

Table of Contents

	Page
Notes from Editor	i
Advisory Board	ii-iii
Analysis of Factors Influencing Otaku Game Players' Purchases of Game Derivatives <i>Shihao Wei</i>	1-13
Factors Driving the Popularity of Thai Dramas in Mainland China Entertainment Market: Audience Preferences, Media Channels and Cultural Appeal <i>WanjingZhang and Dountip Chareonrook</i>	14-23
Cross-Cultural Communication in the Digital Age: An Analysis of Media Channels and Cultural Influence on Thai Artists on Chinese Audiences <i>Jiatong Qin and Dountip Chareonrook</i>	24-30
Factors influencing customers' decision-making to purchase new energy vehicles in China <i>Haoyu Liao and Amporn Paupradit</i>	31-36
Research on the Effect of Lead Users on Firms' Innovation Performance in a Social Media Environment-Mediated by Firms' Social Media Use <i>DaPeng Liu</i>	37-49
The Effectiveness of Digital Marketing Strategies in Enhancing Real Estate Sales and Rentals: A Case Study on Real Estate in Bangkok <i>Sutheera Sekal and Amporn Paupradit</i>	50-60
Challenges in Cross-Border Trade Between Myanmar and Thailand: A Case Study of Myawaddy Border Trade Zone <i>May Thuzar Aung</i>	61-74
Analyzing the Moral and Legal Legitimacy of the U.S. War in Afghanistan <i>Yosapat Thaohirun</i>	75-91
The Enigma of Power: A Comprehensive Investigation into the Taliban's Ascension to Power <i>Samir Khairzada</i>	92-104
Digital Storytelling and Cultural Soft Power: A Case Study of Liziqi's YouTube Channel and Global Promotion of Chinese Culture <i>YúqiaoQiu and Dountip Chareonrook</i>	105-114



ASEAN International Sandbox Conference 2025

AISC Proceedings, Volume 6, 2025

	Page
The Effect of Livestreaming on Purchase Intention in the Fast-Fashion Local Brand Industry Among Gen Z in Vietnam <i>Nguyen Lam Bao Thu and Doungtip Chareonrook</i>	115-129
The United States' COVID-19 Vaccine Diplomacy Strategy: A Case Study of Thailand in the Context of U.S.-China Rivalry <i>Pavichaya Waleesukson</i>	130-145