# Socio-Demographics, Lifestyles, and Consumption Frequency of Thai Boys Love Series Content: Initial Quantitative Evidence From Thailand

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# Why Thai Boys Love (BL)?
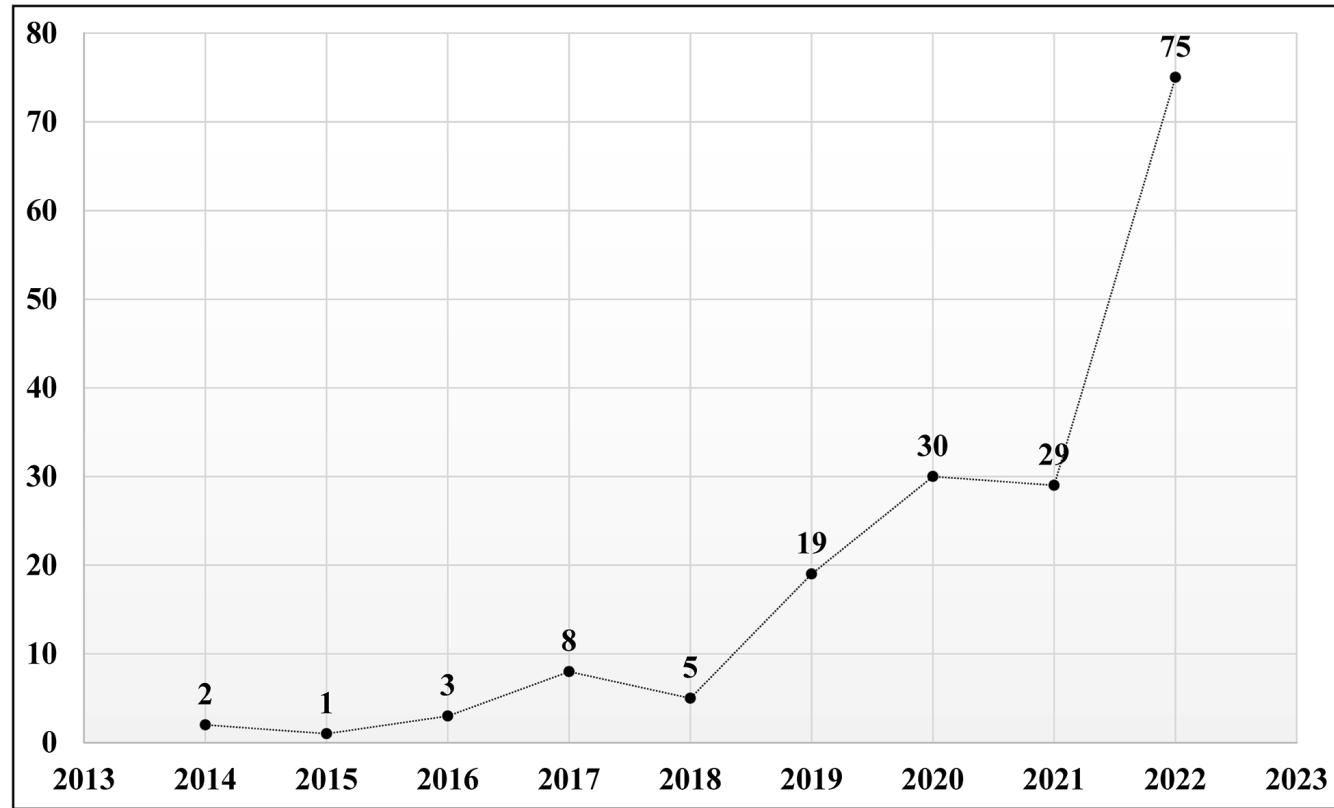
# Why Thai Boys Love (BL)?
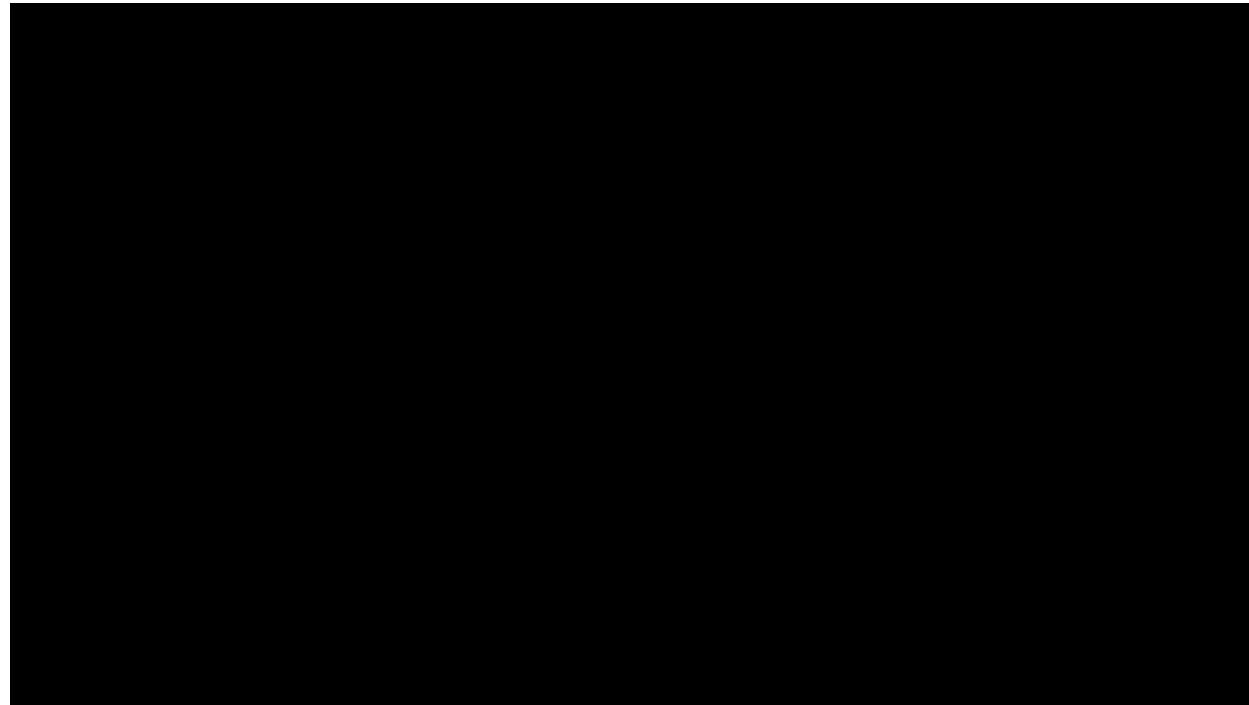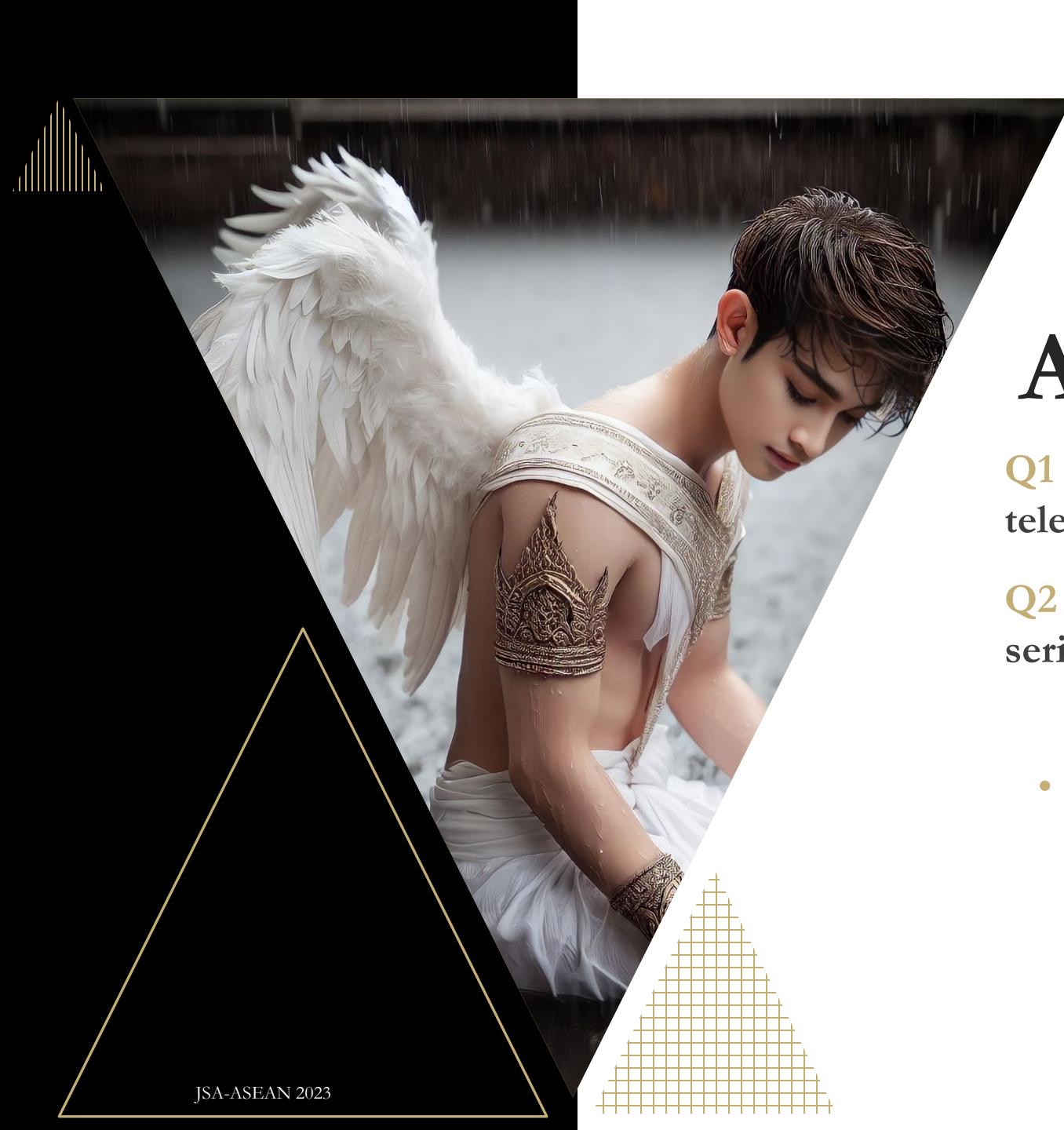
# Agenda

**Q1** – Who is the audience for Thai BL television series in Thailand?

**Q2** – Who is watching Thai BL television series content more frequently?

- The relationship between audience characteristics and the frequency of consuming Thai BL series content among local viewers.
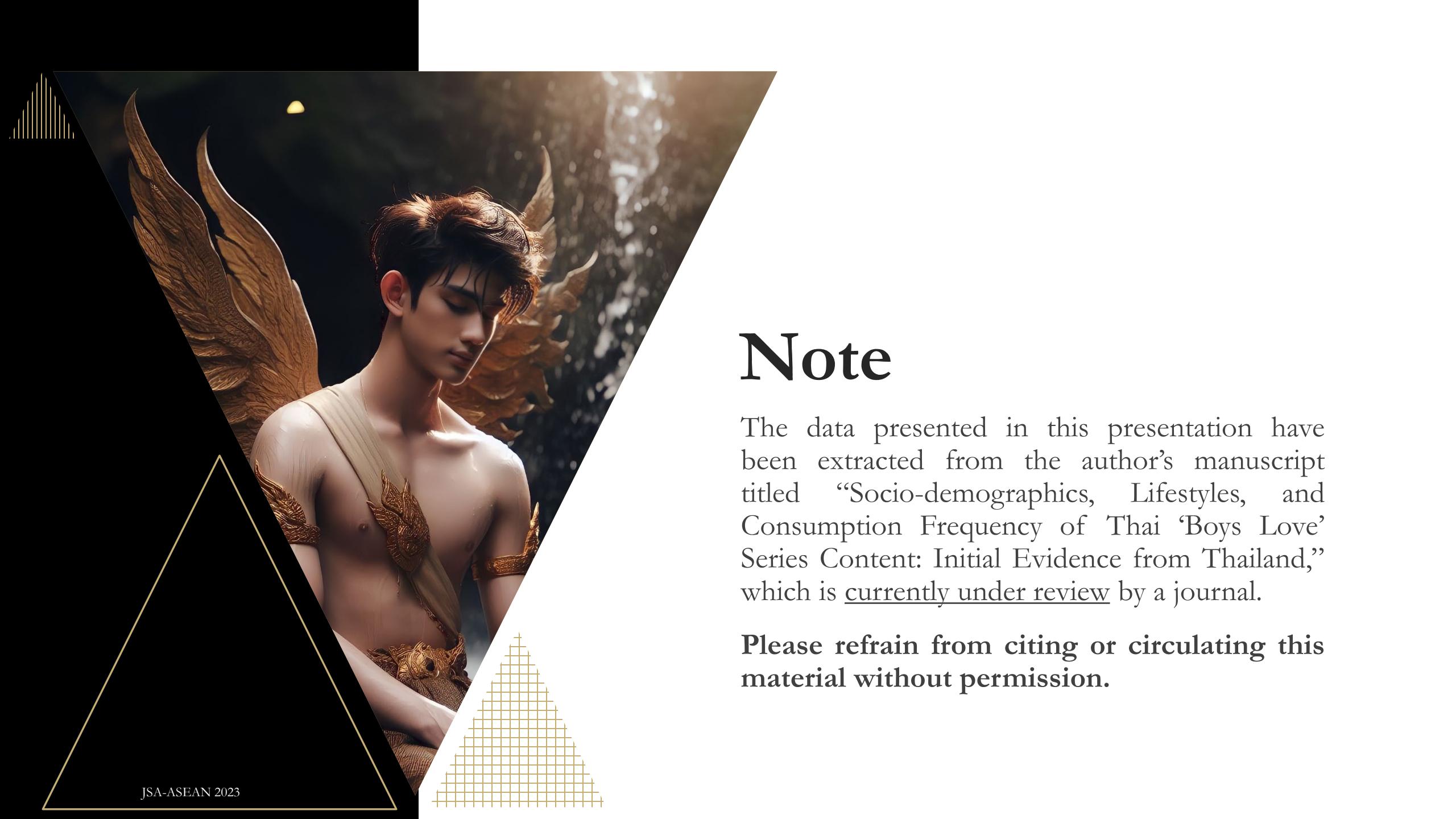
# Note

The data presented in this presentation have been extracted from the author's manuscript titled "Socio-demographics, Lifestyles, and Consumption Frequency of Thai 'Boys Love' Series Content: Initial Evidence from Thailand," which is <u>currently under review</u> by a journal.

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# Methods

- **Quantitative survey questionnaires as part of an online survey titled 'Motives of Thai Viewers for Consuming Y-Series' (MTY).***

- **Descriptive statistical analyses.**

- **Binary logistic regression analysis.**

* Survey data were collected by Vejchewin Research Institute Pvt Ltd.

**Q1 –**

**Who is the audience for Thai BL television series in Thailand?**
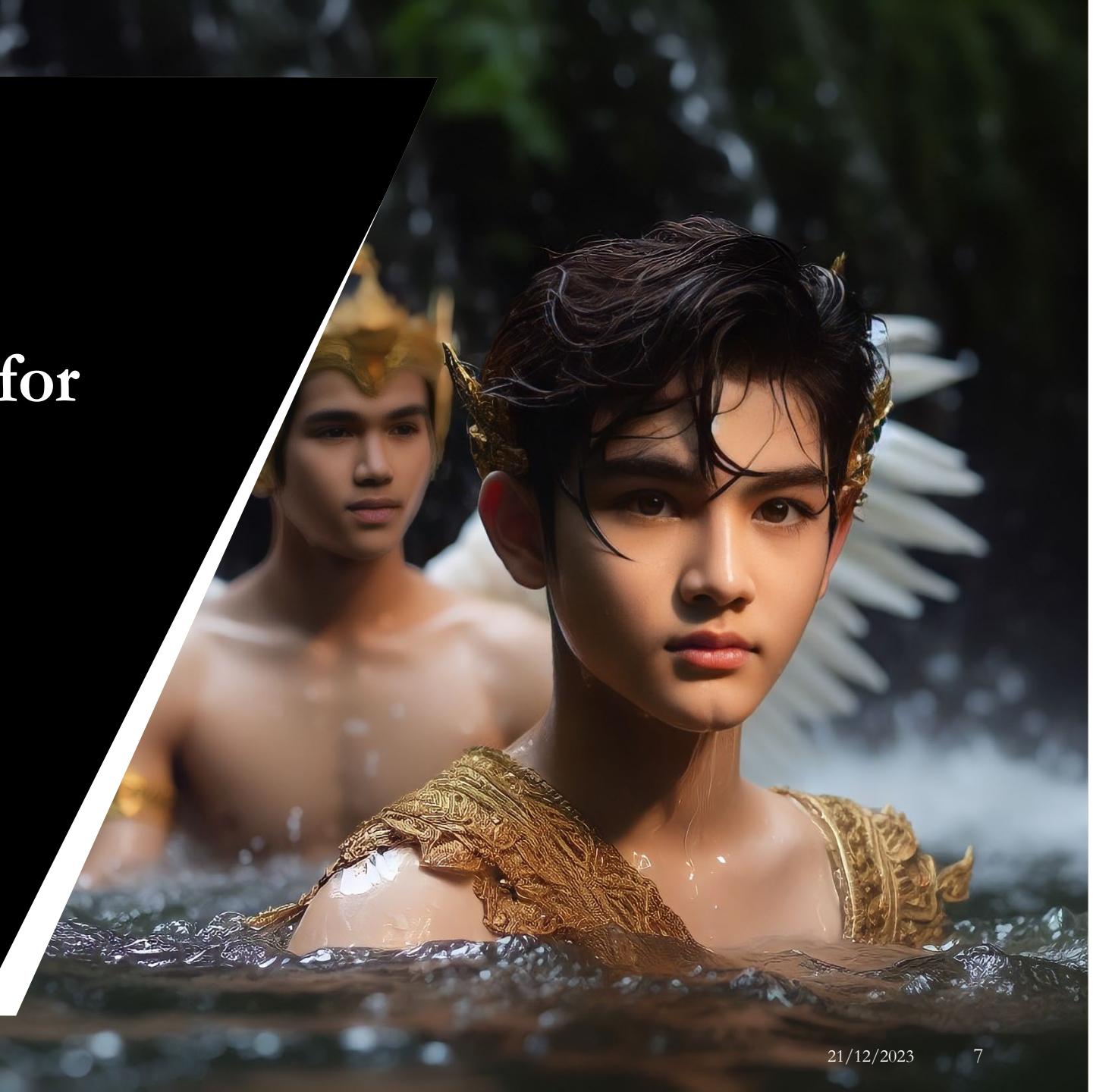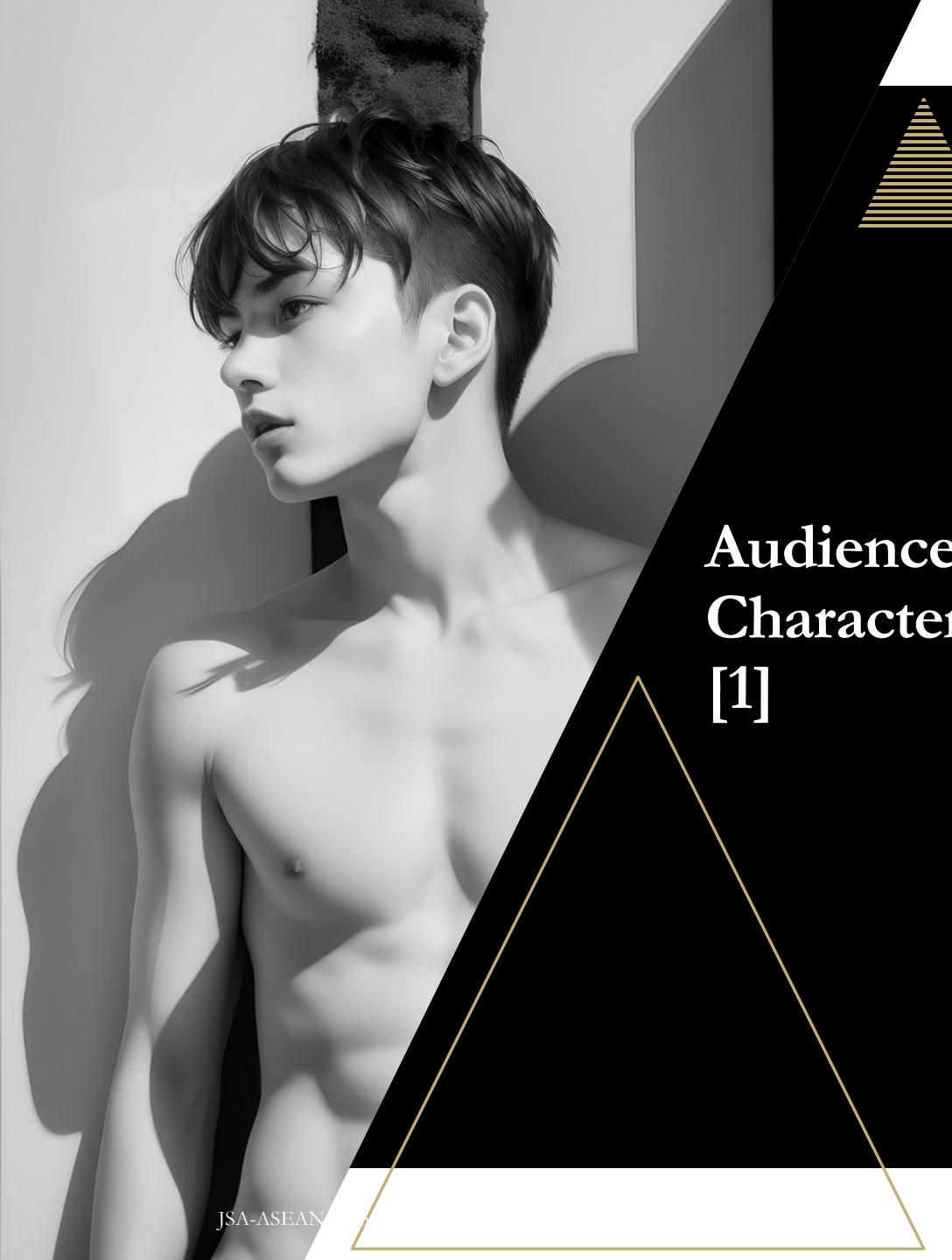
# Audience Characteristics [1]

| Participants' socio-demographic characteristics | | |
|---|---|---|
| Variables | *n* | % |
| Age (*M* = 30.07, *SD* = 8.47) | | |
| Sex | | |
|     Male | 73 | 36.5 |
|     Female | 127 | 63.5 |
| Sexual orientation | | |
|     Heterosexual | 77 | 38.5 |
|     Heterosexual with some degree of homosexuality | 23 | 11.5 |
|     Bisexual | 27 | 13.5 |
|     Homosexual with some degree of heterosexuality | 15 | 7.5 |
|     Homosexual | 41 | 20.5 |
|     Asexual | 7 | 3.5 |
|     Unsure about their sexual orientation | 4 | 2.0 |
|     Other | 6 | 3.0 |
| Social stratum | | |
|     Lower class | 6 | 3.0 |
|     Lower middle class | 46 | 23.0 |
|     Middle class | 117 | 58.5 |
|     Upper middle class | 26 | 13.0 |
|     Upper class | 5 | 2.5 |
| Area of residence | | |
|     Urban | 149 | 74.5 |
|     Outlying | 51 | 25.5 |

*Note.* *N* = 200.

# Audience Characteristics [2]

Participants' lifestyle characteristics

| Variables | $n$ | % |
|---|---|---|
| Y-comics readership | | |
| Y-comics reader | 89 | 44.5 |
| Non-Y-comics reader | 111 | 55.5 |
| Y-novel readership | | |
| Y-novel reader | 95 | 47.5 |
| Non-Y-novel reader | 105 | 52.5 |
| K-pop fandom | | |
| K-pop fan | 96 | 48.0 |
| Non-K-pop fan | 104 | 52.0 |
| Cute-boy follower | | |
| Not at all characteristic of me | 66 | 33.0 |
| Not very characteristic of me | 22 | 11.0 |
| Moderately characteristic of me | 44 | 22.0 |
| Characteristic of me | 39 | 19.5 |
| Very characteristic of me | 29 | 14.5 |
| | | |
| Consumption frequency of Thai BL series content[a] | | |
| Less than once per week | 124 | 62.0 |
| Once or more than once per week | 76 | 38.0 |

*Note.* $N = 200$; a = dependent variable.

KU SEXY BOY
3d · 🌐

"อยากมีหมีเป็นของตัวเอง" 💚🌏🧸
-เอิร์ธ นันทวัฒน์
IG : earth_np_... See more

ช้างเผือกอยู่ในป่า-The white elephant in a forest.

160K likes · 166K followers

#ช้างเผือกอยู่ในป่า
เราจะหามาให้ทุกคนชม ;)

Message    Liked    ...
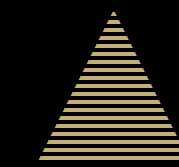
KU SEXY BOY (เคยเซ็กซี่บอย)
123K likes · 133K followers
"ประกาศก้องให้โลกได้รับรู้ว่าผู้ชายเกษตรฯ มีดี"

Watch Now    Message
Liked    ...

Pepe Gallery

Pepe Gallery
9.8K likes · 10K followers
Instagram: pepe_gallery

Message    Li

Pepe Gallery
18 Jan 2563 BE · 🌐

Lt. or Rt. 😌

👍❤️ You and 290 others    4 comments  6 shares
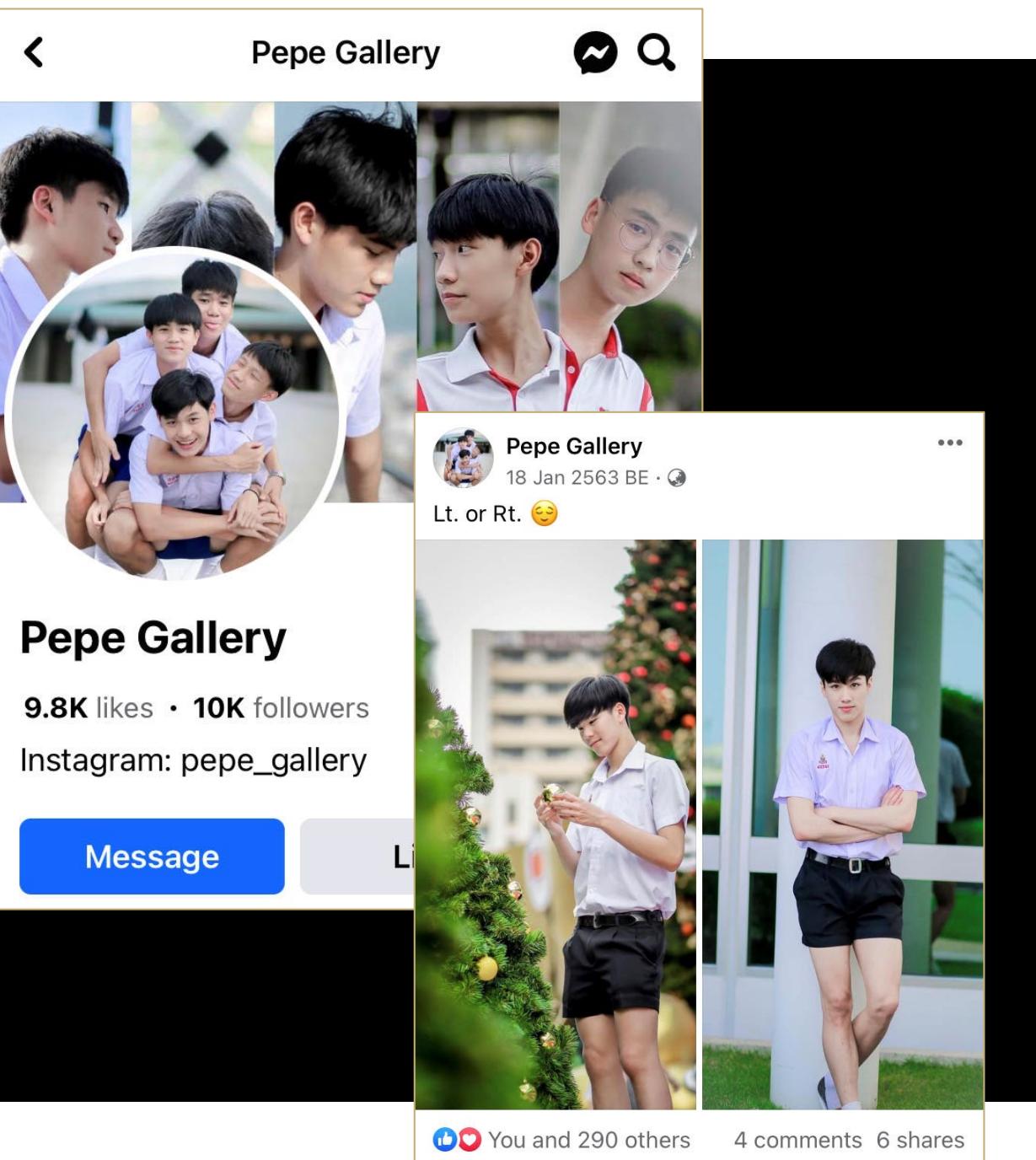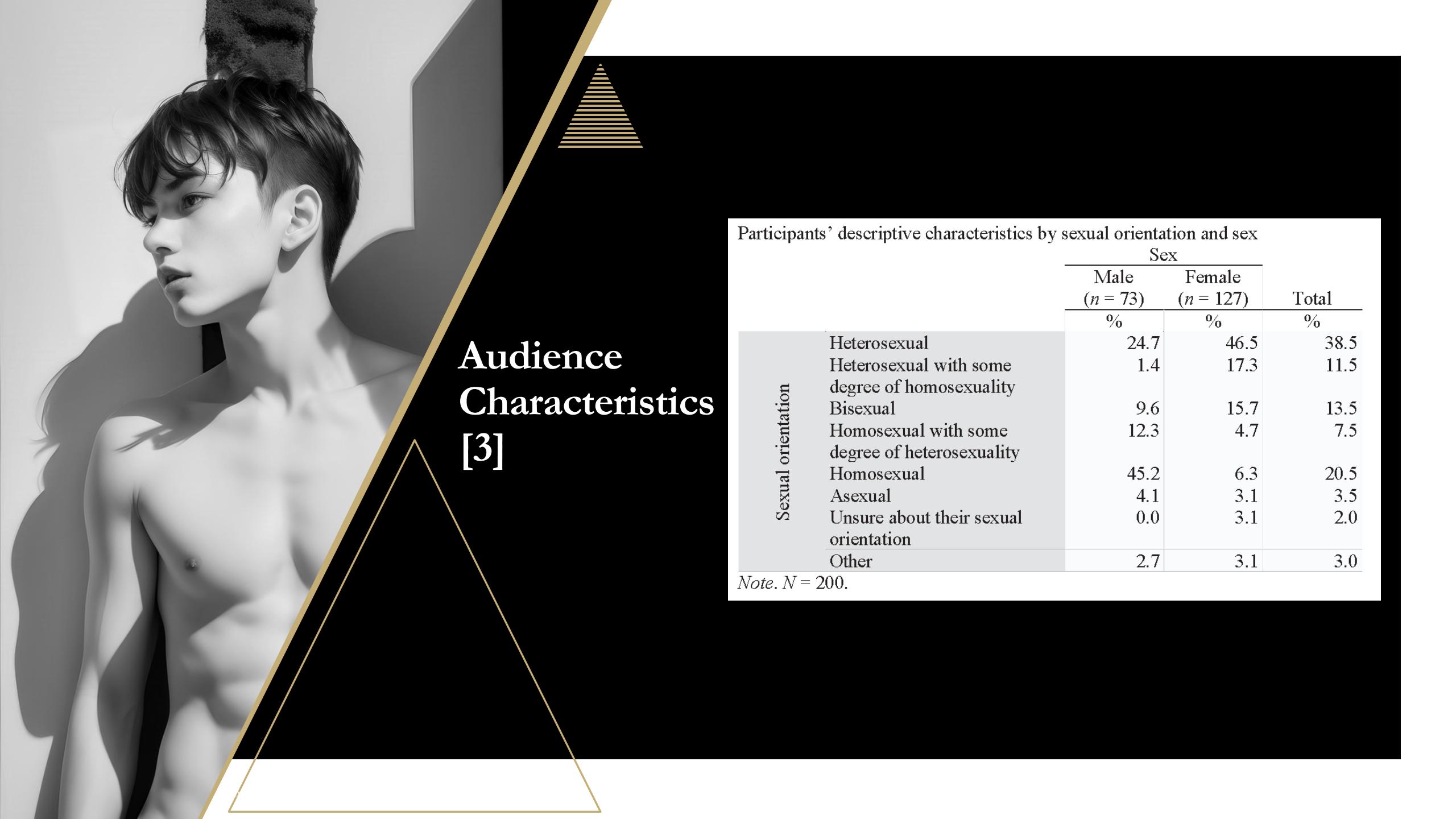
# Audience Characteristics [3]

Participants' descriptive characteristics by sexual orientation and sex

| | | Sex | | |
|---|---|---|---|---|
| | | Male (*n* = 73) | Female (*n* = 127) | Total |
| | | % | % | % |
| Sexual orientation | Heterosexual | 24.7 | 46.5 | 38.5 |
| | Heterosexual with some degree of homosexuality | 1.4 | 17.3 | 11.5 |
| | Bisexual | 9.6 | 15.7 | 13.5 |
| | Homosexual with some degree of heterosexuality | 12.3 | 4.7 | 7.5 |
| | Homosexual | 45.2 | 6.3 | 20.5 |
| | Asexual | 4.1 | 3.1 | 3.5 |
| | Unsure about their sexual orientation | 0.0 | 3.1 | 2.0 |
| | Other | 2.7 | 3.1 | 3.0 |

*Note.* N = 200.

# Audience Characteristics [4]

**Participants' descriptive characteristics by cute-boy follower status and generation**

| | | Baby Boomer (*n* = 1) | Generation X (*n* = 23) | Millennial (*n* = 104) | Generation Z (*n* = 72) |
|---|---|---|---|---|---|
| | | % | % | % | % |
| Being a cute-boy follower | Not at all characteristic of me | 0.0 | 34.8 | 35.6 | 29.2 |
| | Not very characteristic of me | 0.0 | 13.0 | 11.5 | 9.7 |
| | Moderately characteristic of me | 100.0 | 17.4 | 23.1 | 20.8 |
| | Characteristic of me | 0.0 | 21.7 | 15.4 | 25.0 |
| | Very characteristic of me | 0.0 | 13.0 | 14.4 | 15.3 |

*Note. N* = 200.

**Q2 –**
Who is watching Thai BL television series content more frequently?

# Dependent Variable

Consumption frequency of Thai BL series content

- Less than once per week

- Once or more than once per week

## Brief Summary of Results

'Sexual orientation' and 'being a cute-boy follower' were statistically significant predictors of the consumption frequency.

- **Bisexuals** were nearly six times more likely to consume Thai BL content once or more per week compared to heterosexuals.

- **Homosexuals** were three times more likely than heterosexuals.

- Holding all other variables constant, one-point increase in **being a cute-boy follower** corresponded to a 1.39 times higher likelihood of consuming Thai BL content once or more per week.

# Thank You

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