

Factors Influencing the Acceptance of Y Series among the Residents in Three Southern Border Provinces of Thailand

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Abstract : The acceptance of Y series refers to the willingness and enjoyment of watching Y series without feeling different from general series. This occurs when people watch Y series and derive happiness and entertainment from it. The viewing experience has the most significant impact on Y series acceptance. This research aims to 1) investigate the levels of acceptance of sexual diversity, image of Y series Actors, media exposure, and Y series acceptance among the residents in three southern border provinces of Thailand, and 2) examine how acceptance of sexual diversity, actor perceptions in Y series, and media exposure influence Y series acceptance in these provinces. The sample consisted of 322 participants from the three southern border provinces of Thailand. The research instrument used was a questionnaire, and data were analyzed using frequency, percentage, mean, standard deviation, and multiple regression analysis. The findings revealed that overall, acceptance of sexual diversity, Image of Y series Actors, and Y series acceptance among the residents in three southern border provinces of Thailand were at a high level, while media exposure was moderate overall. However, the two factors that had the most significant impact on Y series acceptance in these provinces, ranked from highest to lowest influence, were media exposure and acceptance of sexual diversity. Both of these factors had a positive effect on Y series acceptance among the residents in three southern border provinces of Thailand. Collectively, these factors accounted for 40.7% of the variance in Y series acceptance among the residents in three southern border provinces of Thailand.

Keywords : acceptance, acceptance of sexual diversity, image of Y series actors, media exposure, Y series

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