

Factors Driving the Popularity of Thai Dramas in Mainland China Entertainment Market: Audience Preferences, Media Channels and Cultural Appeal

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Abstract

This study investigates the key factors driving the surging popularity of Thai dramas in mainland China's entertainment market, focusing on audience preferences, media distribution channels, and cultural appeal. Employing a quantitative research design, the study utilized a structured questionnaire to survey 400 Chinese viewers. The research objectives were to examine Chinese audiences' perceptions and preferences for Thai dramas, analyze the role of digital media platform in enhancing accessibility, explore the resonance of cultural narratives, and assess the influence of cross-cultural exchange on emotional engagement and cultural understanding.

Findings reveal that Thai dramas captivate Chinese audiences' younger viewers aged 18–34—through unique storylines, high-quality production, and relatable themes, with 77.6% of respondents highlighting their unique narrative style. Digital platforms significantly amplify accessibility and engagement, with regression analysis indicating a strong correlation (adjusted $R^2 = 41.7\%$, $p < 0.05$) between media distribution and viewership. Culturally, themes like Buddhist values and family harmony align with Chinese sensibilities (72.9% resonance), fostering cross-cultural interest (70%+). Statistical analyses, including multiple regression and correlation tests, confirm that audience preferences, digital media, cultural narratives, and cross-cultural communication collectively underpin the success of Thai dramas in China. This research underscores the interplay of emotional, technological, and cultural dynamics in shaping media consumption trends, offering insights into global media flows and the role of Thai dramas as a conduit for Thailand-China cultural exchange.

Keywords: *Thai dramas, Cross-cultural communication, digital media platforms, cultural proximity, audience engagement*

1. Introduction

The purpose of this study is to examine the primary factors contributing to the rising popularity of Thai dramas in China's entertainment market, focusing on audience preferences, media distribution channels, and cultural attraction. Thai dramas have captured the hearts of Chinese viewers, which is especially noteworthy in an environment where various other international television genres compete for attention. The unique appeal of Thai dramas lies partly in their thematic and aesthetic alignment with the cultural and psychological preferences of the Chinese audience. Chen and Chang (2024) pointed out these dramas exhibit story lines and character dynamics that resonate with audiences seeking content that differs from conventional Chinese television or other popular genres, like the long-running Korean dramas, complex Japanese dramas, and Western superhero series.

Furthermore, the appeal of Thai dramas in China goes beyond simple entertainment; they offer viewers glimpses into Thailand's unique cultural landscape, which blends elements of local tradition with foreign influences. This cultural fusion is particularly intriguing to audiences fatigued by formulaic content. For example, Li (2024) notes how viewers in a "digitally mediatized world" can access a global range of content due to streaming platforms, which have removed traditional barriers to international media. This access enables audiences to explore culturally rich narratives that Thai dramas offer, especially as streaming platforms in China, which are iQIYI and Tencent Video, facilitate Thai dramas' availability. In Thailand alone, Tencent Video reported a 209% increase in weekly viewing time, showcasing the intense demand for digital entertainment and the power of streaming platforms to meet this demand (People's Daily, 2020). These platforms also enable real-time audience feedback through features like ratings, comments, and episode recommendations, all of which enhance the interactive viewing experience. The participatory culture afforded by these digital platforms has significantly contributed to the appeal of Thai dramas among Chinese audiences (Fan, M.X. and Lu, Y.H 2024).

Visually, Thai dramas create a compelling, exotic aesthetic that captures the attention of Chinese viewers, often incorporating vivid, idyllic landscapes, ornate temples, and a variety of settings that stand in contrast to

Chinese urban life. Jiang (2016) presented music is also used strategically to enhance the emotional resonance of key scenes, leaving viewers with both visual and auditory memories that make Thai dramas more engaging and memorable. Music in Thai dramas often complements character emotions, providing context for viewers to better understand and empathize with the characters' journeys. This thoughtful use of visual and auditory storytelling devices helps Chinese audiences connect with Thai dramas on a deeper level, adding to their enjoyment and emotional investment.

In analyzing the factors that have contributed to the success of Thai dramas in China, this study explores three main dimensions: audience preferences, media distribution channels, and cultural appeal. Each of these elements provides insight into the dynamics that drive the popularity of Thai dramas in the Chinese entertainment market. Chinese audiences' responses to Thai dramas reflect a clear affinity for themes that resonate emotionally, combined with a curiosity for cultural exploration.

The success of Thai dramas in China exemplifies the fluidity of cultural boundaries in the digital age, where media products can cross borders, adapt to new cultural contexts, and find resonance with diverse audiences. Since Ma (2020) has shown that this research thus contributes to a broader understanding of cross-cultural media trends, highlighting the factors that facilitate the appeal of foreign content and offering recommendations for media professionals who seek to enter new markets. La Pastina and Strauss (2005) shown that the success of Thai dramas in China can be understood through the lens of genre proximity theory, which suggests that certain genres have universal appeal due to their common narrative structures and themes. Thai dramas often incorporate genres such as melodrama, family drama, and romantic narratives, all of which resonate with shared human experiences that transcend cultural boundaries.

By analyzing these elements, this study provides a framework for understanding the appeal of Thai dramas, and, more broadly, for analyzing cross-cultural communication in a globalized entertainment industry. The popularity of Thai dramas in China highlights the transformative potential of digital media, where Hou (2012) have demonstrated in research, cultural proximity and blended identities allow media products to resonate with audiences across borders, contributing to a more interconnected and culturally enriched global community.

Xie and Wei (2024) proposed their initial introduction to China in the early 2000s, Thai dramas have become increasingly popular, evolving from niche offerings to mainstream options that appeal to a broad audience. The novelty and charm of Thai dramas have filled a gap in the Chinese market, offering viewers fresh alternatives to existing genres. Despite their growing popularity, Thai dramas have received relatively little academic attention. This study aims to address this gap by providing an in-depth exploration of the demand factors, audience reception, and potential for further market expansion of Thai dramas in China.

2. Objectives

- 1) To examine Chinese audiences' perceptions of Thai dramas and identify the key preferences that contribute to their growing popularity in China
- 2) To analyze the role of digital media platforms in facilitating the distribution and accessibility of Thai dramas to Chinese audiences
- 3) To investigate how the cultural narratives and values depicted in Thai dramas, such as themes of family, love, and Buddhist principles, resonate with Chinese viewers.
- 4) To explore the influence of cross-cultural exchange between Thailand and China through Thai dramas on Chinese audiences' emotional engagement and cultural understanding.

3. Materials and Methods

3.1 Aesthetic and Narrative Innovation in Thai Dramas

Human beings are inherently drawn to novelty, seeking out stimuli that deviate from conventional patterns, which drives the demand for unique storytelling in television dramas. Thai love dramas, in particular, captivate audiences with their intense portrayal of emotions, particularly through themes of "love" and "sadistic love," which cater to the Chinese audience's craving for novelty. Xu (2018) demonstrated that these dramas feature storylines and character dynamics that resonate with audiences seeking content that diverges from conventional Chinese television or other popular genres, such as the long-running Korean dramas, complex Japanese dramas, and Western superhero series. Miriam Berg (2017) has demonstrated in research that Thai dramas offer shorter, fast-paced storylines, visual charm, and actors whose performances convey emotional depth. Thai dramas often

feature dramatic, high-intensity story lines involving family conflicts, revenge, and gangster rivalries. Li and Ding (2023) shows that this distinct approach, combined with contemporary themes such as LGBTQ+ rights, women's empowerment, and generational conflicts, broadens their appeal, especially among younger viewers seeking content that resonates with societal progress. The rise of BL (Boys' Love) dramas, exemplified by productions like **Hormones** (2013), underscores Thai dramas' capacity to address real-world issues and connect with evolving audiences. Ultimately, the growing popularity of Thai dramas in mainland China highlights their ability to blend traditional storytelling with modern innovation, diversifying genres and integrating cultural elements to cater to a digital-savvy, global audience.

In the case of Thai dramas, Chinese viewers may fully embrace the themes of love, friendship, and personal growth that are prevalent in these series. For example, the moral messages found in Thai dramas, such as the triumph of good over evil or justice prevailing, align well with the cultural values that resonate in Chinese society (Benedict Anderson, 2016).

3.2 Samples and Sampling Method

This study uses a quantitative research method to collect data through a questionnaire survey to explore the key factors that make Thai TV dramas popular in the Chinese mainland market. The study uses China's 1.1 billion Internet users as the population (CNNIC, 2024), uses the Yamane formula to calculate 400 Thai drama viewers aged 18-45 as a sample, and collects data through an online questionnaire. The questionnaire design includes five parts: demographic information, viewing preferences and habits, the role of digital media platforms, cultural appeal and emotional connection, and open suggestions.

The study focuses on four key variables: audience preferences, media communication platforms, cultural narratives and values, and cross-cultural communication. Data analysis uses descriptive statistics, Pearson correlation coefficients, and multiple regression analysis, with a significance level of 0.05. By systematically analyzing audience characteristics, viewing behavior, and platform usage, this study reveals how digital media accessibility, cultural resonance, and audience engagement jointly contribute to the success of Thai TV dramas in China, providing important insights into cross-cultural media consumption patterns in the digital age.

3.3 Data Analysis

This study employed descriptive statistics to summarize respondents' demographic information, including age, nationality, language proficiency, and viewing habits of Thai dramas, providing an overview of key variables such as mean, median, mode, standard deviation, and frequency distribution. Pearson's correlation coefficient was used to explore the relationship between audience preferences, media channels, cultural narratives, and the popularity of Thai TV dramas in China, identifying key contributing factors. Multiple regression analysis was conducted to assess the predictive role of In order to further verify the predictive ability of audience preferences, media channels, cultural narratives variable on the popularity of Thai dramas. Hypothesis testing, with a significance level set at 0.05, confirmed the impact of audience preference, media platform, and cultural appeal on the dependent variables. Overall, the study applied various analytical methods to investigate the factors influencing the popularity of Thai dramas, focusing on audience preferences, media channels, and cultural appeal.

3.4 Conceptual Framework

Figure 1 shows of this study, the independent variables— 1) audience preferences, 2) media distribution platforms, 3) cultural narratives, and 4) cross-cultural exchange—each play a significant role in influencing the dependent variable, which is the popularity of Thai dramas in China.

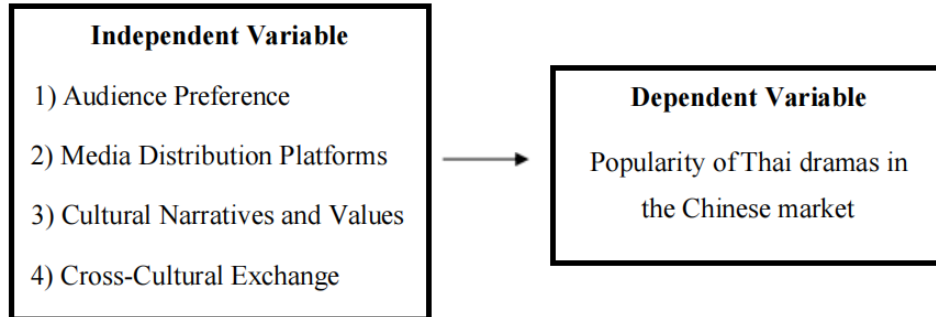


Figure 1 Conceptual Framework

These independent variables contribute to how Thai dramas resonate with Chinese audiences, how accessible they are through media channels, and how cultural themes in the content enhance viewer engagement. Ultimately, these factors collectively determine the success and popularity of Thai dramas in Mainland China's entertainment market.

Based on Figure 1, the following four hypotheses can be formulated:

H1: Chinese audiences' perception for Thai dramas significantly contribute to the growing popularity of Thai dramas in China.

H2: Digital media platforms play a crucial role in enhancing the distribution and accessibility of Thai dramas among Chinese audiences.

H3: The cultural narratives and values portrayed in Thai dramas strongly resonate with Chinese viewers and influence their emotional connection to the content.

H4: The cross-cultural exchange between Thailand and China through Thai dramas positively influences on Chinese audiences' cultural understanding and emotional engagement with Thai entertainment content.

4. Results and Discussion

4.1 Demographic Information

The sample comprised 172 males (43%) and 228 females (57%), reflecting a slight female majority consistent with the typical viewership of romantic and emotionally driven content like Thai dramas. Age distribution showed that the largest group, 173 respondents (43.3%), were aged 18–24 years, indicating a strong youth skew in the audience. Educationally, 187 participants (46.75%) held a Bachelor's degree, suggesting a relatively well-educated viewership. Occupationally, students predominated with 133 individuals (33.3%), aligning with the youthful demographic. Regarding watching Thai dramas frequency, 89 respondents (22.3%) reported daily use, underscoring the significance of social media as a conduit for drama consumption and discussion among the sample.

4.2 Perceptions and Factors Driving Popularity

The survey results, summarized in Table 1, provide insights into Chinese audiences' thoughts on Thai dramas across three key dimensions: viewing preferences and habits, the role of digital media platforms, and cultural appeal and emotional connection. The overall mean score across these dimensions was 3.40 (SD = 1.253), interpreted as a moderate level of influence, indicating a generally positive but not overwhelmingly strong perception of Thai dramas among respondents.

Table 1 Thoughts on Thai Drama

Thoughts on Thai Drama	Mean	S. D	Meaning
Viewing Preferences and Habits	3.26	1.11	Medium
Role of Digital Media Platforms	3.26	1.14	Medium
Cultural Appeal and Emotional Connection	3.36	1.14	Medium
Total	3.40	1.253	Medium

The survey results from Table 1, “Thoughts on Thai Drama,” reveal a moderate overall perception of Thai dramas among Chinese audiences, with an average score of 3.40 (SD = 1.253), encapsulating three key dimensions: viewing preferences and habits, the role of digital media platforms, and cultural appeal and emotional connection. In the dimension “viewing preferences and habits,” a mean score of 3.26 (SD = 1.11) reflects a stable yet moderate influence on Thai dramas’ popularity, with the highest-rated item, “I prefer Thai dramas that incorporate cultural elements, such as festivals, Buddhist teachings, or traditional practices,” scoring 3.44, indicating a strong audience inclination toward exotic cultural elements that distinguish Thai dramas from competitors like Korean dramas, though room remains for deeper engagement. Similarly, the role of digital media platforms, such as iQIYI and Tencent Video, scored a mean of 3.26 (SD = 1.14), with the item “Frequent updates and promotions of Thai dramas on digital platforms encourage me to continue watching” achieving a mean of 3.46, underscoring the critical influence of recommendation algorithms and accessibility in sustaining viewer interest, despite a moderate overall impact suggesting untapped potential amid competition or promotion limitations. The strongest dimension, cultural appeal and emotional connection, recorded a mean of 3.36 (SD = 1.14), with the item “The unique cultural elements of Thai theater set it apart from other entertainment options and enhance its appeal to me” peaking at 3.54—rated “high” by 27.5% of respondents—highlighting how narratives of family, love, and Buddhist values resonate deeply, though a preference for light, emotionally engaging plots over complex themes moderates broader cultural exploration. Collectively, these findings illustrate that while Thai dramas enjoy a solid foothold in China’s entertainment market, driven by cultural curiosity, digital accessibility, and emotional resonance, their moderate scores across all dimensions suggest opportunities for enhancing their influence through refined strategies targeting audience engagement and platform optimization.

4.3 Hypothesis Testing Results

Table 2: Results of multiple regression analysis and hypothesis testing on viewing preferences and habits
Linear regression analysis results (n=400)

	Unstandardized coefficients		Standardization coefficient	t	p	VIF
	B	Std. Error	Beta			
Constant	0.850	0.227		3.747	0.000	-
Audience Preference	0.005	0.068	0.003	0.072	0.002	0.773
Media Distribution Platforms	0.095	0.052	0.104	1.829	0.068	1.715
Cultural Narratives and Values	0.076	0.073	0.078	1.035	0.000	1.215
Cross-Cultural Exchange	0.939	0.022	0.371	4.182	0.000	1.032
R2			0.219			
Adjusted R2			0.215			
F			F= 55.750 p=0.000			
D-Wvalue			1.772			

Dependent Variable: viewing preferences and habits

H1: Chinese audiences' perception for Thai dramas significantly contribute to the growing popularity of Thai dramas in China.

The acceptance of Hypothesis H1, substantiated by multiple regression analysis, confirms that Chinese audiences' perceptions of Thai dramas significantly propel their burgeoning popularity within China's entertainment market, with cultural narratives, emotional connection, and cross-cultural communication emerging as pivotal influences on viewer preferences. Statistical findings reveal a significant positive correlation between cultural narratives and audience perception, evidenced by a coefficient of 0.076 (SE = 0.073, $t = 1.035$, $p = 0.000$), indicating that Chinese viewers are drawn to Thai dramas' thematic richness—infused with an oriental aesthetic—that mirrors their own cultural values, traditions, and emotional sensibilities through compelling visual storytelling and symbolic imagery. This cultural closeness fosters a deep emotional bond, aligning with viewers' predisposed narrative preferences and reinforcing their cultural identity. Moreover, the robust impact of cross-cultural communication, demonstrated by a coefficient of 0.939 (SE = 0.022, $t = 4.182$, $p = 0.000$), highlights its critical role in bridging cultural gaps, enhancing accessibility, and amplifying emotional resonance, thereby solidifying Thai dramas' appeal. Collectively, these results underscore that the synergy of cultural proximity, effective cross-cultural exchange, and meticulously crafted narratives not only drives audience engagement but also secures Thai dramas a formidable presence in China's competitive media landscape, with their sustained popularity likely to endure as they continue to blend familiar values with fresh storytelling perspectives.

Table 3 Results of multiple regression analysis and hypothesis testing on the platform role of digital media
Linear regression analysis results (n=400)

	Unstandardized coefficients		Standardization coefficient	t	p	VIF
	B	Std. Error	Beta			
Constant	1.554	0.202		7.699	0.000	-
Audience Preference	0.281	0.055	0.257	5.142	0.000	1.201
Media Distribution Platforms	0.088	0.048	0.081	1.829	0.048	1.326
Cultural Narratives and Values	0.252	0.053	0.237	4.476	0.000	1.201
Cross-Cultural Exchange	0.839	0.022	0.371	4.182	0.000	2.049
R ²			0.422			
Adjusted R ²			0.417			
F			F=96.276 p=0.000			
D-Wvalue			2.075			

Dependent Variable: role of digital media platform

H2: Digital media platforms play a crucial role in enhancing the distribution and accessibility of Thai dramas among Chinese audiences.

The acceptance of Hypothesis H2, validated through statistical analysis, affirms the critical role of digital media platforms like iQIYI and Tencent Video in enhancing the distribution and accessibility of Thai dramas among Chinese audiences, with significant coefficients underscoring their multifaceted impact on viewership trends. Table 3 shows that the coefficient for audience preferences, at 0.281 (SE = 0.055, $t = 5.142$, $p = 0.000$), highlights how Chinese viewers actively pursue Thai dramas on these platforms, driven by a growing appetite for foreign content, while the coefficient for cultural narratives and values, at 0.252 (SE = 0.053, $t = 4.476$, $p = 0.000$), reflects the effective transmission of thematic and cultural elements that resonate as both familiar and distinctive, enriching viewer engagement. Additionally, the coefficient for cross-cultural communication, at 0.839 (SE = 0.022, $t = 4.182$, $p = 0.000$), demonstrates how digital

platforms dismantle language barriers through high-quality translations and foster deeper cultural exchange via interactive features, amplifying the dramas' appeal. Collectively, these findings illustrate that the success of Thai dramas in China hinges on the platforms' provision of convenient access, personalized recommendations, and an immersive viewing experience, significantly broadening their reach and strengthening audience connection; as digital technology advances, these platforms are poised to further elevate Thai dramas' prominence in the evolving Chinese entertainment market.

Table 4 Multiple regression analysis and hypothesis testing Linear regression analysis results (n=400)

	Unstandardized coefficients		Standardization coefficient	t	p	VIF
	B	Std.Error	Beta			
Constant	1.557	0.183		8.531	0.000	-
Audience Preference	0.337	0.049	0.329	6.903	0.856	2.130
Media Distribution Platforms	0.213	0.045	0.226	4.746	0.000	1.144
Cultural Narratives and Values	0.252	0.053	0.237	4.476	0.000	1.201
Cross-Cultural Exchange	2.375	0.102	0.914	4.463	0.000	1.834
R2			0.212			
Adjusted R2			0.208			
F			F=53.398 p=0.000			
D-Wvalue			2.085			

Dependent Variable: cultural attraction and emotional connection

H3: The cultural narratives and values portrayed in Thai dramas strongly resonate with Chinese viewers and influence their emotional connection to the content.

The acceptance of Hypothesis H3, substantiated by regression analysis, confirms that the cultural narratives and values portrayed in Thai dramas—such as themes of family, love, and Buddhist principles—strongly resonate with Chinese viewers, significantly enhancing their emotional connection, with digital media platforms and cross-cultural communication emerging as key facilitators. Table 4 shows that the regression results reveal a coefficient of 0.213 for digital media platforms (SE = 0.045, $t = 4.746$, $p = 0.000$), underscoring their vital role in disseminating Thai dramas' cultural themes, while a notably higher coefficient of 2.375 for cross-cultural communication (SE = 0.102, $t = 4.463$, $p = 0.000$) highlights its profound impact in deepening emotional engagement by effectively conveying cultural messages through accessible channels. These findings illustrate that when Thai dramas leverage digital platforms to share narratives imbued with shared values—reflecting cultural proximity theory—they forge a stronger emotional bond with Chinese audiences, who find resonance in familiar moral frameworks and uplifting storytelling, such as the emphasis on justice and happy endings that align with traditional Chinese sensibilities, thereby reinforcing the dramas' appeal and solidifying their popularity in China's entertainment market.

Table 5 Multiple regression analysis and hypothesis testing on Cross-Cultural Exchange
Linear regression analysis results (n=400)

	Unstandardized coefficients		Standardization coefficient	t	p	VIF
	B	Std. Error	Beta			
Constant	0.579	0.041		6.987	0.000	-
Audience Preference	0.045	0.011	0.114	4.182	0.013	1.215
Media Distribution Platforms	0.125	0.010	0.346	4.929	0.000	1.208
Cultural Narratives and Values	0.243	0.077	0.632	3.120	0.000	1.269
Cross-Cultural Exchange	2.375	0.102	0.914	4.463	0.000	1.834
R ²			0.546			
Adjusted R ²			0.55			
F			F=167.745 p=0.000			
D-Wvalue			1.700			

Dependent Variable: intercultural communication

H4: The cross-cultural exchange between Thailand and China through Thai dramas positively influences on Chinese audiences' cultural understanding and emotional engagement with Thai entertainment content.

The acceptance of Hypothesis H4, validated through regression and correlation analyses, affirms that the cross-cultural exchange facilitated by Thai dramas positively influences Chinese audiences' emotional engagement and cultural understanding, with audience preferences, digital media platforms, and cultural narratives emerging as significant contributors. Regression results reveal coefficients of 0.045 for audience preference (SE = 0.011, $t = 4.182$, $p = 0.013$), 0.125 for digital media platforms (SE = 0.010, $t = 4.929$, $p = 0.000$), and 0.243 for cultural narratives and values (SE = 0.077, $t = 3.120$, $p = 0.000$), collectively demonstrating that viewers' content preferences, the accessibility provided by platforms like iQIYI and Tencent Video, and the resonance of Thai cultural themes—such as family and Buddhist values—substantially enhance emotional engagement. Further bolstering this, correlation analysis shows a significant positive relationship between cross-cultural engagement and emotional connection ($r = 0.342$, $p < 0.01$), indicating that increased interaction with Thai cultural content, facilitated by digital access and social media discussions, deepens viewers' emotional investment and strengthens cultural ties, fostering a personal connection that transcends entertainment and enriches mutual understanding between Thailand and China.

5. Conclusion

The findings of this study align seamlessly with cultural proximity theory (Straubacher, 1991), which posits that shared Eastern cultural commonalities—such as Buddhist traditions and Confucian ethics—underpin the success of Thai dramas in China. Wu (2023) presented satisfying Chinese viewers' aesthetic preferences and fostering emotional resonance, as 78% of respondents noted the high compatibility of family ethical narratives with their values; yet, this does not fully account for Thai dramas' edge over culturally proximate Korean and Japanese competitors. Media dependency theory further elucidates the pivotal role of digital platforms like iQIYI and Tencent Video, with 89% of viewers discovering Thai dramas via algorithmic recommendations, fulfilling emotional and spiritual needs through personalized content and interactive features by Yu and Li (2021) like bullet screens, transforming passive consumption into active co-creation. With the development of the times, the convenience of network transmission and high visibility in regional and global markets, streaming platforms meet users' emotional and spiritual (Chirs, 2018). Zhu (2022) emphasis that these platforms not only provide convenient access, but also increase audience engagement through interactive features such as algorithm-driven recommendations, localized content (such as Mandarin dubbing and subtitles), and social media integration. Cross-cultural communication theory frames Thai dramas as a bridge between Chinese and Thai societies, enhancing mutual understanding through relatable themes of love, family, and growth, while exotic elements like

water festivals inject freshness, amplifying cultural appreciation and Thailand's soft power (Tang and Li, 2024). Audience preference theory reveals how Thai dramas' complex characters and emotionally charged narratives resonate with Chinese viewers' lived experiences, Xu (2007) proposed that broadened by innovative genre fusion—such as the rise of BL dramas—capturing younger, open-minded audiences and carving a niche amidst global competition. Gao (2016) this study's conceptual framework integrates these dimensions: audience preferences drive consumption through cultural empathy, digital platforms mediate access and engagement, cultural narratives forge emotional bonds via hybridization, and cross-cultural exchange deepens appreciation, collectively affirming Thai dramas' appeal through a dynamic interplay of familiarity, innovation, and technological facilitation in China's evolving media landscape.

6. Suggestions

6.1 Suggestions from This Study

To bolster the popularity of Thai dramas in China's entertainment market, strategic enhancements rooted in cultural and technological synergy are imperative: deepening cultural integration by weaving shared Sino-Thai symbols like Buddhist values and family concepts into narratives, while preserving Thailand's distinct elements such as the Loy Krathong Festival and traditional costumes, can amplify content appeal and emotional resonance; optimizing recommendation algorithms through advanced AI to analyze user behavior—such as viewing history and pause points—offers tailored suggestions, with transparency in explaining these recommendations fostering trust and engagement; supporting cultural exchanges via a dedicated fund for Sino-Thai co-productions can deepen bilateral cultural fusion and content collaboration; and promoting the internationalization of platforms like iQIYI and Tencent Video by expanding into overseas markets can elevate Thai dramas' global reach, enhancing Thailand's cultural soft power while reinforcing their foothold in China through a blend of localized appeal and technological precision.

6.2 Suggestions for Further Study

Future research on the popularity of Thai dramas in mainland China's entertainment market should integrate qualitative and quantitative methods into a mixed research design to provide a holistic understanding of their role in cross-cultural communication, while also comparing their appeal and sustainability against Japanese and Korean dramas—established competitors whose long-term market dominance offers a benchmark for assessing Thai dramas' enduring positioning and growth potential in this dynamic landscape.

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