

Comments on Classmates' Seminar Paper

Topic : Consumer Behavior on Thai Translated Piracy Book : The Case of The Japanese Comic Industry in Thailand

This seminar would like to identify what factors influence consumers to consume manga piracy while also would like to explore which recommendation strategies should legal publishers adapt to avoid getting disrupted in the near future. According to the COVID-19 situation, the researcher only gathered data from online surveys which I think would be more appropriate if the researcher collects data from an in-depth interview to have more insight data from the publisher's part. Apart from collecting data, for the both dependent and independent variables, the researcher has determined them clearly for their definition and how she coded them as dummies. There are two specification models of piracy consumption in this seminar which are consumption intention of scanlations and physical pirated manga using binary logistic regression.

The results also make sense, for instance, in the way it represents that females who consume Josei and age between 31- 45 years have a higher probability to purchase the physical pirated manga. And people who consume manga targeting both teenage girls and adult men between the ages between 19-23 years old have a higher probability to consume scanlations. Moreover, the results showed that people who have a purchasing intention in legitimate manga and consume manga for the collecting purpose have a less probability to consume a scanlation. This is rational because the younger age tends to have less purchasing power compared to middle aged adults. Therefore, the young usually buy scanlations and the adults buy physical pirated manga since the price of physical manga is much higher than the scanlations due to legitimation.