

Zhang & Sutunyarak, 2022

Volume 8 Issue 2, pp. 83-99

Received: 28th February 2022

Revised: 16th May 2022, 26th May 2022

Accepted: 27th May 2022

Date of Publication: 20th July 2022

DOI- <https://doi.org/10.20319/pijss.2022.82.8399>

This paper can be cited as: Zhang, Y. & Sutunyarak, C. (2022). *Expectation Factors of Social Media Influencing Chinese Fanclub with Thai Superstar, Eastern China*. *PEOPLE: International Journal of Social Sciences*, 8 (2), 83-99.

This work is licensed under the Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA

EXPECTATION FACTORS OF SOCIAL MEDIA INFLUENCING CHINESE FANCLUB WITH THAI SUPERSTAR, EASTERN CHINA

Yidi Zhang

*Master of Management, Department of Management, Chakrabongse Bhuvanarth International
Institute for Interdisciplinary Studies, Rajamangala University of Technology Tawan-Ok,
Bangkok, Thailand*
yidi.zha@rmutto.ac.th

Chonlavit Sutunyarak

*Ph.D., Department of Management, Chakrabongse Bhuvanarth International Institute for
Interdisciplinary Studies, Rajamangala University of Technology Tawan-Ok, Bangkok, Thailand*
chonlavit_su@rmutto.ac.th

Abstract

With the widespread of Thai dramas on Chinese social media, Thai drama fans in eastern China's growing and set up many Fanclub, the Thai star in the Chinese fans harvest high likability. This study adopted the fan economic theory proposed by Zhang (2010), set the sample as fans who like Thai superstars in East China, and used a questionnaire to survey 432 people. The results of the study show that 99.54% of respondents in East China have a favorite Thai superstar and there are 395 female fans, indicating that female fans are more satisfied with Thai superstars, and the high satisfaction of fans with Thai superstars has a greater impact on their

tourism consumption in Thailand. Through the analysis of this research, it has become a guide to help Thailand increase tourism revenue and help Thailand develop new products for Chinese movie fans. Thailand can combine tourism and idol elements to create idol-themed tourism routes and launch daily products aimed at Chinese fans. The sample size of male fan groups in this study is small, and follow-up research can strengthen the research on male fan groups.

Keywords

Thai Superstar, Customer Satisfaction, Fans, Film Tourism

1. Introduction

After Japanese, Korean and American dramas, Thai dramas have become another landscape landing on Chinese screens in recent years. With the popularity of Thai dramas in China, the number of Thai dramas fans online has increased exponentially, especially with the help of new media communication platforms. Weibo Thai drama Fanclub, Thai drama fan forum, Thai drama Bar, and other organizations have also been set up. The rapid growth of "Fans of Thai dramas" is strong evidence and directly manifests their popularity in China (Wang, 2016). With the successful development of the cultural recreation industry and the increasing number of fan groups, Thai idol has more and more influence on the behavior decision of fans. Tourism behavior caused by chasing after idols attracts people's attention. Moreover, in minor tourism, a tour upsurge featured by star chasers is formed, thus bringing a new growth point for the tourism economy in the special tour project market.

Jenkins (1992) pointed out that as the most active audience, fans always try to exert influence on the entertainment media industry, and the fan community can be said to be the base of Consumer Activism. Fans are not just individuals but groups of people who tend to have a common crush. As a consumer group, fans have their unique consumption environment, and their unique consumption values and behaviors will be reflected in the process of consumption (Yu, 2019). Kevin Kelly, an American Internet watcher, put forward the famous "1000 hardcore fans" theory in *The Technical Element*: if an artist has 1000 hardcore fans, those fans will pay for his brand, and the income from his brand can support himself. The fan economy is also applicable to the tourism market. Fans are mostly young people who possess the technical skills in the use of social media which acts as the tool for major sources of pre-travel information and have the financial resources that would allow them to engage in such activity (Lompot &

Pomentil, 2018). The Thai government has always attached great importance to the development of tourism. At present, the income from tourism in Thailand is the most important source of national income. Thailand's tourism industry is booming with the strong support of the government. From the perspective of tourism data, Thailand is undoubtedly the "No.1 tourist country in Asia".

Meanwhile, Thailand is also the first choice and most visited tourist country for Chinese tourists. According to statistics from the Thailand National Tourism Administration, from January to May 2017, the number of mainland Chinese tourists visiting Thailand exceeded 3.8 million, bringing 500 billion baht (about 100 billion yuan) to Thailand's tourism revenue. "In 2018, the number of international tourists to Thailand reached 38 million, an increase of 7.20 percent over the same period last year," said Pei Lin, director of the Beijing office of the National Tourism Administration of Thailand in 2019. "Chinese tourists topped the list, reaching 10.5 million, up 7 percent year on year," he said. China has become the largest source of tourists for Thailand (Xie, 2019).

Therefore, this paper selects The Fan groups of Thai dramas as the research object to study the factors influencing the consumption intention of fans following stars, which is of far-reaching significance to the economic development of Thailand.

1.1. Research Objectives

The Thai government has always attached great importance to the development of tourism. The fan economy is also applicable to the tourism market. The principal objectives of the study were as follows.

- To identify the factors that influence Chinese Fans' satisfaction with Thai Superstars and how it is connected with the visit intention of Thailand.
- To be a guideline to help Thailand to increase tourism revenue.
- To analyze my research results to help Thailand develop new products for Chinese fans.

1.2. Limitations

The study is supported by the quantitative approach. It is a study to identify the factors that influence Chinese Fans' satisfaction with Thai Superstar and how it is connected with the visit intention of Thailand. To gain the relevant data a questionnaire has been developed and sent to a sample of 400 Thai star Chinese fans interested in Thailand or who have traveled to Thailand. The area targeted Thai fans in China and will conduct an online questionnaire survey

through the Star Questionnaire website in January 2021. The data collected from the questionnaire will be analyzed and discussed to understand the factors influencing the travel behavior of Chinese fans who want to travel to Thailand on holiday. The period of this research is from 1st October 2020 to 30th April 2021.

2. Literature Review

In the literature review, the review of Fan Economics and Idol emotional identity is included. Past studies have explored the influence of celebrities on fans, and the association between Fanclub, Customer Satisfaction, and Film tourism. The purpose of this study can be explained concerning the findings of the following studies and analyses.

2.1. Fan Economics

The new economic model under the confluence of media is the way for enterprises to step into a diverse and creative society. The fan economy takes the emotional capital as the core and the fan community as the marketing means to increase the emotional capital (Zhang, 2010). The fan economy takes the emotional capital as the core and the fan community as the marketing means to increase the emotional capital. The fan economy takes the consumer as the protagonist, and the consumer leads the marketing method. Starting from the consumer's emotion, enterprises can make full use of their strength to add emotional capital for brands and idols (Sun, 2020). Fan economy in the traditional sense refers to functional income-generating behavior relationships between fans and people who are followed. Most of them are stars, network celebrities, and industry celebrities, even an enterprise. Fan economy is a kind of operation mode to obtain economic and social benefits through promoting the users' loyalty to optimize the effect of word of mouth marketing. The core is emotional capital. Different from the traditional economy, consumers play a leading role in the fan economy. It is dominated by consumers to achieve the purpose of adding value to idols and the brand. As early as the 1990s, the fan economy emerged in western countries. The British scholar Sears found that in the transformation process of the media industry from "broadcast" to "narrow broadcast," the loyal fan group became the consumers with the most enthusiasm and purchasing power (Yang, 2011). A star always points out today by renewing himself and stressing the new. He encourages his fans to consume today, the new, and all the new things about himself (Uyguncan, 2018). The emergence of the fan economy leads to profit-making behaviors between fans and idols or businesses. Due to their

emotional tendency toward idols, fans will become loyal customers of brands, and their purchase quantity and repeated purchase times are far more than ordinary customers.

2.2. Idol emotional identity

Hills (2005) pointed out that "the emotional projection of fans has a certain religious shadow and ritual." Rojek (2001) proposed that the relationship between fans and celebrities is similar to the relationship between Christian believers and God " Relationships between fans and celebrities frequently involve unusually high levels of non-reciprocal emotional dependence, in which fans project intensely positive feelings onto the celebrity. The obsessed fan participates in imaginary relations of intimacy with the celebrity. ". Fans' love for their idols is mostly a kind of idealistic self-projection. They place their dreams and desires on their idols that they may not be able to fulfill the emotional deficiency in their hearts and make their idols become "perfect" and become the embodiment of "God" with multiple charms. They also feel joy from the success and glory achieved by their idols. They get emotional comfort by worshiping idols and consuming various texts of idols and expressing their values, and yearning for a better life.

2.3. Fanclub

A fan club is a group of people who share a common interest and form an organized club to network with other enthusiasts. Fanclubs can be for a noted celebrity, a pleasurable activity, a political idea, or almost anything. Admirers known as fans will join a club to learn more about their dedication's object(s) (Monteith, 2020). The development and spread of Internet technology and highly developed social media have brought about considerable changes to fan culture, with fan clubs expanding in scale as never before and their activities becoming more frequent, organized, and purposeful (Hu, 2018). In his book *Text Poachers*, Jenkins (1992) mentioned that fans, as the most active audience, have always tried to exert influence on the media entertainment industry. Fanclub can be said to be the base of Consumer Activism. Fiske, a representative scholar of fan studies, provides a descriptive definition for Fanclub. He believes that fan group is a common feature of popular culture in industrial society. Fans create a kind of fan culture with its production and circulation system and spread within the fan community, forming a unique "Shadow cultural economy." Zhang (2016) of the fan community to give fans the meaning of the public, "The formation of a fan public is accompanied by the continuous self-selection and self-organization of a communication network composed of individual fans". fans

as the most active joining in the audience, making fan community in structure is equivalent to the political constituency, fans of emotional engagement as citizens to participate in important.

Boorstin (2010) proposed the concept of "consumer community," believing that consumer community is "the group relationship spontaneously generated in the decision and consumption of content." A brand community is added to this concept. Muniz and O'Guinn (2001) put forward the concept of brand community for the first time. It is formed with common consciousness, traditional customs, and a sense of responsibility as its basic features (Ye, 2012). Star as a special kind of cultural products, fans to remain loyal and stable heat consumption, especially stand out in the industry of the TOP Star, fans of strong purchasing power has been one of the very successful tags, fans around the Star of this "cultural brand" formation of consumer groups, from the point of view of consumer behavior, the fan community is also a kind of special consumption community (Muniz & O'guinn, 2001).

2.4. Customer Satisfaction

Customer satisfaction is referred to as the extent of consumers' happiness with the products and services offered by an organization. Satisfaction is the state of mind of a person who had direct experience with the use of products and services fulfilling their expectations. Hence satisfaction can be considered as a combination of the respective level of expectation and the perceived performance from the product or service. Westbrook and Oliver (1991) from their study on specific purchase selection defined customer satisfaction as a post-choice evaluative judgment related to a specific purchase selection. Halstead, Hartman, and Schmidt (1994), from their study on product performance compared to some pre-purchase standards, concluded that consumer satisfaction is a transaction-specific affective response resulting from the consumer's comparison of product performance. Consumer satisfaction is a judgment that any product or service imparts a pleasurable level of consumption-related fulfillment. Greenwell (2002) defines customer satisfaction to be the after-purchase judgment related to the purchase decision. In general customer satisfaction can be considered as an overall level of satisfaction with the product or service experience. Machleit and Mantel (2001) established that the core principle of marketing activities in the service business is to satisfy consumers' needs and desires. The aptitude of the satisfying customer is important in any business as the satisfied customers will, in return, help grow the business by showing loyalty.

2.5. Film tourism

Film tourism, or film-induced tourism, is a specialized or niche form where visitors explore locations and destinations that have become popular due to their appearance in films and television series (Zimmermann, 2003). In film and television tourism studies, the attraction effect of idols and stars on tourists is often discussed. Tooke & Baker (1996) analyzed four tourist destinations located in the United Kingdom and related to film and TV through literature analysis, and found that the scenes in TV or film have great appeal to tourists, and the broadcast of film and television works can greatly increase the number of tourists in the scenic spots of film and television shooting places. By analyzing the data of movie and TV tourism destinations, Riley (1998) found that the tourist visits to the scenes in movies and TV shows will continue to increase for at least four years after the movies and TV shows are shown. Kim & Richardson (2003) a survey of tourists in a popular movie depicting the image of a tourist destination, the results showed that the film could significantly influence the tourist's destination image perception of displays the contents of the form, and improving the tourist's interest, and tourists for movie character level of empathy and destination image perception or a direct link between the familiar with degrees. Kim, Lee & Chon (2007) studied the impact on Japanese tourists' travel flow of South Korean television dramas; by inquiring about a popular Korean drama called 'winter sonata', which is popular all over Asia. The research explored the reasons for the popularity of the Korean TV drama series, the change in perceived image as an impact of the melodrama, and the preferred products of soap opera-induced tourism. According to the study of Japanese tourists, Interestingly, Japanese respondents in their 40s over-preferred Korean TV dramas and indicated a stronger desire to take a Hallyu trip. Additionally, a high level of interest and empathy for leading actors and actresses were the key reasons for their preference for Korean dramas. Kim (2012) attempted to investigate the extent to which audience involvement or engagement with a serialized TV drama affects their actual on-site film tourism experiences at its former filmed locations. The results indicated that the audience's emotional and behavioral involvement was the main driver that positively affected their on-site film tourism experiences, and the more emotional involvement audience develops through viewing the TV drama, the greater the likelihood of them visiting film tourism locations.

3. Research Methodology

The data of this major survey be collected into primary and secondary data. It is mainly self-filled questionnaire data sent to Chinese fans through online media. The data comes from reviewing past research and data available on the Internet. Use questionnaires to collect data. The calculation of the sample size is based on the Yamane (1967) sampling formula. The sample size calculation formula is $n = \frac{N}{1 + N(e)^2}$. The target sample of this study was 400 Thai Superstar fans living in eastern China. In eastern China, including Hebei, Beijing, Tianjin, Shandong, Jiangsu, Shanghai, Zhejiang, Fujian, Guangdong, Hainan, Hong Kong and Macao (Fan, 2009). They are China's most developed economic area as potential areas for this study. The questionnaire is mainly divided into three parts: the demographic characteristics of the respondents; the consumption behavior and consumption choices of Chinese fans who like Thai dramas and their evaluation of the factors affecting Thai tourism. The questionnaire was sent mainly to Thai fans' QQ groups, microblogging groups, WeChat groups, and designated email addresses. After the questionnaire is collected, it will be presented in the form of tables, box plots, circular diagrams, etc., using mathematical and statistical methods to analyze data, mainly using descriptive analysis. Descriptive analysis is an overall picture of an existing data set, mainly reflecting concentrated and discrete trends in the data.

4. Result

Based on the objectives of the study, a questionnaire was set up regarding demographic characteristics and the travel intentions of Thai Superstar fans in Eastern China to visit Thailand.

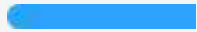

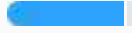


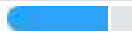
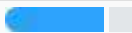
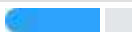
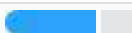
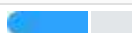

Table 1: Demographic characteristics of survey respondents

Demographic characteristics	Dimensionality	Sample size	%	Demographic characteristics	Dimensionality	Sample size	%
Gender	Male	39	9.03%	Occupation	Business Owner	10	2.31%
	Female	393	90.97%		Farmers	8	1.85%
Age	15-20	177	40.97%	Others	7	1.62%	
	21-25	178	41.2%	Marital status	Single	366	84.72%
	26-30	50	11.57%		In Love	44	10.19%
	31-35	20	4.63%		Married	21	4.86%
	More than 35	7	1.62%	Divorced	1	0.23%	
Education	Primary School	9	2.08%	Monthly income	Lower 1000 Yuan	108	25%
	Junior high school	45	10.42%		1000-3000 Yuan	156	36.11%
	High School	73	16.9%		3001-5000 Yuan	75	17.36%
	Junior College	63	14.58%		5001-7000 Yuan	34	7.87%
	Bachelor's degree	199	46.06%		More than 7001 Yuan	59	13.66%
	Graduate degree	43	9.95%		The length of time liked Thai superstars/Idols.	Less than 6 months	126
Occupation	Student	291	67.36%	6-12 months		70	16.2%
	Enterprise/Company staff	50	11.57%	1-2 year(s)		133	30.79%
	Teachers/Professional and technical staff	27	6.25%	3-4 years		63	14.58%
	Staff of Public Institutions	22	5.09%	5-6 years		11	2.55%
	Freelance	17	3.94%	More than 6 years	29	6.71%	

(Source: Data were collected from a questionnaire received by the authors.)

Through questionnaire analysis, more than 90% of the 432 respondents were women, and nearly 85% were single, female fans are also much more fanatical and satisfied with Thai superstars than men, and are more motivated to get close to the stars and travel to Thailand. The 15-25 years old students accounted for the largest proportion in the survey, most of the respondents have a monthly income of less than 3,000 yuan, and most of them have a bachelor's degree.

Table 2: Like/knowledge of Top 10 Thai Super Star

	n	%
Mike (Weibo: MikeAngelo 中国)	287	 66.44%
Win (Weibo: win_metawin)	194	 44.91%
Noon (Weibo: nuneworanuch)	177	 40.97%
Nonkul (Weibo: Nonkul)	170	 39.35%
Saint (Weibo: 黄明明 Saint)	169	 39.12%
Captain (Weibo: ccaptainch2541)	155	 35.88%
Ohm Pawat (Weibo: ohmpawat)	151	 34.95%
God (Weibo: 英迪帕 Gxxod)	145	 33.56%
Krist (BIEKPN: KristtpsPerawat)	137	 31.71%
BIEKPN (Weibo: BIEKPN 徐志賢)	123	 28.47%
Others	95	 21.99%
Total	432	

(Source: Data were collected from a questionnaire received by the authors.)

In the survey of 432 people, 287 people know/like Mike (Thai Superstar), accounting for 66.44%. Almost all the people who like other TOP10 stars are above 100. It can be seen that the respondents have a higher degree of understanding and love of Thai stars/idols. Therefore, they have a high degree of satisfaction with the perception of Thai stars/idols.

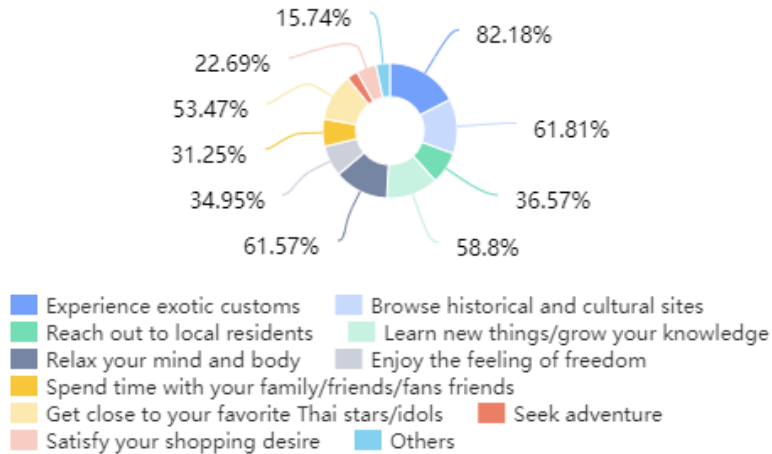


Figure 1: Travel Motivations

(Source: Data were collected from a questionnaire received by the authors.)

In this survey, 53.47% of people wanted to travel to Thailand to be "close to their favorite Thai star/idol", indicating that apart from a desire to leave daily worries and be relaxed, the Thai superstar factor is gradually becoming a greater internal driver for Fans to travel.

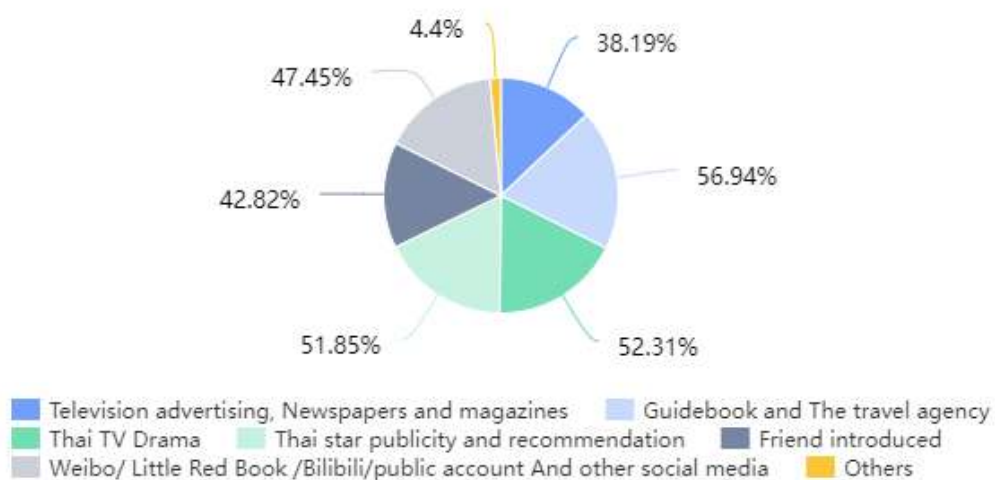


Figure 2: Access to Thailand Travel Information

(Source: Data were collected from a questionnaire received by the authors.)

Tourist information is an important reference for tourists before they undertake tourist activities. As shown in Figure 2, of the 432 survey respondents, 52.31% and 51.85% chose to obtain travel information about Thailand through "Thai dramas" and "promotional recommendations from Thai celebrities" respectively. This shows that, due to the high attention paid by fans to idols and Thai dramas, they can obtain a lot of intuitive information about

Thailand from idols and Thai dramas, and thus become an important reference for travel decisions. Social media has also become an emerging information channel, as most Thai drama fans are young people, and young people like to get information through social media channels.

Table 3: *Sample's interest in travel activities to Thailand*

Activities in Thailand	1	2	3	4	5	average
⑧ Travel shopping/experience specialty food	16(3.7%)	7(1.62%)	47(10.88%)	163(37.73%)	199(46.06%)	4.21
③ Participate in Thai star activities	18(4.17%)	23(5.32%)	45(10.42%)	123(28.47%)	223(51.62%)	4.18
⑨ The leisure entertainment	12(2.78%)	5(1.16%)	41(9.49%)	208(48.15%)	166(38.43%)	4.18
① Visit the place where Thai drama is filmed	13(3.01%)	14(3.24%)	62(14.35%)	154(35.65%)	189(43.75%)	4.14
④ Thai Cultural Experience	19(4.4%)	8(1.85%)	50(11.57%)	190(43.98%)	165(38.19%)	4.1
⑥ Natural scenery tourism	15(3.47%)	7(1.62%)	65(15.05%)	188(43.52%)	157(36.34%)	4.08
⑩ Thai festival activities	14(3.24%)	18(4.17%)	63(14.58%)	168(38.89%)	169(39.12%)	4.06
② Thailand star trail visit (Thailand star graduate school/visited places, etc.)	22(5.09%)	21(4.86%)	69(15.97%)	160(37.04%)	160(37.04%)	3.96
⑤ Historic Sightseeing	23(5.32%)	9(2.08%)	99(22.92%)	179(41.44%)	122(28.24%)	3.85
⑦ Health SPA/ medical cosmetology	21(4.86%)	42(9.72%)	98(22.69%)	157(36.34%)	114(26.39%)	3.7
subtotal	173(4%)	154(3.56%)	639(14.79%)	1690(39.12%)	1664(38.52%)	4.05

(Source: Data were collected from a questionnaire received by the authors.)

This study set up 10 tourism events in the questionnaire to investigate the interest of Thai TV fans in Thai tourism activities. The average score of 10 activities is 4.05, which shows that Thai fans are more interested in tourism activities.

In the choice of travel mode, 238 people want "Independent travel", accounting for 55.09%; 180 people want "semi-guided tour", accounting for 41.67%. Independent travel and semi-guided Tours account for the majority, while the traditional Enrolment tour only accounts for 3.24%. This is mainly because most fans of Thai TV series are young people. Meanwhile, the "Independent travel" and "semi-guided tour" can give fans more free time to complete tourism

activities related to Thai stars, which is in line with the personalized characteristics of fans who want to pursue celebrities.

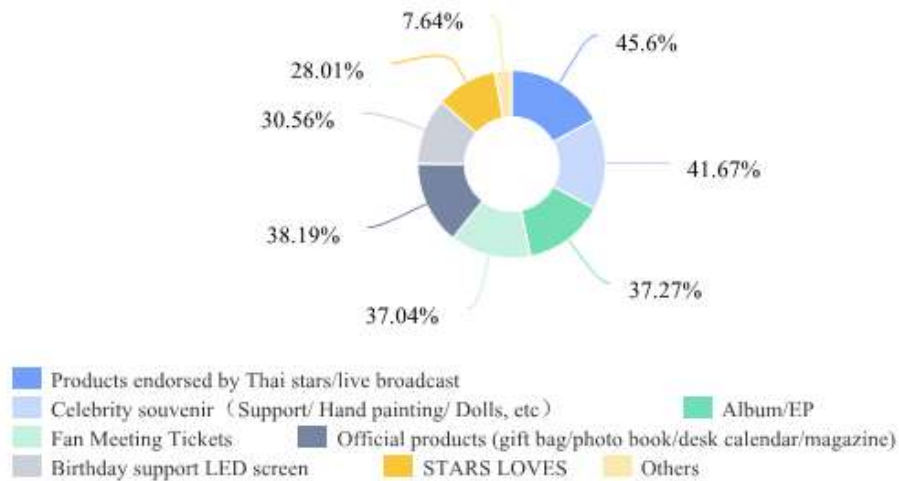


Figure 3: Consumption pattern

(Source: Data were collected from a questionnaire received by the authors.)

As can be seen from the table above, when fans are following celebrities, In favor of purchasing Products endorsed by Thai stars/live broadcasts, Celebrity burial (Support/ Hand painting/ Dolls, etc.), Official Products (gift bag/photo book/desk calendar/magazine), Album/EP, Fan Meeting Tickets and other close access to Superstar consumption, which they generally believe is more valuable. When they buy products related to Thai celebrities, in addition to the price and quality of the product, the relevance of the Superstar has also become the third factor to consider when buying the product. However, the quality and price of the product are still the first.

5. Discussion

Based on the results of the questionnaire survey, through the analysis of the satisfaction of Thai superstar fans in East China and the characteristics of their intention to travel to Thailand, the following preliminary conclusions were found:

a) The Thai superstar fans in East China are mainly young people, and most of them are women. They are more satisfied with Thai superstars and have the intention to travel to Thailand because they like Thai superstars.

b) Travel motivation characteristics: Although "getting close to the superstar" only ranked fourth as a motivation, the pursuit of Thai superstars is still the main motivating reason for fan travel. In addition, the duration of idol worship has an impact on the motivation to travel. The longer the duration of idol worship, the stronger the motivation to travel.

c) Travel decision characteristics: With new media as the main travel information channel, fans prefer to travel on their own or semi-determined, and in Thailand, Superstar events are one of the time options for fans to travel. Also due to the high level of interest in Thai superstars and Thai dramas, fans can get a lot of visual information about Thailand from Thai superstars and Thai dramas, which is an important reference factor in travel decisions.

d) Tourism activity intention characteristics: Fans will tend to participate in idol-related travel activities more than ordinary tourists, and the duration of idol-related travel during the tour shows the characteristics of mainly 1-3 days.

e) Travel consumption intention characteristics: They are interested in buying idol-related souvenirs and idol-endorsed products, and their overall consumption level is high. However, influenced by the fact that there are more students among the respondents, the low to medium spending power coexists with the high spending power.

5.1. Thailand Tourism Development Response

Combining the research results, we can propose strategies to attract Thai Superstar fans from eastern China to travel to Thailand from both the tourism market and the tourism government.

For market: increase the propaganda of emerging media, integrate tourism elements with idol elements. Hotels and tourist locations can launch highly flexible products, targeting a few more star event locations, and launching a combination of accommodation + food + transportation products.

For national tourism board: need to use idol stars as a means to enhance the popularity of tourist destinations; take film and television media as the guide to implement destination image marketing; rely on the entertainment industry to create new hot spots for star-chasing tourism; focus on the hotel industry to improve Fan tourism infrastructure.

5.2. Development of new products and services for Chinese fans

As most of the fans are students, the amount of money spent each month will not be particularly high. Thai companies could develop some daily products endorsed by Thai

celebrities, and combined with Thailand's tropical location, could produce some sun protection products to attract Chinese fans to buy in large quantities during the summer months. For fans who come to Thailand for star-studded events, products that are bundled and sold with the star's event could be introduced, or some low-cost products with fan attributes could be made. After June, the graduation season will start in China. Thai travel agencies can also offer special tours and products for the graduation season. For example, let Chinese fans wear graduation season bachelor's uniforms and take photos on the campuses of major universities in Thailand to experience student life in Thailand.

6. Conclusion and Suggestions

This research takes fans of Thai superstars in East China as the research target, based on the primary data obtained from the questionnaire survey, to study the travel intention of Thai superstar fans in Eastern China, and revealed the behavioral characteristics of Thai superstar fans in Eastern China. Thailand can attract fans of Thai superstars from Eastern China to the country for film tourism through special tourism marketing promotions. Based on the analysis results, the study proposes the countermeasures for tourism development in the context of Fan Economy: a) Deep integration of tourism elements with superstar elements to create special routes for superstar-themed tourism. b) Keep up with hot spots, promptly launch star tourism products, and establish a comprehensive fan tourism information dissemination platform. c) Using superstars as a means to enhance the popularity of tourist destinations. d) Take film and television media as the forerunner to implementing image marketing of tourist destinations. e) Relying on the entertainment industry to create a new hot spot for star tourism. f) Focus on the hotel industry and improve the fan tourism infrastructure. g) The hotel industry is focused on improving fan tourism infrastructure.

In future studies, the difference between analyzing the characteristics of fan groups and the willingness to travel of general public tourists can be added. Comparative analysis of willingness to travel and real travel behavior. The study of fans is by no means limited to the study of factors influencing the consumption intentions of celebrities. In subsequent studies, more precise data analysis methods can be used to improve the accuracy and scientific validity of the research results.

REFERENCES

- Boorstin, D. J. (2010). *The Americans: The Democratic Experience*. Knopf Doubleday Publishing Group.
- Fan, D. (2009, August 25). East Takes the Lead in Leapfrogging. Baidu online encyclopedia. Retrieved from <https://baike.baidu.com/item/%E4%B8%AD%E5%9B%BD%E4%B8%9C%E9%83%A8/5679549?fr=aladdin>
- Greenwell, T. C., Fink, J. S., & Pastore, D. L. (2002). Assessing the influence of the physical sports facility on customer satisfaction within the context of the service experience. *Sport Management Review*, 5(2), 129-148. [https://doi.org/10.1016/S1441-3523\(02\)70064-8](https://doi.org/10.1016/S1441-3523(02)70064-8)
- Halstead, D., Hartman, D., & Schmidt, S. L. (1994). Multisource effects on the satisfaction formation process. *Journal of the Academy of marketing science*, 22(2), 114-129. <https://doi.org/10.1177/0092070394222002>
- Hills, M. (2005). *Fan Cultures*. Taiwan: Weber Culture International Publishing Co., Ltd. p. 21.
- Hu, C. (2018). Online communities, frenzied consumption, and free labor - recent trends in fan culture research. *China Youth Studies*, (06), 5-12+77.
- Jenkins, H. (1992). *Textual Poachers: Television Fans & Participatory Culture*. Studies in culture and communication. New York: Routledge.
- Kim, H., & Richardson, S. L. (2003). Motion picture impacts destination images. *Annals of tourism research*, 30(1), 216-237. [https://doi.org/10.1016/S0160-7383\(02\)00062-2](https://doi.org/10.1016/S0160-7383(02)00062-2)
- Kim, S. S., Agrusa, J., Lee, H., & Chon, K. (2007). Effects of Korean television dramas on the flow of Japanese tourists. *Tourism Management*, 28(5), 1340-1353. <https://doi.org/10.1016/j.tourman.2007.01.005>
- Kim, S. (2012). Audience involvement and film tourism experiences: Emotional places, emotional experiences. *Tourism Management*, 33(2), 387-396. <https://doi.org/10.1016/j.tourman.2011.04.008>
- Lompot, M. F. D. & Pomentil, R. C. (2018). Using Social Media as a Marketing Tool for Travellers. *PEOPLE: International Journal of Social Sciences*, 4(3), 593-613. <https://doi.org/10.20319/pijss.2018.43.593613>

- Machleit, K. A., & Mantel, S. P. (2001). Emotional response and shopping satisfaction: Moderating effects of shopper attributions. *Journal of Business Research*, 54(2), 97-106. [https://doi.org/10.1016/S0148-2963\(99\)00093-4](https://doi.org/10.1016/S0148-2963(99)00093-4)
- Muniz, A. M., & O'guinn, T. C. (2001). Brand community. *Journal of consumer research*, 27(4), 412-432. <https://doi.org/10.1086/319618>
- Monteith, K. (2020.). What Is a Fan Club? Retrieved November 12, 2015, Retrieved from <https://www.infobloom.com/what-is-a-fan-club.htm>
- Riley, R., Baker, D., & Van Doren, C. S. (1998). Movie induced tourism. *Annals of tourism research*, 25(4), 919-935. [https://doi.org/10.1016/S0160-7383\(98\)00045-0](https://doi.org/10.1016/S0160-7383(98)00045-0)
- Rojek, C. (2001). *Celebrity*. Reaktion Books.
- Sun, W. (2020). An analysis of the fan economy phenomenon and its economic principles. *National Distribution Economy*, (05), 145-147.
- Tooke, N., & Baker, M. (1996). Seeing is believing: The effect of film on visitor numbers to screened locations. *Tourism Management*, 17(2), 87-94. [https://doi.org/10.1016/0261-5177\(95\)00111-5](https://doi.org/10.1016/0261-5177(95)00111-5)
- Uygunkan, S. B. (2018). The Relationship between the Star System and the Popular Culture. *PEOPLE: International Journal of Social Sciences*, 4(2). 1107-1117 <https://doi.org/10.20319/pijss.2018.42.11071117>
- Wang, J. (2016). The Construction of Identity during Media Using of the Thai Drama Fans Group on the Internet - Based on the case of Baidu Bar dedicated to Thai TV Dramas (Master's thesis). Anhui University, China.
- Westbrook, R. A., & Oliver, R. L. (1991). Developing better measures of consumer satisfaction: some preliminary results. *ACR North American Advances*. 8: 94-99.
- Xie, P. (2019). Research on the Influencing factors and Decision-making Behaviors of Chinese tourists traveling to Thailand (Master's thesis). Yangzhou University, China.
- Yang, L. (2011). Fan Economy: Why Is It Possible? -Reading Notes on "The Power of Fans". *China Book Review.*, 000(001), 11-14.
- Yamane, T. (1967). *Statistics, An Introductory Analysis*. 2nd Ed., New York: Harper and Row.
- Ye, Y. (2012). An Empirical Research In Effect of Value of Social Media Based Virtual Brand Community on Brand Loyalty. (Doctoral dissertation, Hangzhou Dianzi University).

- Yu, F. (2019). Research on the Influence of Consumption Motivation on Fans' Will to Consumption. *NEW WEST*, 67–68.
- Zhang, Q. (2010). *Fan Power Is Great*. Beijing: China Renmin University Press (CRUP).
- Zhang, W. (2016). The Internet and New Social Formation in China: Fandom Publics in the Making. *Routledge*.153-158.
- Zimmermann, S. (2003). “Reisen in den Film” – Filmtourismus in Nordafrika. *Tourismus–Lösung oder Fluch*, 75-83.