

Buying Decision on Magazines and Language Barrier: Thai Actors' Foreign Fans' Behavior

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ABSTRACT : During the pandemic people have been pushed back to do activities from home. The boredom arose and people tried to entertain themselves without going out of house or contacting physically with people. One of the chosen activities is watching movies through online movie streaming websites and applications. The foreign movies introduce the actors and create fandom to support the actors internationally. This study is phenomenological qualitative research which aims to describe the reasons behind buying decision on Thai-written magazines featuring Thai actors by non-Thai people regardless the language barrier they have. Twelve informants from various fandoms of famous Thai actors were asked about their motives to buy the magazines. After some online depth interviews, triangulation process and data reduction using NVIVO software. The results indicate that “collection purposes”, “like the edition”, “supporting the actors” and “just want to buy” are the reasons of them to buy the Thai-written magazine although they do not understand the Thai language. Instead of language barrier, the reason to stan the actors are also another issue discussed and assumed to have relationship with buying decision on the magazine.

Keywords - Buying decision, Language barrier, Fans, Behavior, Magazine

1. INTRODUCTION

In the recent marketing world, using the celebrities to endorse any kind of products are common and considered the most emerging and effective marketing tool [1]. Marketers use celebrity to enhance recognition of the brand [2] and this is massive practice in television or internet advertisement. The celebrities especially who are as top celebrities in the period, will attract more audiences or customers to know and even buy the products.

During the Covid-19 pandemic, people are urged to work and do other activities at home. Students and employees are back to home and do activities virtually. The internet access then has been crucial for them to accomplish their duties. The entertainment industries have been pushed to execute new ways for sustaining their business. Especially when the people were limited to visit and watch cinemas in theaters due to physical distancing policies by local governments to avoid the virus spreads. For people whose hobby is watching movies, that situation was very hard. Meanwhile for people who were not used to watch movies also needed something to release their boredoms in schooling or working from home. Online streaming to access movies and TV series, like Viu, Netflix, Iqiyi, Dramacool, etc., have become popular among watchers [3].

Along with the raising numbers of movies and TV series aired in the movie online platform, the fans of the actors and actresses have become curious to know the idols better. Some fans even support their idols by buying their merchandises and magazines. The phenomena of which this study is conducted was the raise of demands on magazines which are written in Thai language, like *Kazz*, *Sudsapda*, *PetHipster*, *Elle Thailand*, *Bazaar Thailand*, *Bazaar-Men Thailand*, *Vogue Thailand*, *L'OfficielThailand*, etc. This increasing demand in early 2020 to current,

especially during pandemic when the Thai TV series were booming in online streaming platforms. The magazines promoted their editions featuring the idols casted in aired TV series or movies by posting the magazine cover mainly in the Instagram, Twitter, or Facebook in which the fanbase accounts are scattered mainly in those social media websites. There are some fandoms of the Thai celebrities are known well among Indonesian females and obviously the existence of the fandoms becomes a sociocultural phenomenon in entertainment industries [4], that shows how the fans consume the content of medias, participate and even develop a subculture in social media, especially in foreign language vocabularies adoption.

Most of the fans of those celebrities are millennials in which the retailers, companies, and marketers need to understand to increase their market share as they have large buying power [2]. The business situation is changing and then it means that marketing methods need to be changed as well to approach the millennials effectively and emotionally [2]. Besides, the globalization across nations, the young consumers tend to have xenocentrism attitude that may lead to higher buying intention toward foreign products [5] so this can be opportunities to companies to expand their products even though under local context of its origin.

In 2020 the print media advertising in Thailand decreased 32% compared to previous year and it was experienced by Radio and television advertising spendings which decreased to 24% and 10.15% [6]. Newspaper companies in Thailand considered it exhausting as consumers tend to access online media and encourage them to change their platform as well. Magazine companies, as printed media, had to change their sales strategy in continuing to compete in digital world. Moreover, the magazines are touting exclusive cover featuring celebrities or influencers to generate sales. It can be done if company can communicate their message to the target market especially when they use the celebrity to be their featured figure for the magazine cover or content to make favorable campaign result [7]. The positive emotion or feeling towards the idols, celebrities or actors, as the terms used in this research, may significantly create the buying decision as in the previous study positive emotion towards the product will take role as moderating variable so the more positive the emotion, the higher possibility to decide the buying [8].

This qualitative research has main purpose to explore the unique buying decision among Indonesian fans of Thai actors who bought Thai magazines because their idols were featured in the respected magazines although they might not understand the Thai language used in the magazines. The rationalization of the research is driven by the development of Thai Y-series in which new young actors had roles in it which then commercialized throughout the world through many ways, like fan meeting, television shows, music concerts, etc. so that fans can be offered interesting transnational point of view of the local series or drama [9].

The novelty of the research is supported by the newness of the topic raised in which no previous studies specifically discussed about the language barrier issues in buying decision. Other novelty component is the product discussed is printed media businesses, especially magazines phenomenon during pandemic, the concern on Thai actors and also the qualitative research methods using NVIVO as data processing tool.

2. LITERATURE REVIEW

2.1 Language Barrier

This research uses Thai language as the topic to elaborate the phenomenon. Thai language is tonal language that is not easy to learn. The internet in video or movie streaming platform for Thai-base movies or TV series, has made the important elevator to use this language although the foreigners do not take time to learn it specially. The study of Anurit [10] showed that most of the Thai words can be learned by either imitating from others, friend, or from website and star gossip magazine. The study results showed that Thai language is learned by social media to communicating with peer groups or even strangers.

In marketing, language is the basic mean to communicate with consumers then actually it should be carefully and considerably used [11], which has function to transmit the messages, memorizing, expressing emotion, and even to persuade. Language is taken in three modes like verbal, written and non-verbal. Magazines is mainly in written and non-verbal modes because it stresses in vocabularies, sentences and for the non-verbal mode, magazine shows the gestures in photoshoot, body posture and facial expressions

2.2 Buying Decision

Precedented by buying motivation, which is in online environment most discover hedonic buying motivation [12], the decision to buy products may vary. In the digital era, visual reason influences the customer attitude and plays a significant role in buying decision making in terms of personal satisfaction in the sites. However, the customers may decide to buy without any plans, which is called as impulse buying as irrational behavior associated unplanned spending and emotional conditions [12].

2.3 Fans and Idols

This research context used term 'idols' to address the celebrity who endorse or are featured in magazines. Celebrity is a person with good public fame [1]. Discussing celebrities cannot be that complete without discussing their fans behavior as well. Fans are defined as a person with deep, positive emotional conviction about someone or something famous [13], so the word "fans" can describe in a shorter way as the form of intensive affection towards something or someone.

Celebrity, in general concept, is defines as a well-known individual whom is known by society, considered as role model because of the skills in their professional works or physical attractiveness [14] and by this image, the companies use them to encourage and grab consumers' attention towards the products. This research is mainly using Thai actors to indicate the idols to study. In the context of fans and idols world, there are some terms which are commonly used and understood by people who join in fanbases. Those terms are generally usually used for Korean Pop (KPop) fans but recently also used among the fans of Thai celebrities. The word "stan" is actually informal term defined as an extremely enthusiastic and devoted fan of a celebrity. This word can be used as noun or verb. The stans usually join a community or subculture called as fandom, either online or offline, active or passive. Fandom is built to share the enjoyment of a popular culture, such as movies, TV series, etc. Fandom is different than fanbase as the fandom is committed to talk and share about excessive enjoyment of a thing or idol and fanbase a group consists of people who like to talk the same thing they only like, moreover by joining a fandom usually fans can get expected social status regarding the idols and recently is one of social identities among young people or teenagers [15]. Fanclub is another term in which the members of it will devote their time and energy to support the celebrities or things and sometimes it is official one with which the celebrities will mainly coordinate.

2.4 Magazine Industry

As the printed media, magazines, experienced big challenge in this massive digital era which encourage them to boost sales and access in other way, such as using social medias to promote their printed editions and also uploading some features in the respective edition to its official website to attract the buyers. The advertising revenue for magazine industry in Thailand have been decreasing since 2015 because of the internet disruption [16]. Media work can be classified as a culture-making activity, by which people understand the world [17]. The growth of digital technology and online media urge the publishing industry, especially magazine to be more experienced in contextualizing the consumers.

3. METHODOLOGY

This study is using phenomenological qualitative methods using 12 informants, Indonesian, regardless their ages, occupations and other demographic characteristics. The informants were chosen using purposive sampling methods. The informants are activists in Thai actor's fandom and have done purchasing magazines featuring the Thai actor they stan. This study does not reveal the Thai actor names or the fandom names for objectivity and avoiding commercial interests. The researcher is also one of the fans of one of Thai actors and active in the fandom respectively. However, the informants are not from the same fandoms as the researcher. The validity and reliability of this have been done completely. Internal validity used in this study is using one questions about their reasons to buy the magazines. External validity is reached as the question in the interview can be applied to the population. To ensure the validity, the triangulation techniques are done by source, technique and time triangulation. The source triangulation is done by choosing the informants from various fandoms with different

idols. Technique triangulation by comparing data from informants with the documents and observation from documents, social media posts (captured/screenshots), etc. To do the time triangulation, the researcher asked and observed again in the different time laps. Credibility and transferability of this study are guaranteed, as the results of the study will be reconfirmed to the informants and the results also can be implemented in the other study with different context (other languages or products issues).

The data processing used NVIVO to get the data reduction then helps the researcher to find the model of variables raised from the informants' answers. The depth interview was conducted to gather the data from the valid informants. Basic questions asked to informants are "Why do you buy the Thai Magazine even though you don't understand Thai language or even fluent in it?" and "Why do you stan for (named) actor?". Question 1 was asked after the informants being asked the magazines and the editions/issues they have bought or are going to buy in the time of interview. Question 2 was asked after the informant being asked which actor(s) the informant stans for.

The ethical consideration in this research is an important concern as this research involved human participants which was given consent from the participants for being asked about their favorite Thai actors, Thai Magazines they bought, occupation and ages. However as for the participants' convenience and privacy, the research did not include names and origins of the participants in the research. The participants were sent messages and voice notes through chat platform in Instagram andWhatsapps and they answered back through messages and voice notes, however the researcher know each informant well so the answers given will be natural and honest. The names of Thai actors, the fandoms, and fanbases discussed here are not mentioned due to avoid the commercial and slurs motives, but the names of Thai magazines were slightly mentioned to bridge the introduction part and generally discussed without addressing the names of the Thai magazines

4. RESULTS AND DISCUSSION

All the data collected from various sources are then analyzed using NVIVO software to get better coding and data reduction process from the interview, except the proposed research model by the researcher to summarize the findings from the data collection. The idols used in this research refer to Thai actors. The main reason of the reference toward the Thai actors is the booming of many new Thai actors who have huge Instagram followers and very famous among the young people in Indonesia. All the informants in this research are Indonesian females with the range of ages are 18 to more than 40 years old. The female fans are very unique as they are able to pay deep attention to celebrities (actors) in details [18] and depending on the mobile phones to stalk the celebrities to get the updates.

According to Social Media Penetration in Thailand reported in DataReportal as of February 2022, Facebook was the most popular social media in Thailand and followed by Line, Facebook Messenger, Tiktok, Instagram and Twitter respectively in 2nd, 3rd to 6th place. This information is relevant to this research because all the informants are not Thais and not living in Thailand. The informants know about the magazine issues featuring their idols from social media they use. Usually the informants, as the fans of the actor(s) follow the social media in which the actors are active. Informants selected here are Indonesian from various fandoms. Most of Indonesian use WhatsApp, Instagram, and Facebook which each of these are used by more than 80% social media users in Indonesia. The other social medias usually used by Indonesian are Tiktok, Telegram and Twitter [19].

2022 Most-Used Social Media Platforms in Thailand
 Percentage of Internet Users Aged 16-64 Who Use Each Platform Each Month

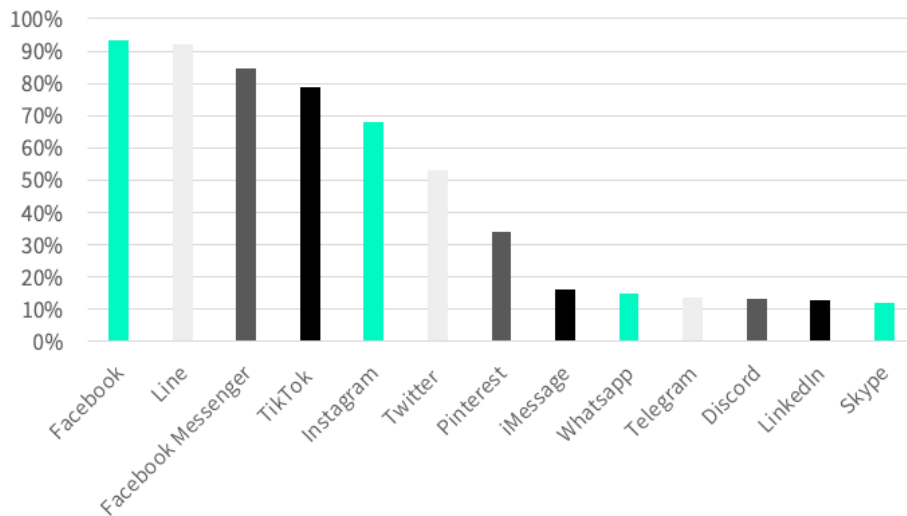


Figure 1. Social Media Platforms in Thailand 2022

Source: [Culture Insights in Asia](#) [19]

Based on Fig. 1, most of Thai actors use Facebook, Instagram and Twitter (henceforth is named as 'X') to communicate with their fans, all magazines featuring Thai actors use to promoted their latest editions in their official account in Instagram and Twitter, but some also use Facebook too. So, the information about the latest issues will be found in those social media easily by the fans, even sometimes, fanbases account that fans follow will link their posts in social media to the magazine official account. It makes fans can find information easier although they have not followed the magazine official accounts because fanbase accounts they follow will give updated information. However, this is the power of social media among Indonesian young people during Covid-19 pandemic as the active users were almost 200 million [20].

Based on the interview results processing using NVIVO, the reasons to buy magazine among the informant are following:



Figure 2. Mind Map of Reason to Buy Magazine

Although the informants do not understand the Thai language, but they still buy any magazine featuring their idols. Even if the idols are featured in various magazines and editions, the informants will follow and buy the magazine. There are four basic reason to buy magazine written in Thai language, namely “collection purposes”, “Like the edition”, “Supporting the actors” and “Want to buy”. Some fans will collect any merchandise, magazines, etc. as long as there is their idols feature in it. The reason “like the edition” can refer to the poses

their idols do, especially when their idols are in the magazine covers. The other thing that may refer to this reason is the content of idols. Usually, the magazine will put some scripts from the interview and the interview sessions will be uploaded in magazine social media, especially YouTube channel. Then the subtitle is not always in English but some fanbases accounts will have their team to add English subtitle in the fanbase YouTube channel.

The divine reason from fans who buy the magazine is to support the idols. Although they don't understand the language, but their money spent will worth to show their support to the idol's career in the future. Usually, the fans will not only buy the printed version of magazine, but they will interact with the magazine official accounts in social media to show their support to idols and hope the magazine will keep working with their idols. Every fan wants their idols will be known by others. The other reason is "want to buy" can be included in impulsive buying behavior as the informants as idols' fans simply see the edition with their idols and just buy it without considering the content, the poses of their idols or even the content of interview or other description about the idols.

Ignoring the language barrier to understand the content and context of the magazine becomes something interesting as this can also lead to impulse buying behavior in which consumer will not consider too much about the effect from buying behavior. The fanaticism towards the actor will also be another factor to make them buy the magazine as it means that a consumer has the level of investment in the liking or interest of the actor [13].

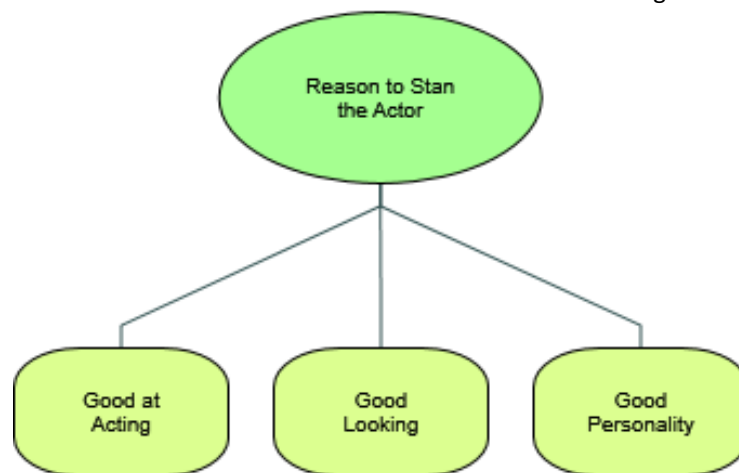


Figure 3. Mind Map of Reason to Stan for the Actor(s)

Based on the data reduction process from the data given in the interview, the basic reasons to stan for the Thai actors, whom considered the raising stars in the respected periods, are "Good at acting", "Good looking" and "Good personality". The first reason "good at acting" is mainly caused by the first impression of the informants as they first time they knew the actors because of the series or movies aired in streaming platforms. The fans will enjoy the acting more if the actors are good looking too, but it doesn't mean the fans will stan for the actors for instance as they usually search the further information about the actors. As discussed above, Jia et al. [18] found that female fans are very attentive to their idols' life and activities by keeping their eyes on the news, and sometimes it is called as 'celebrity worship' so that they can adore their idols' acting, look and personality and most of them get inspiration from their idols. If they find the actors have good personality then the fans tend to stan for the respected actors.

The fandom in which Thai actors' fans join in is visible in social media, creating networks and multiplying it. Fans in the fandom will interact one another and stay informed about anything related to the actors [21]. From the fandom, fanbases, fan clubs of the actors, fans will get information about the upcoming projects of the actors including the magazine issues which are about to publish. Besides, the magazine official accounts in social media usually post the preliminary publication concept and photo sessions to grab initial attention from the fans. This post will be reposted by fandom, fanbases, and fan club accounts to give their followers latest and updated information.

The project map result is as shown in Fig. 4 means that only informant 7 and 9 have reason to buy magazine because the 'just' want to buy. Informant 1, 6, 8, 10 and 12 will buy magazine because they like the edition. The reason to support the actor(s) they stan for is the reason raised by Informant 2, 3, 4 and 5 but the Informant 2 and 3 also buy the magazine for collection purpose, along with informant 11.

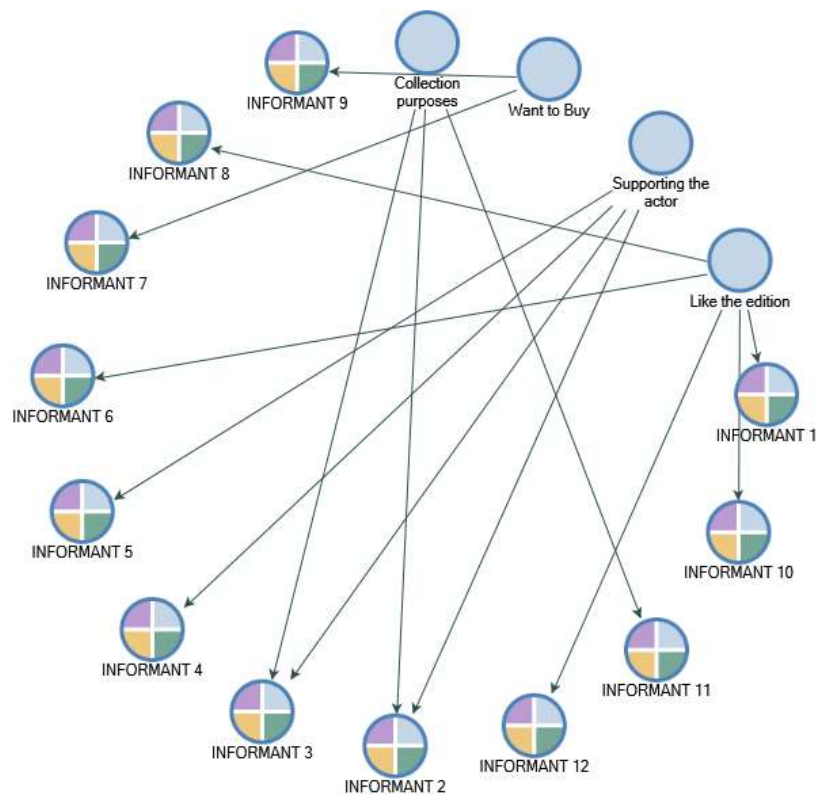


Figure 4. Project Map of Reason to Buy Magazine

The reason to buy magazine in consumer buying decision theory can be called as motive and consumers have various motives to buy products, such as brand image, trust, product quality, price and else that the most important is that the product must meet the consumers' expectations and motives [22]. Thus, based on the Fig. 4, when the participants were asked why they bought the magazines, the answers were categorized as consumer motives in buying decision on Thai magazines, regardless their understanding of the Thai language. Some of the informants do not understand Thai language at all but still bought the magazines and in other words, this also can be called as impulsive buying behavior. The fans know the actors through social media, especially during pandemic, in which most people had more time on the internet, then, the fans are amazed by the actors and follow their social media accounts. This engagement to all the actors' activities will get stronger afterwards and it brings emotional feeling for fans. As their preference towards actors grow, they can be panicky when the magazine publishers announce their issue featuring their idols, so the fans will tend to buy the items. It is the characteristic of impulsive buying that can ease the anxiety of consumers who are easily triggered by emotion or situation [23].

Narula & Varma [24] found that, in psychological area, female adolescents tend to be worshippers of entertainment-social celebrity if their extraversion, about how someone is sociable, active and enjoy meeting people. level is high because they will be more intense to follow a celebrity and get inspired by whatever the celebrity does. So, it relates to the situation of the participants who bought the magazines although they do not understand the language. The participants in this research focus on their attachment to their idols, so that when asked the reason for buying a magazine they even cannot understand the written language in it, they tend to answer "supporting the actor", "collection purpose", "like the edition", or just "want to buy" in fact they may

be obsessed with their idol, the Thai actor featured in the issued magazine edition. Somehow, this of course, depends on the personalities of the participants in this case is the level of extraversion.

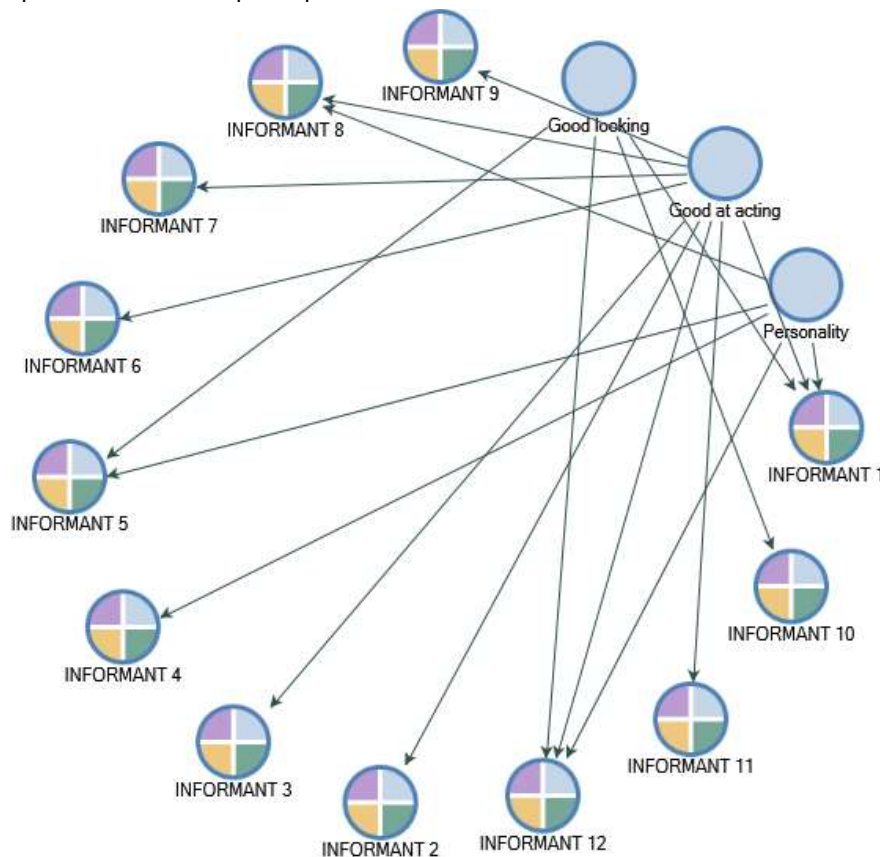


Figure 5. Project Map of Reason to Stan for the Actor

Fig. 5 shows that each informant has their reason(s) to stan for the actor but the reduction process resulted in three main reasons, “Good at acting”, “Good looking” and “Good personality”. Compared to project map of reason to buy magazine, the reason to stan for the actors is likely more complicated as the informants may have more than one reason to stan. From 12 informants interviewed, 9 of those (Informant 1, 2, 3, 6, 7, 8, 9, 11 and 12) stan for the actor because of “good at acting” reason. Informant 1, 5, 10 and 12 put the “good looking” as their reason to stan for the actor. The informant 1, 4, 5, 8 and 12 have “good personality” as the reason to stan. Thus informant 1 and 12 have all the main reasons to stan for the actors meanwhile informant 5 has “Good at acting” and “Good personality” as the reasons along with the informant 8 who stans for the actor because of “good looking” and “good personality”. Natithamapimuke and Nuangjamnong [25] found that the celebrity attractiveness, celebrity trustworthiness and celebrity expertise have the positive impacts to customer’s attitude towards advertisement and buying intention as well. So in this research, what the participants have answered about their reason to buy Thai magazines is because they stan the actors featured in the magazine edition and the reason they stan or idolize the actors because of their “Good looking” (celebrity attractiveness), “good at acting” (celebrity expertise) and “good personality” (celebrity trustworthiness).

For marketing the magazines, the people’s knowledge about the actors is very important for the business, thus it is reasonable for a Thai magazine to promote their edition/issue by featuring the well-known actors in that time. Kato [26] studied that although to be successful, a product should be promoted using the celebrity instead of unknown models because the empathy issue can affect the buying intention positively. However, the magazine issue topic should be matched to the featured actors, for example, fashion magazine should feature the actors who are famous for fashion models as well.

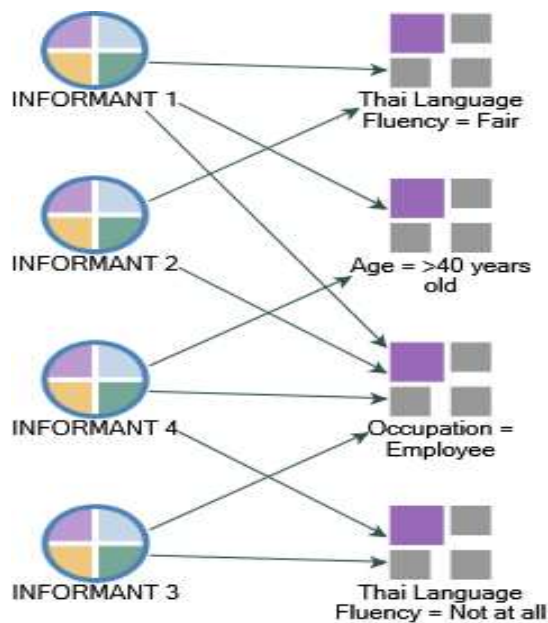


Figure 6. Project Map Informant 1-4

Fig. 6 to 8 show the informant profiles based on their ages, occupation and Thai language fluency. The map in Fig. 6 is not in numbered order due to the system output but it has no effect to all analysis. Informant 1 is more than 40 years old, as an employee but has fair Thai language fluency because of specific Thai courses taken before and it is also the same as informant 2, although the Thai course taken is different in place and time. Informant 2 is less than 40 years old (31-40 years old age range) and occupied as an employee. Informant 3 and 4 are not fluent at Thai language at all, but both are employees. Informant 3 is under 40 years old. The difference in age in this research does not really matter because during the pandemic, almost all age range have to change their behavioral habits and attitude toward technologies [27], so when they use internet more than before, the information about entertainment industries from other countries are accessed easily. In previous research [28] which mainly for Korean Pop (K-Pop) concerned in the income of the respondents to know the affordability in buying Korean products and services although the product price had low effect to their respondents' behavioral intention, which was about buying intention. This research excluded the income because the main point studied here is not the products or services but the magazine with Thai language, which then the core benefit of the product quite different than others. The study of Cabayan et al. [28] was then similar to this research as there is an 'inspiration' from the celebrities that shows the great impact to the behavior intention, specifically in buying intention.

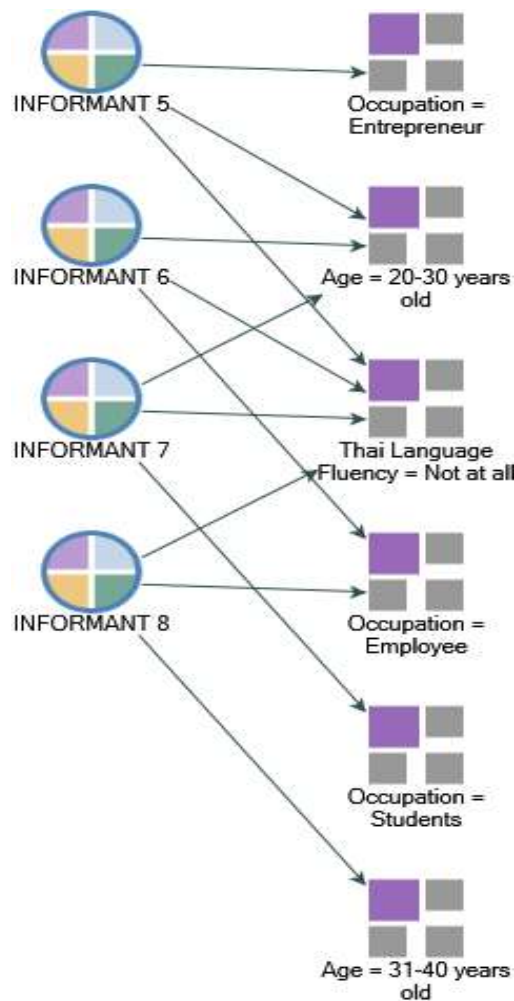


Figure 7. Project Map Informant 5-8

Based on Fig. 7, Informant 5,6 and 7 are 20-30 years old, are not fluent in Thai language at all, but their occupations are different. Informant 5 is entrepreneur, informant 6 is employee and informant 7 is college student. Informant 8 is not fluent at Thai language at all, employee and the age range is 21-40 years old. Most of fans, especially the Thai actors' fans are millennials, who are high populated and very active in the social medias and marketplace with spending power [2].

The study of Omid, et al. [17] found that the digital technologies, including here is mobile application, in which people (fans) can access the information about actors well, have urged the publishing company to enhance their knowledge and concern in social media management so that they can keep engaging with the actors' fans.

Most Thai magazines use social media, like Twitter (henceforth is named as 'X'), Instagram and Facebook as main social media platforms to promote their upcoming issues to get fans' attention prior to the issue release, so that the fans can prepare themselves to make a 'purchase order' to the upcoming edition/issue featuring their idols. The fanbases, fandoms and fan clubs usually offer helps to their community members to get the edition by listing names of members who are willing to buy and then the fanbases will help them by buying lots of units of the magazines. Sometimes the individuals can buy more than one to prepare for 'give away' projects in specific events of the actors.

The ability to engage to the fans in social media can make the publishing companies possible to know the development of entertainment industries, for example the trending topics in X (henceforth is named as 'X') or the hashtag (#) with huge numbers of followers, to get an update for the possible next edition. With the help of digital technology such as internet and mobile devices, consumers, in this case the Thai actors' fans will likely to search more information about upcoming issues from many platforms. Even though a magazine's social media

account has been set but it is important to Thai magazine to keep doing other ways to bring the customization of information possible [29]. Thus, for the fans who understand Thai language well, they do not need a special streaming on YouTube with English translations, but for most foreign Thai actors' fans, having the magazines must not be enough as they need the translation as well. However, the informants do not bother it as long as they can enjoy the Thai magazine edition featuring their idols by seeing the actors' poses on the magazine photo shots.

Bedir and Daskan [30] stated that body language is very crucial in learning of foreign language, in which the people will be easily understand and it is the most effective way to communicate. However, the Thai magazines apparently understand this problem, as their readers may not understand the language used in the publications but they insist to buy it because of the charm of Thai actors, thus most of Thai magazines put their video contents in the official social media of the magazines about the interviews with the actors or the "behind the scene" of the photoshoot sessions for the respected editions to make the readers understand more about the context of interview and details of process to feature the actors. More or less, this way is effective way to boost the eagerness to buy and moreover, the actors usually repost the contents of the magazines in their own official social media accounts. However, still, the participants do not understand the Thai writing in the magazine because Thai language has special characters.

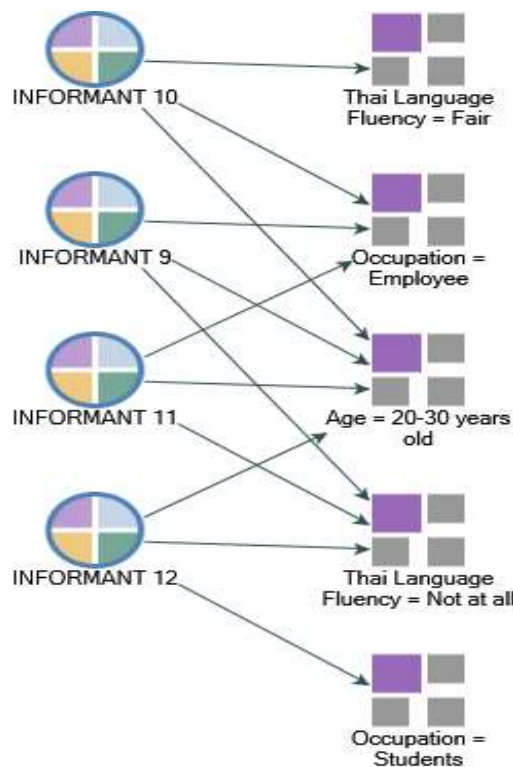


Figure 8. Project Map Informant 9-12

Fig. 8, shows that Informant 10 to 12 have the same age range in 20-30 years old, employees except informant 12 and only informant 10 has Thai language knowledge fairly, others are not fluent at all. Notwithstanding, when interview sessions, all the informants are asked about their idol's names, magazines they buy and fandoms they are in. All the additional information is excluded in this research to neutralize the bias and avoid commercial misuse.

The informant profiles are heterogeneous but giving similar responses to the interview questions. It implies that the background of informants is not the differing issue in buying the Thai magazine, as well as their understanding of the Thai language. The psychological side may be the cause of them having willingness to pay for the magazine that they cannot understand the content inside due to language barrier. In previous study this can be included 'Psychological ownership' effect as the sense of ownership within the customers to get their

goals. Although this “Psychological ownership” [14] is one of organization theory but then in marketing literature has a related context too because when someone has favoritism toward something, they only focus on that item and will be bothered if they see other items. For this context in this research, when consumers, as fans of Thai actors and stan for the actors so deeply, then when they see the actors featuring in magazine, they insist on buying this magazine. This is how the consumers, who are the actors’ fans intend to buy magazines based on their emotional responses towards the features, figures and ads showed in the magazines [31], especially when the actors also post their work on a magazine on their social media platforms. The study of Ahmadi et al. [31] found that the celebrity’s emotional post about the brand has greater influence to word-of-mouth than the rational one, specifically for low product involvement type, like magazines. So, among the participants, who do not work, the price of magazines is affordable and safe. It can be included as low product involvement type and does not need rational consideration before consuming. Based on the observation and interview, the participants do not care too much of their budget to buy magazine, the language used in it nor their ages as long as their idols featured in the magazine issues, so this can be called as emotional buying behavior.

Notwithstanding, the existence of xenocentrism among the modern and young people can also be another cause of the buying decision toward the Thai magazine. As the xenocentrism shows the desire to engage in another culture’s elements more than their own, added by the cosmopolitan attitude, especially in developing countries like Indonesia in which all informants live, so the concern in the product value for consumers is more than the origin [5].

Manually, after analyzing and investigating the interview results, the model of buying intention is raised. The proposed research model in this research is raised based on the interview results and observations in social media of the actors, fandoms, fanbases, fan clubs and the informants as well. The model is simple however there are some other factors may be studied and then included as antecedent for reason to stan and impulse buying decision. The tendencies to buy anything about idols are driven by emotional involvement, celebrity worshipping tendencies and also references [32]. Buying intention is very important in the model of buying behavior which is kind of results of planned behavior [28], so that the buying intention will likely influence the buying decision for Thai magazine written in Thai language.

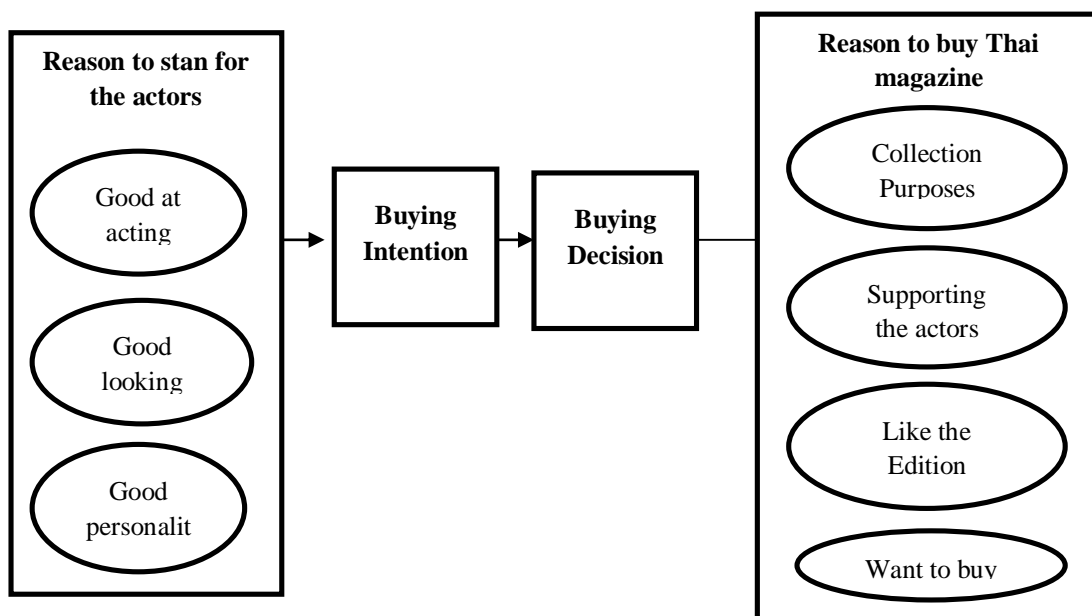


Figure 9. Proposed Research Model of Buying Decision

Fig. 9 shows that buying intention will influence buying decision on Thai magazines featuring idols of the informants, meanwhile the buying intention is triggered by one or more reasons about their feelings toward the

idols such as “good at acting”, “good looking”, or “good personality”. The buying decision has shown some objectives that may rationalize their decision, such as for ‘collection purposes’, ‘supporting the actors’, ‘like the edition’ and ‘want to buy’. Thus, when the participants were asked the reason why they decided to buy the Thai magazines, in which they even do not understand the language used to write on it, they mostly answered by rationalizing their ‘impulsive buying’ or ‘emotional buying’ decisions as non-fans will judge their buying behavior for. La Ferle and Chan [33] have found that the media celebrity gave the big impact to the consumption among adolescents to indicate their materialism levels. So using the object of this research, Thai magazines, and relating this to the subject of the research who mostly do not understand Thai language well and fluent, but keep buying the Thai magazine, it can be understood that the charm of the Thai actor, idolized by the participants back then became the main reason of their buying intention.

5. CONCLUSION

As the qualitative research which is not testing the hypothesis but generating ones as the results of the study, the conclusion of the study has two parts, firstly is the content part and secondly the proposed parts. The content part, as described in the discussion, shows that the buying decision to buy Thai magazine regardless the understanding of the language, basically can be called as impulse buying behavior of the fans of Thai actors. The profile of informants varied but as long as they afford to buy the magazine, they will buy it. Psychologically, no matter of the reasons the informants gave on the interview, it is obvious that they mainly buy because their idols featured in that magazine. When they buy it, they come to the excuses their impulsive behavior as clear ones like “collection purpose” and “supporting the idols”, or unclear excuses such as “want to buy” and “like the edition”. However, the reasons here can be antecedents of impulsive buying behavior. The reasons to buy the magazine cannot be separated from the reasons to stan for the actors. Commonly, if the fans do not have specific interest toward the actors, the eagerness to buy every product related to the actors does not exist.

The second part of the conclusion is the findings related to the possible further quantitative research which may use the reasons to buy as the independent variables and impulsive buying decision as the moderator variables with buying decision as dependent one. Qualitative research is also applicable for further research in terms of digging the depth of psychological motives to find out different reasons to buy the Thai magazine or other foreign magazine and reason to stan for actors or other celebrities.

Lastly, in accordance to the future business opportunities and challenges, this research is to give insight of the mass media, especially media with printed version offered to customers to improve their capabilities in promotion strategies, choosing the figures for grabbing more readers regardless the sales area (foreign markets) and understanding the foreign consumers’ value in buying magazines which are written in local language. The digital world gives the printed mass media to enhance their product features and markets so that they can survive longer in the business.

This research is an original work, which needs more elaboration in variables and methods. However, since this research was conducted in qualitative methods, the main limitation is the number of respondents so that it may not accommodate the readers who want to generalize the results. The other limitation of this research comes from the lack of previous related and relevant studies or research especially in magazine industry.

Based on the research results, conclusions and limitation, thus the recommendations implied in this research is mainly for the further research scope and art and visual design practitioner who work in magazine and other visual publications, either online or offline. Towards the further research object scope, the model developed in this research is relevant to any kind of foreign printed magazines, especially if the magazine is written in non-Latin alphabets. The recommendation provided for the artist and visual design practitioners are the practice in boosting up the sales of magazines methods, by observing the latest trends of idols among the market targets and the themes of photographs displayed in the magazine issue as well as the timing of publications. These are important factors to grab the attention from the fans of the magazine models, so they are interested to buy the magazine.

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Info

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How to cite this article: [Evi Thelia Sari](#), Buying Decision on Magazines and Language Barrier: Thai Actors' Foreign Fans' Behavior. *Asian. Jour. Social. Scie. Mgmt. Tech.* 2024; 6(2): 112-128.