

# Attitudes and Behavior in Watching Thai Animation of Thai People

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## Abstract

The purpose of this study aimed to examine the attitudes and behaviors of Thai people in watching animated films, as well as to study the relationship between their attitudes and behaviors in watching Thai animated films of Thai people. The research was conducted using a quantitative approach with an exploratory research methodology. A questionnaire was utilized as the primary tool for data collection, targeting a total of 200 participants aged 18-35 years residing in the Bangkok area. The sample was randomly selected from four districts, with 50 respondents from each district, and the collected data was analyzed accordingly.

The results showed that majority of respondents had watched movies, accounting for 98.0 percent. The Thai animated film "Khan Kluay" was the most favorite of the sample, accounting for 27.3 percent, with the majority of the viewing channels being streaming channels, accounting for 30.4 percent. Participants rated Thai animated film as the most impactful and worthy of development and promotion, with an average of 4.37.

The hypothesis testing results indicated that differences in personal factors, such as gender and age, resulted in statistically significant differences in attitudes towards Thai animated films at 0.05

**Keywords:** Attitudes, Behaviors, Animated Film

## 1. Introduction

Animation is a form of entertainment that captivates audiences by arranging several still images in rapid succession, creating the illusion of motion. In Asia, major players in the animation industry include Japan, Korea, China, Taiwan, and India; However John A. Lent (2004) noted, "Animation in Southeast Asia is a "sleeper". In Thailand, animation films have been produced for more than 50 years. Over the years, the country has created and introduced numerous animations to captivate and fulfill the imagination of audiences.

The Thai animation film "Khan Kluay" is a popular Thai animation film released in 2006, which received an overwhelming positive response, This success initially spurred growth in Thailand's animation film industry, leading to an increase in productions. However, the popularity of Thai animated film has not been sustained over time (Wattanapanich & Premsrirat, 2016). Historical events, beliefs, as well as gratitude and values of Thailand are the hallmarks of Thai animation. National Identity (Aroonplod, Supasetsiri, Inchan, and Phatlakfa,

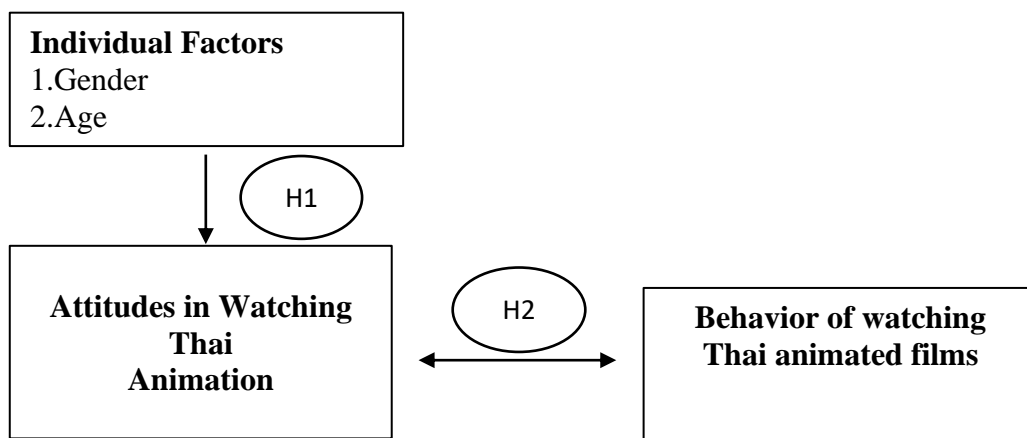
2018) However, Thai animated films have unique characters. If the content can be presented in a novel and interesting way, it will result in Thai animated films being more likely to be successful. In recent years, the Thai government has increased its support for the country's film industry. The development of technology, as well as the younger generation in the film and animation professions, are also interested in this field. They are creative and committed to creating jobs and competitions to develop animation and the Thai film industry so that they can continue to progress.

Therefore, this study was conducted to gather insights into attitudes and behaviors of audiences who watch Thai animation. The findings aim to provide essential information for enhancing the content and quality of Thai animations, ensuring their sustainable success in the future.

### Research Objective

1. To study the attitude towards Thai animation films of the people in the Bangkok area.
2. To study the behavior of people in the Bangkok area to watch Thai animation films.
3. To study the relations between attitudes and behaviors in watching Thai animated films of people in the Bangkok area.

### Research Framework



### Research Hypothesis

1. Different personal factors make them have different attitudes towards Thai animated films.
  - 1.1 Different genders lead to different attitudes towards Thai animated films.
  - 1.2 Different ages lead to different attitudes towards Thai animated films.
2. Attitudes towards Thai animated films are related to the behavior of watching Thai animated films.

### 3. Methodology

The population used in this study was the population living in the Bangkok metropolitan area between the ages of 18 and 35 years old using a questionnaire to collect data on a sample of 200 people, with basic data such as gender, age, education level, income, as well as information on attitudes and behaviors in watching Thai animated films, and factors affecting the viewing of Thai animated films. Descriptive statistics such as percentages, mean values, and standard deviations were used to explain demographic characteristics and general data, and inferential statistics such as t-test, ANOVA, and Chi-square test analysis were used. To test the hypothesis using a statistical significance level of 0.05 as a criterion for rejecting or accepting the hypothesis.

### 4. Result

#### Part 1: General Information of Respondents

The demographic characteristics of the respondents were mostly female, accounting for 52.0% of the respondents, the most common age group was 18-23 years old, accounting for 80.0%, and the majority of the sample were students accounted for 78.0%

#### Part 2: Attitude towards Thai Animation Films

Table 1: Table showing the average attitude towards Thai animation films

Advertising of Thai Animated Films	Level		
	Mean	(S.D)	Interpretation
1. The promotion of Thai animation films can be done thoroughly.	3.77	0.92	High
2. The promotion of Thai animation films is attractive and attractive.	3.85	0.88	High
3. You have a sense of interest in the promotion of Thai animation films.	3.83	0.93	High
The content of Thai animated films	Mean	(S.D)	Interpretation
1. The content of a good Thai animated film is an important factor that will result in the success of an animated film.	4.37	0.75	Highest
2. I like Thai animated films with the main content about Thainess.	3.86	0.9	High
3. The production of Thai animated films that still retain the uniqueness of Thai content will have a positive impact on the Thai animation film industry in the future.	3.92	1.06	High
Criticism of Thai Animated Films	Mean	(S.D)	Interpretation
1. Criticism from critics and media is credible and affects the feeling of wanting to watch.	3.95	0.85	High
2. Which Thai animated film has good reviews? That Thai animated film must also be of good quality.	4.0	0.87	High
3. Positive reviews can be used as an indicator that the Thai animation will be successful.	3.98	0.94	High

<b>General Attitude to Thai Animated Films</b>	<b>Mean</b>	<b>(S.D)</b>	<b>Interpretation</b>
1. Thai animation films can be developed to be on par with the world.	4.23	0.84	Highest
2. Thai animated films have the story and unique characters Outstanding and interesting	4.17	0.89	Highest
3. Thai animation films are effective and worth developing and promoting.	4.37	0.86	Highest

**Part 3: Behavior in watching Thai Animated Movies**

Most of the respondents had watched Thai animated films, accounting for 98.0%, with the choice of unimaginable animated films having the most influence on their choice of viewing. Accounting for 34.7%, the movie "Khan Kluay Part 1" It was the most popular movie of the respondents (27.3%), with the most watched on the streaming platform (30.4%), as well as all the films that were released (92.0%), and most of the respondents rewatched Thai animated films, accounting for 60.0% of all respondents.

**Hypothesis Testing Result**

**Hypothesis 1:** Demographic characteristics, including gender and age differences. This makes them have different attitudes towards Thai animated films. The results of the data analysis showed that the hypothesis was accepted, that is, different demographic characteristics lead to different attitudes towards Thai animated films. Statistically significant at the level of 0.05 (gender  $t= 2.738$ ,  $p <.05$ ; age  $F= 4.211$ ,  $p <.05$ ).

**Hypothesis 2:** Attitudes towards Thai animated films are related to the behavior of watching Thai animated films. The results of the data analysis showed that the hypothesis was accepted, that is, the attitude towards Thai animated films was statistically significantly correlated with the viewing behavior of Thai animated films at the level of 0.05 ( $\chi^2 = 26.611a$ ,  $p <.05$ ).

**Table 2:** Summary of Hypothesis Test Results

<b>Research Hypothesis</b>	<b>Hypothesis Testing</b>	
	<b>Accept</b>	<b>Reject</b>
Hypothesis 1: Different personal factors lead to different attitudes towards Thai animation films (gender, age).	√	
Hypothesis 2: Attitudes towards Thai animated films are related to the behavior of watching Thai animated films.	√	

**5. Conclusion**

Research on the Attitude and Behavior of Thai People Watching Animated Films revealed several interesting findings, most participants had a positive attitude towards Thai animated films and had prior experience watching them. Thai animation films are quite popular, occupying a niche market that relies on their distinctive content and engaging

storylines. The animated "Khan Kluay" remains the most well-loved Thai animated film among Thai audiences.

The hypothesis testing showed that demographic characteristics resulted in different attitudes towards Thai animated films. Different genders and ages have different attitudes towards Thai animated films. According to a study by Cheevasart and McKerrow (2018), who noted that attitudes play crucial role in shaping intentions and behaviors. Many people who have watched Thai animated films love Thai animated films that are mostly related to Thai culture. Thai culture is perceived as unique and captivating, particularly in terms of characters and narratives. These distinctive features help attract attention and encourage support for Thai animated films. In addition, reviews or advertisements that are interesting and attractive can lead viewers to choose to watch a particular animated film. According to a study by Pacharavich, K. (2018), the content of animated films is crucial, and if it presents contemporary, creative ideas that resonate with younger audiences, it will positively impact the Thai animation industry helping it achieve greater success and recognition in the global market in the future.

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