

## Analysis the Influencing of Logistics Management on Decision Making for Reunion to Y Series' Actor Fan Meeting in the Context of Thai Fan Club

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### Abstract

The research was aimed to study 1) the influence of logistics management on decision making for reunion to Y series' actor fan meeting in the context of Thai fan club 2) the level of the decision making for reunion to Y series' actor fan meeting in the context of Thai fan club, and 3) the component influencing on logistics management of Y series' actor fan meeting. The sample group was chosen using purposive sampling and consisted of 250 respondents from Thai fan club who has ever reunined the fan meeting of the Y series. The tool for data collection was a questionnaire. The statistics for data analysis were frequencies, percentage, and factor analysis (principle component analysis) and multiple linear regression (forward selection technique). The findings indicated that 1) two constructs of the logistics management which consists of physical flow and information & service flow have significant influencing on decision making for reunion to Y series' actor fan meeting in the context of Thai fan club at 0.05, 2) there was high level of decision making for reunion to Y series' actor fan meeting in the context of Thai fan club, and 3) physical flow, information & service flow can be conceptualized as component influencing on logistics management of Y series' actor fan meeting.

**Keywords:** 1) logistics management 2) decision making 3) fan meeting 4) Y series' actor 5) Y series

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## Introduction

From the year 2020 to 2021, many businesses were directly affected from the COVID-19 spreading situation including Series Y making industries. All organizers would adopt the business plan by arranging Fan meeting concerts, which were performed by series Y actors, throughout both a big hall like Impact Arena with very tight prevention through the announced COVID-19 universal prevention, and online social media with Korean VLIVE application, which necessary need additional concert and fan meeting events of all series Y actors information announcement, for the safety ticket selling and payment system. According to investigation, all audiences were series Y fan clubs around the world not only Asia, but also from Europe, North and South America. (Ponanae, 2020, p.83)

In addition, the series Y production owner cooperated with many products owners to arrange fan meeting through selling promotion, which offered to the highest top spender customers, to have a chance to meet the actors at the studio, and sampling lucky draw participates through the on-line system, while fan meeting was airing. From the observation, many fans were interested by this program, which was obviously supported by the huge increasing sale volumes of sponsored products from one of popular skin care counter brand, which had famous series Y actors, who were PP Krit as a brand ambassador-fan meeting main character. Due to the program, 70 lucky fans who bought exclusive sets firstly (15,900 Baht per 1 set) has benefit to join meet & greet which held by the skincare brand whose he

is brand ambassador, Billkin Phutthipong as a brand partner-fan meeting main character. Since this program, 10 lucky draw fans who bought exclusive sets get special offer to participate his mini fan meeting. Krist Peerawat and Singto Prachaya, as friend of brand partner-fan meeting main character. Due to the program, the first top spender reached sale amount 152,301 THB.

Before the program launching, the product owner announced the information via live on-line channel by bringing the famous series Y actors to interact with main brand ambassador. This channel would update daily 15 top spenders until the last day of the program to confirm the rights of studio meeting for those who won the competition. In the case of delivery, the owner could deliver goods to the hands of customers on-time and attached with premiums for buying. Furthermore, the customers could ask for additional advice from the beauty expert through the Line-application for further information about how to choose the appropriated products for individual usage. From this program, it provided a good logistic management among physical flow, information flow, and service flow. The show was very smooth without noise of internet signal and death air from professional actors until the end.

During the period of COVID-19 spreading, many products owners usually used famous couple actor, who were very popular in the era, or used a famous actor, who had a lot of fans and remained in the audiences' heart, as a main brand ambassador. The marketing assistance equipment would challenge

the customers to win the prize by the highest consuming volume. The winner would obtain chances to meet & greet, to participate in the live-studio with the limited accessing approximately 5-10 persons, to make an exclusive VDO call with the actor very personal, and to interact with actor while selling-live on-air, etc. To increase the sale volumes under the critical situation, the information logistic management must be cleared, provide the correctness of information, and frequently make up to date. Moreover, the brand owners must provide a good service not only payment channel, but also offer an interested exclusive right for top spenders or lucky fans to arouse the winning mind from any conditions from the diploid activities.

From all of the above, these are the causes for studying analysis of logistic management influence and decision to reunion for fan meeting with series Y actor in the case of Thai fanclub. The result from this study will be applied to implement the capability of organizer's logistic management to develop and to increase customers' satisfying.

### Research Objective

1. To study the influence between logistic management and decision of fan meeting reunion for series Y actors in the case of Thai fanclub.

2. To study the influenced factors of series Y fan meeting organizers' logistic management in the case of Thai fanclub.

3. To study the level of reunion decision of series Y fan meeting in the case of Thai fanclub.

### Specific Definition

To make the same understanding between researcher and the readers, the researcher must determine some keywords in this research.

1. Series Y is a TV soap opera, which is a love story between man and man. The example of series Y, which are popular to the audiences, are I told sunset about you, I promised you the moon, SOTUS the series. Lovely writer.

2. Series Y actor is the actor, who plays in the series, in the TV soap opera from GMM25, Channel 3, etc.

3. Fan meeting is the meeting event, which is arranged for interactive between the actors and fanclubs, like concert, Hi-touch, and taking a picture in the event.

4. Fanboy is fanclub, who is male of LGBTQ, of the series Y actor. From the investigation, most fanboys are LGBTQ.

5. Couple Actor is a couple role play in the series Y, which is famous by the audiences, to become a real couple in the real world.

### Literature Review

#### Logistic Theory

#### Logistic meaning

Logistic is the system of goods delivery, information delivery, and resource delivery from the origin to end-user from the demand of customers. Logistic involves the conglomerating of information, delivery, warehouse management, raw material management, and packaging. Logistic is the one of supply chain channel that can add value for time consuming and place managing (Klomchit, 2013, p.13)



Council of supply chain determines the logistic activity as a management both in and out delivery, Fleet management system, warehousing, material handling, order fulfillment, logistic network design, inventory management, supply/demand planning, and 3rd party logistic management. Logistic cost can be divided into 3 categories, which are (1) keeping cost, (2) management cost, and (3) transportation cost. (Johnson and Flynn, 2015, pp.237-238)

In the present, customers are continually adapted to be modernized, and have a good technology to choose merchandises including services, because customers can access to the source of information faster than the previous day. Consumers' behavior trend is changed from "Merchandise" to "Customer Group". Thus, to obtain the competitiveness, the marketing procedure is now turned to a customer relationship management, because it focuses on the attractiveness and maintaining relationship to the customers. Moreover, to focus on the customer group, it will quickly response to the customers and increasing revenue and profit obviously.

Logistic is the flow of material and goods, which is the physical flow from the origin or the raw material provider to the end-user or the customers. It is totally different from the supply chain management, which is the completed cycle flow of information from each of receiving steps. To provide the fast operation, all factors in the loop must smoothly cooperate. Logistic is separated into 2 parts, which are (1) material management and (2) distribution management. The fast flowing

from material, goods distributing, and goods arriving respectively will have a good effectiveness and a good efficiency with applying information technology, which includes computer hardware, and software, in all processes both internal and external. All of these determinations are called supply chain management. To use supply chain management, the company must implement internal logistic system to the suitable level. Then, once the company applies full functions of supply chain management, it will lead the program more efficiency. (Apiprachayasakul, 2019, p.39)

### **Theory of purchasing decision**

#### **Level of consumer' decision making**

Every single time that consumer making the decision, the consumer will gather information before making the decision, but there are a variety information collecting vary to any of situations. The marketer identifies the level of decision making into 3 levels (Kananuruk, 2020, pp.291-292), which are;

##### **1. Extensive Problem Solving**

The consumer needs a lot of information before making decision. All information are used to make a framework for making the decision, because the consumer barely has the evaluation scoping of product category or brand reputation. To make the right decision, the consumer also needs a lot of news to support the decision making considerably for example buying first house, or first car.

##### **2. Limited Problem Solving**

The consumer makes decision with experiences and already knows the reputation of product or the brand, but the consumer is not confident about the quality of the goods.

The consumer needs to collect more information to support on hands data to help decision making for example replacing new phone from the previous or old-fashioned model.

### **3. Routinized Response Behavior**

The consumer already has experiences in the goods and has individual evaluation condition to make purchasing decision. The consumer will use the historical experiences to judge, but it depends on the frequency of purchasing. Sometimes, consumers will receive additional information to support the purchasing decision for example instance noodle, shower cream, etc.

## **Research Area**

### **1. Scope of population**

The population scope of this study is fan clubs of series Y actors, who have arranged the fan meeting or concert in Thailand like Krist Peerawat Saengphothirat, Singto Prachaya Ruengroj, PP Krit Amnouydech Korn, Billkin Phutthipong Assaratanakul, etc.

### **2. Scope of the study**

The scopes of this study are related to the theory and paradigm of logistic management, the service decision making, and related research

### **3. Time frame**

This research collects data, analysis and makes the conclusion in the period of October 2020 – April 2021.

## **Methods**

### **1. Population**

The audiences of fan meeting of series Y actors in Thailand

### **2. Sample size**

The sample size of this study is brought from Non-probability sampling by using the purposive sampling (Leekijwattana, 2010, p.153) with Taro Yamane's table at Alpha level, which is equaled to 400 sampling. Unfortunately, the COVID-19 situation is directly affected to the sampling. So, this study can collect sampling at 250 sampling.

### **3. Research instrument**

This research used questionnaire as the instrument for collecting data, which contained 3 parts as follow:

**Part 1:** The individual information of interviewer. There are 2 levels of data scales, which were nominal and ordinal scales.

**Part 2:** The likert scale for logistic management of the organizers, who arranged the concert

**Part 3:** The likert scale for measuring the level of decision making for returning to join the fan meeting of series Y actors

### **4. Instrument validity**

The questionnaire is acceptable for validity and reliability from IOC = 0.99 together with Cronbach's Alpha = 0.97. These result provided a high level of validity significant.

## **Results**

From total sampling of 250, there were 222 females, and 28 males, which equaled to 88.8% and 11.2% respectively.

The most participants had age around 21-26 years old for 100 sampling, which was 40%. The 2<sup>nd</sup> participants were 39 years old



for 40 sampling, which was 16%, and the 3<sup>rd</sup> participants were 27-32 years old, which was 15.2%.

The most participants were private sector employees, 83 sampling (33.2%). The 2nd participants were students, 71 sampling (28.4%), and 3rd participants were entrepreneurs, 42 sampling (16.8%).

This research also measured the popularity of couple actor, the results from the investigation are as follow: 1<sup>st</sup> ranking was

Krist-Singto from 106 sampling (42.4%), 2nd ranking was PP-Billkin 28 sampling (11.2%), and 3rd ranking Bright-Win 26 sampling (10.4%)

There were 130 samplings, which were 52%, that gathered the fan meeting more than 1 time, but 120 samplings, which were 48%, joined the fan meeting only 1 time.

Level of decision making for reunion the fan meeting of series Y actors in the case of Thailand illustrated in the Table No. 1

**Table No.1** Mean, and standard deviation of level of decision making for reunion the fan meeting of series Y actors in the case of Thailand.

Point	Items	$\bar{x}$	S.D.	Level of decision
1	Impressiveness of acting in the concert/fan meeting of admired actors	4.32	0.70	high
2	Impressiveness of content in the concert/fan meeting of admired actors	4.26	0.67	high
3	Impressiveness of management system in the concert/ fan meeting of admired actors	3.82	0.82	high
4	Impressiveness of service from organizer and backstage staffs of the concert/ fan meeting	3.84	0.79	high
5	Impressiveness of light & sound in the concert/ fan meeting of admired actors	4.12	0.71	high
6	Decision for repeating to buy the concert/ fan meeting of admired actors	4.16	0.75	high
7	Recommendation to the other people to join the next concert/ fan meeting of admired actors	4.14	0.81	high
8	Announce or review how impressive of the concert/ fan meeting through on-line social	4.11	0.81	high
<b>Overall decision making for reunion fan meeting in the case of Thailand</b>		<b>4.09</b>	<b>0.59</b>	<b>high</b>

From Table No.1, the study pointed out that overall decision making for reunion fan meeting of Thai fan was in the high range with mean 4.09 and standard deviation 0.59, which meant the individual decision making to reunion for fan meeting was not different. The support evidence of decision level were (1) level of impressiveness of acting in the concert/ fan meeting was high by mean 4.32, and standard deviation was 0.70, meant no different of attitude in the impressiveness of acting, (2) the 2<sup>nd</sup> obvious evidence was the level of impressiveness of the content in the concert/ fan meeting, which had mean 4.26, in the high range together with 0.67 standard deviation, which provided that very few differences of attitude from the participants, (3) the decision of repeating to buy had mean 4.16, which was in the high range, standard deviation 0.75 to confirm that many audiences would repeat to buy the concert ticket for the next program with low differences, (4) the recommendation to the other to join the concert/ fan meeting had mean 4.14, and also in the high range, standard deviation 0.81 meant most participants would recommend the other to join in the concert/ fan meeting, (5) the impressiveness of light & sound of the concert had mean 4.12, high level, standard deviation 0.71 pointed out that most audiences liked the light & sound of the concert, (6) reviewing of impressiveness of the concert through the on-line social has mean 4.11, high level, standard deviation 0.81 showed that most participants would write the review in the on-line social after finishing the concert, (7) the impressiveness of organizer service in the concert/ fan

meeting had mean 3.84, high level, standard deviation 0.79 illustrated that most audiences liked the management of organizer, and (8) the impressiveness of organizer management had mean 3.82, high level, standard deviation 0.82 meant most participants liked the management of organizer.

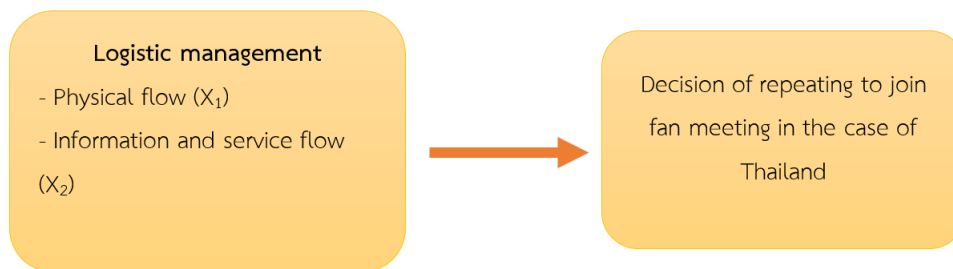
With Factor Analysis by Principal Component Analysis (PCA) method and Varimax Orthogonal Rotation for screening factors and categorizing of logistic management variables, the result found that 2 factors, which were (1) physical flowing, and (2) information and service flow, had factor loading between 0.549 and 0.809. Moreover, all factor loading were less than 0.30, which meant all factors in this selection passing the condition for relationship measurement. (Raengsoongneun, 2011, pp. 121-128). With these computing stat, this study can be illustrated the study framework for influential testing between logistic management and repeating decision to join the fan meeting of series Y actor in the case of Thailand as the Picture No.1, and measuring the appropriated information with KMO together with relationship testing of Bartlett's test in the Table No.2.

**Table No. 2** The result of KMO and Bartlett's test

Kaiser-Meyer-Olkin	Bartlett's Test of Sphericity	
.953	Chi Square - distribution	5.172
	p-value	0.00

From the Table No. 2, KMO = 0.953, which higher than 0.5, meant all information being suitable for using the factor analysis (PCA), and Bartlett's test illustrated Chi-square

= 5.172 with p-value = 0.00, which less than 0.05 of significant level. Then, this result rejected the hypothesis, which meant all factors in the PCA testing had correlation.

**Picture No. 1** Study Framework

From the Picture No.1, the independent variables (logistic management) from factor analysis had degree of freedom and error from Durbin-Watson = 1.62, which was between 1.5 – 2.5. The study concluded that error of new independent variables including

(1) physical flow, and (2) information & service flow being independent and having no correlation. (Wanichbuncha, 2009, pp.126-132). The multiple regression is illustrated in the Table No.3.

**Table No. 3** Influential testing between logistic management and decision of repeating to join the fan meeting of series Y actor in the case of Thailand

Logistic management	Unstandardized Coefficients	S.D.	p-value	VIF	R <sup>2</sup>
Constant	4.094	-	0.00	-	0.572
Physical flow (X <sub>1</sub> )	0.347	0.03	0.00	1.00	
Information and service flow (X <sub>2</sub> )	0.286	0.03	0.00	1.00	

The result from multiple regression by forward selection technique from the Table No. 3, it pointed out that the regression had a significant level at 0.05 with R<sup>2</sup> = 0.572. The result also provided that this result had accuracy forecasting at 57.2%. p-value less than 0.05,

it meant that (1) physical flow (x<sub>1</sub>), and (2) information & service flow (x<sub>2</sub>) had influence for reunion of fan meeting in the case of Thailand with statistical significant through the multiple regression as follow:

$$\hat{Y} = 4.094^{**} + 0.347^{**}X_1 + 0.286^{**}X_2 \text{ ----- (1)}$$



## Conclusion and Discussion

The logistic management from physical flow truly had influence to decision making of reunion of fan meeting from the fan club with the statistical significant at 0.05 that related with the previous research “Logistic management for touring in Wang Naam Keaw district, Nakhonratchasima province” (Chaichan, 2012, p.191) that found out that the physical flow had significant related to repeating the tour to that place. Under the same circumstance, area plan, traffic direction, other accommodations, and audience procedure, which was arranged under the COVID-19 prevention standard, were the important factors for encourage fan club to repeat the series Y fan meeting, because the participants had confidence about the safety management system, which the organizer arranged to the audiences.

Logistic management from information & service flow also influenced to the decision making to repeat to join the series Y actor fan meeting with a significant level at 0.05, which was related to “Influence factors, which impact to logistic management of Series Y’s fan meeting organizer in the point of view of Y-girl in the case of Bangkok” of Ponanake (2020, p.81) This study pointed out that information flow had a significant relation to logistic management. It also connected with “Logistic management for touring in Wang Naam Keaw district, Nakhonratchasima province” (Chaichan, 2012, p.191). This study recommended information flow was related to repeat visiting. So, announcement of information for fan meeting in advance, continually updated to fan club through the on-line social, and rights of all ticket price of

fan meeting were very important to use for announcing along with the program operating. Furthermore, the owner of actor together with the organizer should cooperate and plan in advance for the purpose of time schedule.

Moreover, “Logistic management that impact to the operation of flower stores in Bangkok” (Seartyanon, 2011, p.85) found that logistic management from service including delivery on-time to the customer was directly impacted to the operation. Not only monetary, but also the satisfaction and reputation to the stores would receive from the customers. So, the service to the fan club like shuttle bus for accommodation to the concert hall, arranging the exhibition, special offering to fan club like fast track lane for arrival hall. These are the examples of good services to customers. Those are also impact to reputation of organizer, and will help to encourage to fan club to making the decision to repeat to join the fan meeting.

Influenced sub-variables to logistic management of organizer for series Y fan meeting in the case of Thailand had 2 factors, which were (1) physical flow and (2) information & service flow, related to “Influence factors, which impact to logistic management of Series Y’s fan meeting organizer in the point of view of Y-girl in the case of Bangkok” (Ponanake, 2020, p.81), which firstly recommended these 2 factors as important logistic management factor for repeating behavior.

## Recommendation

According to the above study result, there are 2 recommendations as follow;

1. The logistic management from phys-



ical flow must be a good arranging in the case of crowded people in the event. This flow must avoid the bottleneck problem to make people pass through the concert area very smooth, and appropriate to the time before the concert opening.

2. The logistic management from information & service flow must be a good arranging in the case of long distance or long time from the point of buying ticket to the concert

opening. The organizer must announce every condition, prohibit action to the customers very clear. There were many abandon tickets because of lacking updating or announcing news to the audiences before the concert opening, like postpone concert time, move to the new place, and prohibit things belong to the customers along the concert time. The information & service flow is very important to this abandon problem for many customers.

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