-70,000
- E) Baht 70,001-90,000
- F) Above Baht 90,000

D7. Where do you live?

- A) Bangkok and Metropolitan
- B) Outside Bangkok and Metropolitan

D8. How many hours in a day do you normally spend in social media?**D1.1 Facebook**

- A) Less than 1 hour/day

- B) 1-3 hours/day
- C) 4-6 hours/day
- D) More than 6 hours/day
- E) I do not play Facebook.

D1.2 Instagram

- A) Less than 1 hour/day
- B) 1-3 hours/day
- C) 4-6 hours/day
- D) More than 6 hours/day
- E) I do not play Instagram.

D1.3 Line

- A) Less than 1 hour/day
- B) 1-3 hours/day
- C) 4-6 hours/day
- D) More than 6 hours/day
- E) I do not play Line.

D1.4 Twitter

- A) Less than 1 hour/day
- B) 1-3 hours/day
- C) 4-6 hours/day
- D) More than 6 hours/day
- E) I do not play Twitter.

D1.5 Clubhouse

- A) Less than 1 hour/day
- B) 1-3 hours/day
- C) 4-6 hours/day
- D) More than 6 hours/day
- E) I do not play Clubhouse.

----- **End of questionnaire** -----

APPENDIX C

**COLUMN PROPORTION COMPARISON OF SPENDING OF
SPONSORED EVENTS AGAINST LIGHT, MEDIUM AND
HEAVY USER**

	Light user	Medium user	Heavy user
	(A)	(B)	(C)
<=0	C		
Baht 1 - 20,000			
Baht 20,001 - 50,000			B
Baht 50,001 - 80,000		a	
Baht 80,000 =>			

Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

APPENDIX D

**COLUMN PROPORTION COMPARISON OF SPENDING OF
'BOY-LOVE' ACTORS' SPECIAL OCCASION AGAINST LIGHT,
MEDIUM AND HEAVY USER**

	Light user	Medium user	Heavy user
	(A)	(B)	(C)
<=0	C		
Baht 1 - 20,000			
Baht 20,001 - 50,000			B
Baht 50,001 - 80,000		. ^a	
Baht 80,000 =>			

Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

BIOGRAPHY

Name	Ms. Nongnapas Boon-anake
Date of Birth	January 23, 1995
Educational Attainment	2017: Bachelor of Commerce and Accountancy, Chulalongkorn University
Work Position	Management Trainees – Sales and Marketing Colgate Palmolive (Thailand) Company Limited 2021 - Current
Work Experiences	2017-2021: Senior Tax Consultant PricewaterhouseCoopers Legal & Tax Consultants Ltd.

