

Thai pop music is a culture product that is produced with profit as its main goal. There is a strategic and systematic framework that is followed in each step of the production process. The music company is in fact a music factory. The first step in this production process is to produce a singer in the form of a standard product. There is an emphasis on packaging rather than content and on the personality and appearance of the singer rather than their ability to sing or to perform. Thai pop music; therefore, has very little artistic value and has limited the styles of artists that is produced.

There are two main male image that in Thai pop music that is prevalent. The well dressed and well groomed and their counterpart, the rough and tough rock image. The common link between these two types of male singers is their "good guy" image. The good guy images that the company has created is a reflection of the society's view of goodness. The company communicates this value to the consumers through a promotional process that associates their action as symbolic of value in a way that the consumer can easily understand. The main goal in this process is to relate this value through the singers and songs to teenagers who are the largest group of consumers. The language in the music is therefore a language that teenagers use.

When the style and content of Thai pop music has been limited, the consumers is also limited by the choice that they have to choose from. Music as an art form will gradually have lesser and lesser artistic value for the business like production of music depends on marketing strategy rather than its artistic value.