

Abstract

Japanization is a Japanese influence in the spread of Japanese popular and consumer culture in other part of Asia. However, it is actually a Japanese version of American popular culture.

The objectives of this research are to study Thai Youth's behaviors and their changing after they become J-Pop fans. Behaviors are classified into 3 aspects: 1) behaviors in an online community; 2) behaviors in a private life; and 3) behaviors relate to other Japanese popular culture.

The methodology is a participant observation and to interview 370 samples of youth from all over Thailand by the aid of the questionnaire which is framed and constructed by the researcher. Youth is classified by age into 4 groups : 1) The early teens (12-15 years old); 2) The middle teens (16-18 years old); 3) The late teens group 1 (19-22 years old); and 4) The late teens group 2 (23-25 years old).

The results are as follow :

1. behaviors in an online community

Majority of youth are just "Take" without "Give"; such as requesting for informations and download multimedia files. Community's prohibitions and community's bond are 2 factors which have influence on youth's behaviors. Behaviors that have the changing most are chat, usage of language, request, manners and obedience to community's prohibitions. The changing is focus in early teens and middle teens, and female changes more than male.

2. behaviors in a private life

Youth are interested in leisure activities relate to J-Pop that also relate to their former hobbies. The craze for artists and model from other fans are 2 factors which have influence on youth's behaviors. The changing is focus in early teens, middle teens and late teens group 1, and female changes more than male. For the changing in appearance, age is a significant factor. For the changing in leisure activity, sex is a significant factor.

3. behaviors relate to other Japanese popular culture

Youth are interested in comic books, animations, television programs and dramas as something ordinary and easy to find in daily life, with no concerning about their Japanese origin. Money and private interest are 2 factors which have influence on youth's behaviors. The changing is focus in early teens and middle teens, and female changes more than male.