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VIPARAT PANRITDAM : FOREIGN CULTURAL INFLUENCE ON THAI  
ADOLESCENT IDENTITY : A CASE STUDY OF JAPANESE MUSIC THESIS  
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The thesis aims at understanding Thai adolescent's identity in relation to their consumption behavior of Japanese pop music. The method of studying is qualitative research with participant observation and in-depth interview.

The results show that media and peers play prominent role in influencing adolescents in encountering Japanese music. The music and the acoustic technology make adolescent fantasized and be happy. They access to the Japanese music through media such as radio, television, magazine and internet. Adolescent's listening behavior on Japanese music can be explained in to 2 process including distinction and imitation process. They represent their identity distinctively from their friends' who does not listen to Japanese music. At the same time, they imitated Japanese musician's identity. Although Japanese music represents a youth subculture in Thai society, Thai adolescents find Japanese music as the way in going beyond the dominant culture. Japanese music fan clubs struggle in situating their social and cultural location by assembling participate activity. In concert parties, Japanese music fan clubs show their collective identity through the uses of their bodies in dressing up and acting in a stylish way to enjoy the concert. In addition, they create their specific language which indicates adolescent's individual and collective identity, and the identity of adolescent has also flowed along with the social context.