



CONSUMER BEHAVIOR ON THAI TRANSLATED PIRACY BOOK: THE CASE OF JAPANESE COMIC INDUSTRY IN THAILAND

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Abstract

This study aims to understand consumer behavior in Thai translated book industry by using Japanese comic books as a research target. Since Thailand is a heavy consumer of Japanese content, there is an existence of piracy Japanese comics in the market. Piracy comics in Thai market consists of “*scanlation*”, internet pirated sites, and “*physical pirated comics*”. To strength the analysis, 1002 samples were surveyed. Then, the descriptive statistical analysis and the logistic regression analysis would be used as a data analysis approach to seek the factors which influence consumers to consume manga piracy recommendation strategies which legal publishers should qualify to avoid getting disrupted. The result indicates some interesting factors and feedbacks which the manga publisher in Thailand have to consider as beneficials to design marketing strategies which could increase their sales efficiency and otherwise help the industry to grow.

Keywords: Consumer Behavior, Piracy, Japanese Comic, Manga, Scanlation, Pirate

1. Introduction

Japanese comics, Manga, have played a large role and influence throughout the world, including Thailand, a heavy consumer of Japanese content. The popularity of Japanese manga comes with book piracy, published by a person who is not authorized by the owner of the work. Intellectual property is illegally reproduced. Appropriate legal frameworks have been developed to protect the intellectual property of authors and publishers, regarded as copyright (Nkiko, 2014). Unlike the case of the comic industry in Japan, the origins of manga, there are not only internet pirated sites known as “Scanlation” but there are also physical pirated books in Thailand. Pirated books are published under the publishers known as “Pirate”, well known in the comic and fiction industry that must require a license from overseas to be translated. That is the reason why we choose Japanese comics as a research target. It is an interesting case among Thai translated book industry.

Both pirated sites and physical pirated books become a serious concern for legal publishers and constitute a serious menace to the author. They threaten the sale of the original copies and the author's royalties. The effects of both pirated sites and physical pirated books have been an issue over time. Whether piracy harms legal sales or not is still an empirical question in society. Piracy readers claim that Thai publishers can see the current and popularity of each title to help in deciding on purchasing a Thai translation rights. Piracy translators claim that they want to practice their translation skills or to want the comics to be well-known. Misunderstanding in society makes the legitimate publishers in Thailand make an announcement that they are against piracy which threaten the publishing industry. Many publishers have begun to adjust to consumer behavior and to dominate the piracy out of the market by launching easily accessible reading platforms.

Obviously, these pirated publishers can be maintained because of the existence of their consumer group. Legitimate comics, scanlation, and physical pirated comics are substitution goods because they contain the same content. From the price difference, consumers will be led to choose the cheaper one. Intuitively, we know that scanlation displace legal sales because consumers can enjoy the same product without paying a fee (Tanaka, 2019). But it's surprising that physical pirated books also can disrupt legal sales, even at a higher price. Anyway, there are moral factors making some people still consume legitimate books. There are some relationships between moral factors and consumer's piracy intentions. That led us to study consumer behavior in manga

consumption. Main research questions are “what factors influence consumers to consume manga piracy?” and “which recommendation strategies should legal publishers adapt to avoid getting disrupted in the near future?”. The intent of this paper is to understand consumer behavior in Thai translated book industry by using Japanese comic books as a research target. It tends to explain how legal publishers should adapt to fit with consumer behavior to increase their sales and otherwise help the industry to grow.

This paper will observe the market environment of the comic industry using theoretical and empirical considerations together. Data is collected by using a questionnaire survey method as a quantitative and a qualitative to be analyzed by the descriptive statistical analysis and the logistic regression analysis method. Survey will be based on a comic reader group which is the target customer group. Then point out the consumer decision factors and intervention strategies.

2. Literature review

2.1 Effects of Book Piracy

The study “The Effects of Internet Book Piracy: Case of Comic” (Tanaka, 2019) points out that piracy increases sales of ongoing comics, but it increases sales of completed comics. To put this another way, the displacement effect is dominant for ongoing comics, and the advertisement effect is dominant for completed comics. Since completed comics series have already ended, and publishers no longer do any promotion for them, consumers almost forget completed comics. The result showed that negative effect is larger than positive effect, indicating that piracy reduces the total revenue of publishers. The intent of the paper is to examine the displacement and/or advertisement effect of piracy in the case of comics in the Japanese book industry by using comic books as a research target.

Tanaka used two models to examine the effect of piracy on legal sales. The first was ordinary panel regression, which correlated comic sales to the number of reach sites controlling the comics' popularity as fixed effects. But in the first model popularity can change during a research period to some extent causing an endogeneity problem. To cope with this problem, as a second approach, Tanaka applied standard difference- in-difference regression (DID) using the

massive deletion project, CODA, that started in July 2015 as a natural experiment. The paper of Tatsuo Tanaka (2019) clearly stated that piracy have a larger negative effect than positive effect.

2.2 Theory on Consumption Behavior in Piracy

Moving forward through the objective of our study, consumer behavior and consumer decision making theory are essential. Purchase behavior is influenced by several factors such as perception and attitude. The study of Sri Rahayu (2019) on e-text book piracy behavior, based on past behaviors, the students were grouped into “no piracy” and “piracy” groups, focusing on piracy attitude and behavior. The study integrates three theories that are most often used in piracy behavior studies: ethics theory, deterrence theory, and theory of planned behavior. In addition, the study provides empirical evidence on the moderating role of the past experience in piracy behavior. The paper of Marcel Pop C. (2017) explains the consumer behavior on piracy consumption that when a consumer perceives themselves to have more control in a piracy situation, they will take the opportunity to engage in a wrong behavior. As such, perceived behavioral control has a distinctive feature enabling consumers to exploit opportunities, often unethically, with little regard to principles and consequences. That may explain some relationships between moral factors and consumer’s piracy intentions.

Schiffman and Kanuk (2008) stated that “Marketing activities should be designed to impart a more favorable, perhaps more relevant product image to the target consumer. This may also require a change in product features or attributes to more or better features.” A PWC report also underlined the consequences of not understanding consumer behavior in this sector: “If legitimate vendors fail to meet consumer demand, either in terms of content choices or reasonable prices, their potential customers may turn to file-sharing websites for pirated books” (PWC 2011, p. 3).

In the case of Japanese comic industry in Thailand, there is no study to explain consumption behavior on both internet pirated and physical pirated books, based on real consumer groups. Understanding consumer decision factors will be valuable information for legitimate publishers in Thailand to launch intervention strategies. This study “*Consumer Behavior on Thai Translated Piracy Book: The Case of Japanese Comic Industry in Thailand*” is the first paper studying real manga consumer behavior on both legitimate manga and piracy manga.

3. Industry Overview

The comic industry in Thailand is seized by the Japanese manga more than 90% of the market value, said Mr. Sakda Saeaeaw, vice president of the Thai Cartoon Association (2007). According to Anitime (2018), a monthly online magazine which presents articles about cartoons and cartoon industry in Thailand, Thai translation rights of Japanese comics in Thailand began 50 years ago. Starting in 1965, they began to bring Japanese anime to show in Thailand then Japanese comics (manga) began to be popular and spread. Until a Thai translation Japanese comic book was published in 1967, produced by the Cartoon Dek Publishing (Kids' Comic) founded by Mr. Paiboon Wongsri, by placing wax paper on top of a manga manuscript and tracing it out. Titles that were popular at that time were Doraemon, Dragon Ball, The Rose of Versailles, etc. Anyway, those titles had no Thai translation rights. Most manga in the market were not copyrighted in the form of magazines. The turning point arose when one publisher sent a warning letter to every manga in Thailand to stop publishing piracy manga because it held a copyright of Dragon Ball. The manga industry in Thailand had been disrupted for over 8 months. Many publishers had decided to stop publishing pirated manga and chose to directly negotiate with Japanese publishers and were more concerned about copyright law, considered a great turning point of legitimate manga industry in Thailand.

The publisher, known today, that adapted from being a Pirate publisher to a legitimate publisher is Vibulkij. The first Thai translation manga rights belonged to The Long Distance, Miya Takeshi, published by Vibulkij in 1989. At that time, the Thai translated manga industry consisted of comic books and comic magazines. Almost today there are no manga magazines left. Many manga retailers and rental shops have also closed. Around the 00s, the comic book industry had been sluggish because of the arrival of technology and piracy.

The market structure of the comic publishing industry is oligopoly. There are five major publishers in Thailand: Siam Inter Comics, Luckpim, Vibulkij, NED, and Bongkoch. Only Luckpim has been a newcomer in this market since 2006, but able to expand its business and become well known in a short time. The current comic market value in Thailand is around 3 billions baht (Prachachat, 2020). The legitimate manga in Thailand consists of physical manga and e-book. Arrival of technology, sales from e-book have been a main profit of some publishers in Thailand.

Most of one manga title contain more than one volume. Manga genres are classified into five categories according to their target customers (NYPL, 2018): Shonen (teenage boys targeting manga), Seinen (adult men targeting manga), Shojo (teenage girls targeting manga), Josei (adult women targeting manga), and Kodomomuke (kids targeting manga). This genre classification is essential because comic publishers will focus on their specific consumer segment and can launch their specific market strategy. Such as, Bongkoch only focus on the manga categorized in Shojo and Josei genre. Physical manga were published in 2 types: general and premium. In the past legitimate manga were priced around 30 - 50 baht but nowadays general manga are priced around 60 - 95 baht according to my market survey. Many publishers have begun to make manga in a premium form, priced around 120 baht or over.

Piracy manga in Thailand consists of scanlation and physical pirated manga. Scanlation is the word for “scan” and “translation”. Manuscript of manga is scanned and translated for free distribution through websites or online platforms without the right reservation or permission from Japanese arranged publisher. A pirated publisher, known as “Pirate”, is the publisher who distributes manga in physical form without the right reservation or permission from Japanese arranged publisher, priced around 40 - 70 baht. The publishers that are still launching are MK Comics, Otaku, Freewill, CN+, etc.

At the beginning of the year 2021, there was popular trend in Twitter in hashtag “*Call for publishing quality for readers*” (#ทวงคืนงานพิมพ์คุณภาพให้นักอ่าน). Readers have called for major manga publishers in Thailand to improve both translation quality and material quality (paper, ink, etc.) after consumers could no longer stand the quality that had not been developed from past to present, counter to the rising price. This trend mainly attacked Siam Inter Comics (SIC), because the translation quality of one popular manga title is so unforgivably wrong. After this trend, Siam Inter Comics took a fast action by promising that it will improve both translation and material quality. After reprinting and distributing that popular title, even its price increase from the previous version, the consumers are very satisfied and have great feedback. Not only that popular title, Siam Inter Comics has also improved its many new release manga. It shows that consumers are more concerned about the quality than the price. Not only SIC, Luckpim Publishing also has been complained. It was complained about its low inventory which is unmatched with high consumer demands. Trading and over price in manga have occurred because of that reason. Because most of

one manga title contain more than one volume, some consumers can't find and buy them until that manga title is complete with all volumes.

Even though after the 00s, the comic book industry had been sluggish because of the arrival of technology and piracy, the industry seems to be in the upturn and boom again in the last 5 years because of high consumption in Japanese contents. Not only the arrival of technology and piracy that is a threat to business. Publishers in Thailand must not adhere to out-of-date marketing strategies otherwise new entrants can easily enter in the industry and dominate with a better consumer relation. This paper is the paper study on understanding consumer behavior in Thai translated book industry by using Japanese comic books as a research target. It tends to explain how legal publishers should adapt to fit with consumer behavior to increase their sales and otherwise help the industry to grow.

4. Theoretical Framework

4.1 Marketing Mix

Product	Price	Place	Promotion
• Product Variety • Quality • Design • Feature • Brand Name • Packaging • Sizes • Services • Warranties • Returns	• List Price • Discounts • Allowances • Payment Period • Credit Terms	• Channel • Coverage • Assortments • Locations • Inventory • Transportation	• Sales Promotion • Advertising • Sales Force • Public Relation • Direct Marketing

Table 1 Marketing mix

The marketing mix, 4 Ps, are the key factors that are involved in the marketing of a good or service. There are the product, price, place, and promotion. The 4 Ps are used to identify some key factors for their business, including what consumers want from them, how their product or service meets or fails to meet those needs, how their product or service is perceived in the world,

how they stand out from their competitors, and how they interact with their customers. (Investopedia, 2021)

4.2 Consumer Behavior Theory

6 Ws 1 H	7 Os	Marketing Strategies
1. Who is the target market?	Occupants	4Ps
2. What does the consumer buy?	Objects	Product Strategies
3. Why does the consumer buy?	Objectives	Product, Promotion, Price, Distribution
4. Who participates in the buying?	Organizations	Advertising & Promotion Strategies
5. When does the consumer buy?	Occasions	Promotion Strategies
6. Where does the consumer buy?	Outlets	Distribution Channel Strategies
7. How does the consumer buy?	Operation	Promotion Strategies

Table 2 6 Ws 1 H

6 Ws 1 H is the analysis theory of consumer behavior to put in place marketing strategies and find the target audience of the business. The objective of analysis is to increase sales efficiency. The analysis principle consists of 6 Ws, Who What Where Why When Whom and 1 H is How.

The stimulus response model (Kotler, 1997) of consumer behavior is useful to understand the consumption behavior in the context of individuals buying consumer products.

Buyer's black box model is a model used in the study of the buying factors; the model assumes that what takes place in the consumer's 'black box' of the consumer's mind can be inferred from a study of observed stimulus and responses.

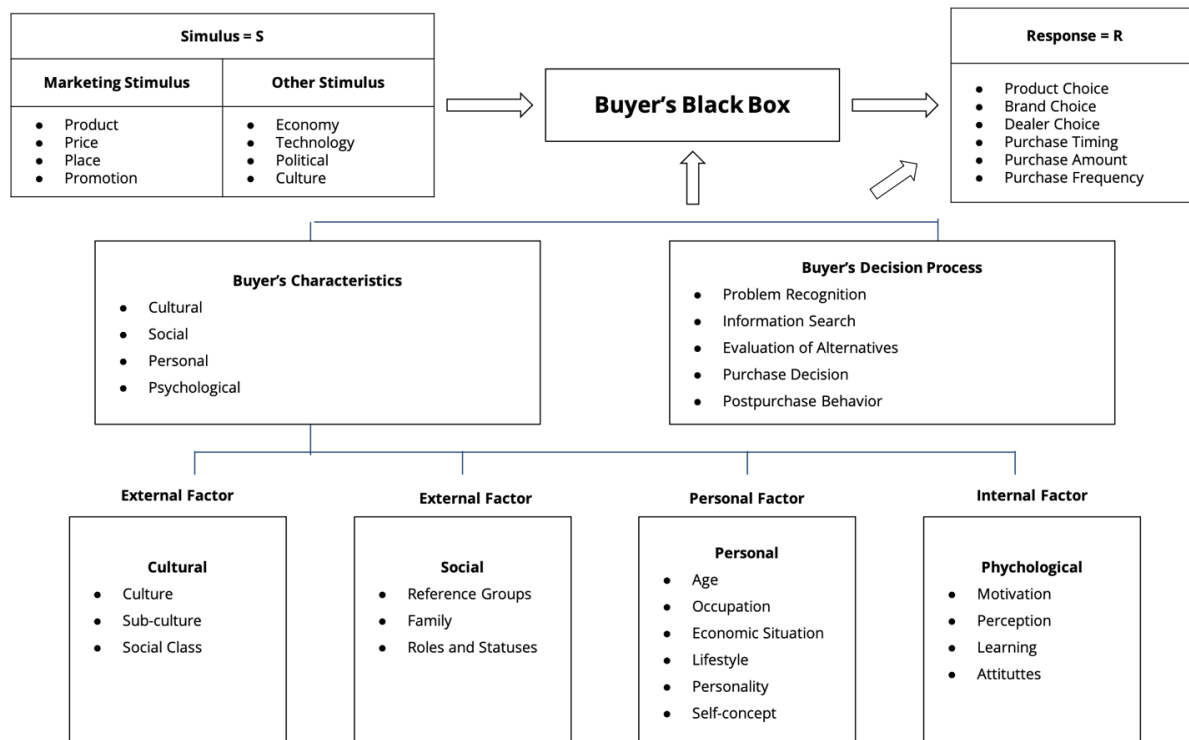


Figure 1 Model of consumer behavior (Kotler, 1997: 2)

5. Methodology

All consumer behavior theories in part 4 are an appropriate tool to understand the purchasing intention and answer the main question of this paper. The study “*Consumer Behavior on Thai Translated Piracy Book: The Case of The Japanese Comic Industry in Thailand*” is descriptive research with survey research. The questionnaire survey was designed to cover all consumers’ behavior on consuming Thai translated manga. The questionnaire survey was contained 4 parts as follows:

PART 1 General consumer behavior on Thai translated manga: including main purpose they consume manga and categories of manga they consume

PART 2

2.1 Legitimate Manga contains: including 5 multiple questions (consumer behavior) and 12 Likert scale questions (marketing mix)

2.2 Scanlation: including 3 multiple questions (consumer behavior) and 11 Likert scale questions (marketing mix)

2.3 Physical Pirated Manga: including 3 multiple questions and 2 open-ended questions (consumer behavior) and 12 Likert scale questions (marketing mix)

PART 3 Demographic: including gender, age, education, income, and occupation

PART 4 Additional suggestions for publishers in Thailand to be a benefit, as a guideline for manga entrepreneurs in Thailand to better serve the needs of consumers. This part is an open-ended question as a complementary part, which will be beneficial to the recommendation marketing strategies.

The population we are interested in are all Thai translated manga consumers. To support the reliability of this research, there is an accidental sampling total number of 1002 surveys self-administered responses via online. All the respondents had read at least 1 type of Thai translated manga. After that, a descriptive statistics and logistic regression analysis would be used as a data analysis approach to consumption behavior, demographic, and socio-economic status of respondents.

5.1 Descriptive Statistics

In this study, the descriptive statistics analysis method was used as a survey research to collect data. Quantitative research in this section uses statistical tools for descriptive analysis in the frequency, mean and percentage statistics.

5.2 Logistic Regression Analysis

Objective in the study

- (1) To predict the probability of the event.
- (2) To find the factors that affect the consumption intention in piracy manga.

Assumption

- (1) Independent variables that are analyzed are nominal scale, interval scale, or ratio scale.
- (2) Each independent variable has no relation to each other.
- (3) The independent variable is a group variable at least two groups
- (4) The sample size must be greater than or equal to 30 samples.

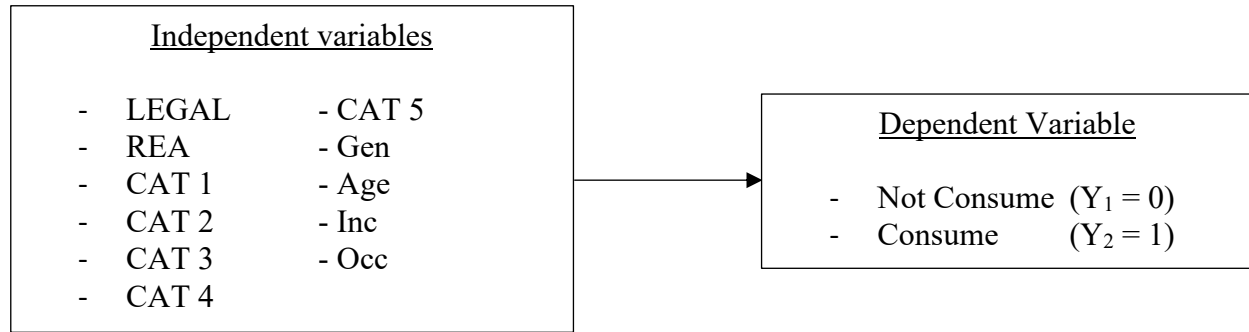


Figure 2 Variable model

To analyze the relationship of factors that affect the consumption intention in piracy manga, the binary logistic regression analysis is suitable to study the relationship between the dependent variable (Y) and independent variables (X). In this study, the dependent variable can be equal to 0 or 1 as follows:

Y = 0 as deciding to not consume piracy

Y = 1 as deciding to consume piracy

Independent variables (X) are divided into 2 parts as follows:

- (1) Consumption behavior: include purchasing intention in legitimate manga (LEGAL), the main purpose they consume manga (Rea), and the category of manga they consume (CAT)
- (2) Demographic: include gender, age, income, and occupation. This part of the variable is dummy variables

As binary logistic regression model, the relationship between X and Y is not in the linear function, but in the logistic response function as follows:

$$\text{Prob (Y)} = \frac{e^{\beta_0 + \beta_1 X}}{1 + e^{\beta_0 + \beta_1 X}}$$

Where $0 \leq E(Y) \leq 1 = P(\text{event}) = P(\text{consume } Y = 1)$

In this study, independent variables (X) were determined to find the factors influencing the decision to consume piracy manga. The dimension of X can be determined by the coefficient of the independent variables (β) in the simple linear model as follows:

$$Z = \beta_0 + \beta_1LEGAL + \beta_2Rea + \beta_3Cat_1 + \beta_4Cat_2 + \beta_5Cat_3 + \beta_6Cat_4 + \beta_7Cat_5 + \beta_8Gen1 + \beta_9Gen2 + \beta_{10}Age1 + \beta_{11}Age2 + \beta_{12}Age3 + \beta_{13}Age4 + \beta_{14}Age5 + \beta_{15}Inc1 + \beta_{16}Inc2 + \beta_{17}Inc3 + \beta_{18}Inc4 + \beta_{19}Inc5 + \beta_{20}Inc6 + \beta_{21}Inc7 + \beta_{22}Occ1 + \beta_{23}Occ2 + \beta_{24}Occ3 + \beta_{25}Occ4 + \beta_{26}Occ5 + \beta_{27}Occ6 + \varepsilon$$

Then the logistic response function will be as follows:

$$P(\text{Consume } Y = 1) = \frac{e^{\beta_0 + \beta_1 X_1 + \dots + \beta_{27} X_{27}}}{1 + e^{\beta_0 + \beta_1 X_1 + \dots + \beta_{27} X_{27}}}$$

$$P(\text{Not consume } Y = 0) = 1 - \frac{e^{\beta_0 + \beta_1 X_1 + \dots + \beta_{27} X_{27}}}{1 + e^{\beta_0 + \beta_1 X_1 + \dots + \beta_{27} X_{27}}}$$

To adjust the relationship of the dependent variable and independent variables in a linear combination, we will determine “*Odds Ratio*” by using the statistical software platform, IBM SPSS Statistic Version 27.0. Odds ratio will be determined as odds of the consuming piracy occurring in one group (independent variable) compared to the odds of the event occurring in the reference group.

As the objective of the logistic regression analysis in this study is to predict the probability of the event and to find the factors that affect the consumption intention in piracy manga, the relationship between each variable was not summarized as a descriptive result. However, both the regression coefficient and the odds ratio were shown in the table of the results.

6. Result

The results of the study “*Consumer Behavior on Thai Translated Piracy Book: The Case of Japanese Comic Industry in Thailand*” will be a summary of the data analyzed from the questionnaire by using a statistical analysis and the software program, IBM SPSS Statistic Version 27.0. The Content is divided into 5 parts as follows:

- (1) General characteristics of the sample
- (2) Consumer behavior on legitimate manga, scanlation, and physical pirated manga
- (3) Factor analysis (4Ps)
- (4) Logistic regression analysis
- (5) Consumer opinions on Japanese comic industry in Thailand

6.1 General characteristics of the sample

From the questionnaire survey of the study “*Consumer Behavior on Thai Translated Piracy Book: The Case of Japanese Comic Industry in Thailand*”, there is an accidental sampling total number of 1002 surveys self-administered responses via online. It was found that there were 888 samples having consumed legitimate manga as 88.6%, 797 samples having consumed scanlation as 79.5%, and 214 samples having consumed physical manga as 21.4%.

From responses, we can analyze the logical relation between consumption in legitimate manga, scanlation, and physical pirated manga in a Venn diagram as follows:

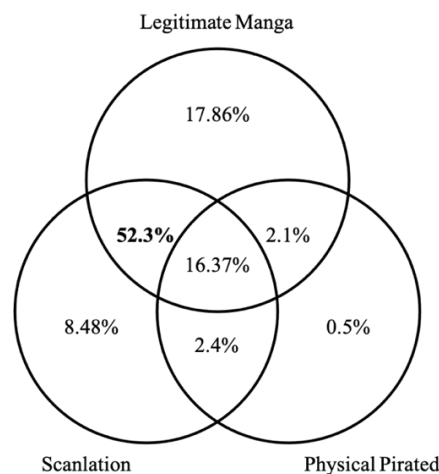


Figure 3 Venn diagram of manga consumption

From figure 3, Respondents mostly consume both legitimate manga and scanlation up to 52.3% of the total 1002 respondents.

Considering as a piracy consumption, there are samples that have ever consumed piracy manga up to 82.14% of the total 1002 samples. Compared to the population, there is a high rate that manga consumers in Thailand have ever consumed piracy up to 80%. Therefore, I raise one of the main research questions of this paper, “*which factors lead consumers to buy pirated goods and services?*”.

6.1.1 Demographics

Table 3 Demographic of The Sample

1. Gender	n	(%)	2. Age	n	(%)
Male	486	48.5	Under 13	23	2.3
Female	456	45.5	14 – 18	434	43.3
Non-binary	60	6	19 – 23	358	35.7
			24 – 30	129	12.9
			31 – 45	54	5.4
			46 – 60	4	0.4
			Over 60	0	0.0
Total	1002	100.0	Total	1002	100.0
3. Education	n	(%)			
Lower than primary	0	0.0			
Primary	7	0.7			
Secondary	468	46.7			
Diploma	96	9.6			
Bachelor's degree	411	41.0			
Higher than Bachelor's	20	2.0			
Total	1002	100.0			
4. Income Level	n	(%)			
Under 15,000	803	80.1			
15,001 – 30,000	130	13.0			
30,001 – 45,000	44	4.4			
45,001 – 60,000	13	1.3			
60,001 – 75,000	4	0.4			
75,001 – 90,000	1	0.1			
90,001 – 105,000	2	0.2			
Upper 105,001	5	0.5			
Total	1002	100.0			

Table 3 Demographic of The Sample (Continue)

5. Occupation	n	(%)
Student	790	78.8
Private co. employee	105	10.5
State enterprise	31	3.1
Self-employed	55	5.5
Unemployed	10	1.0
Freelance	7	0.7
Other	4	0.4
Total	1002	100.0

From the data collection, we can state the ‘*target segment*’ of Japanese manga industry in Thailand. Both male and female consume manga equally. Most consumers are people aged between 14 – 23 years. Most of them are students up to 78.8%, studying in secondary and bachelor’s degree. And have an income level under 15,000 baht per month.

6.2 Consumer behavior of the sample

74.1% of samples consume manga for reading as a main purpose and 26.1% of them consume manga for collecting as a main purpose. There are results of categories of manga that samples consume descending.

- Shonen (teenage boys targeting manga) – Counted as 90.7% of total samples
- Seinen (adult men targeting manga) – Counted as 42.2% of total samples
- Shojo (teenage girls targeting manga) – Counted as 28.9% of total samples
- Josei (adult women targeting manga) – Counted as 20.8% of total samples
- Kodomomuke (kids targeting manga) – Counted as 16.0% of total samples

6.2.1 Consumer behavior of legitimate manga

From a total 888 samples consuming legitimate manga (both physical and e-book), most of them purchase manga which have Thai translation rights held by Siam Inter Comic up to 89.9%. The second most is by Luckpim Publishing up to 73.5%. Siam Inter Comic mostly holds Thai translation rights of manga categorized in Shonen (teenage boys targeting manga) and Seinen (adult men targeting manga) from Shueisha Inc., Tokyo, the arranger. Luckpim Publishing mostly

holds Thai translation rights of manga categorized in Seinen (adult men targeting manga) and Josei (adult women targeting manga) arranged with Kodensha Ltd.

According to the responses, consumers mostly purchase physical legitimate manga from the publisher's official website up to 76%. The second most channel distribution is on Shopee/ Lazada at 55.9% followed by manga stores (agents) at 55.8%.

For e-book, most of them purchase and read on the application named Meb up to 79.9%. Meb is the largest in the e-book market.

40.7% of legitimate consumers purchase manga 1 – 5 volumes on average per month. They have an average monthly cost around 301 – 600 baht (34.2%).

6.2.2 Consumer behavior of scanlation

From a total 797 samples consuming scanlation, most of them have an average reading frequency less than 1 day per week at 38.7% and around 1 – 2 days per week at 29.9%. The platform they read scanlation is on piracy reach site up to 92.7%. The second most is on Facebook (page/ group) at 55.5%.

I asked them the reason they choose to consume scanlation. Around 80% of them responded that the manga has no Thai translation rights in Thailand. Other reasons that they responded in relatively similar percentages are that they read before deciding to buy a legal one, scanlation is free, and scanlation is convenient to access. And they also responded that they could read scanlation week by week inviably and the reading platforms contain a variety of manga titles and ease to pick up one to read.

6.2.3 Consumer behavior of physical pirated manga

From a total 214 samples consuming physical pirated manga, the most places they purchase pirated manga is at manga stores (offline) up to around 70%. Most of them purchase physical pirated less than a volume on average per month (76.6%) and have an average monthly cost less than 300 baht (84.1%).

I asked them the reason why they decided to buy with an open-ended question. Most of them said that there are no Thai translation rights in Thailand and the legal one was out of stock.

Another reason which is the second most is they misunderstand that it's a legitimate manga because it was sold at manga stores (offline shops). Other reasons are that it's worth collecting and interesting, and few of them told me that it's cheap.

6.3 Factor analysis (4Ps)

According to data collected from the Likert scale questionnaire in part 2 of online survey, the results were measured in 5 levels as follows:

- 5 points = Very high influencing
- 4 points = High influencing
- 3 points = Moderate influencing
- 2 points = Low influencing
- 1 point = Very Low influencing

The weighted significance is 1, 2, 3, 4, 5, respectively. The data will be used to compute the average to determine the degree of significance of the factors that influence the consuming decision in both legitimate and piracy manga. For the criteria to determine the results, the average of scale will be graded into 5 ranges as follows:

- 4.21 – 5.00 Very High
- 3.41 – 4.20 High
- 2.61 – 3.40 Moderate
- 1.81 – 2.60 Low
- 1.00 – 1.80 Very Low

Table 4.1 Factors Influencing Purchasing Decision on Legitimate Manga

Total: 888 Samples			
Consumption Factors	$\bar{x}$	S.D.	Result
Product			
1. Publisher reputation	3.122	1.051	Moderate
2. Translation quality, including artwork	4.253	0.848	Very High
3. Material quality	4.314	0.834	Very High
Price			
4. The appropriateness of the price compared with translation quality	4.034	0.876	High
5. The appropriateness of the price compared with material quality	4.232	0.828	Very High
6. The discount from the cover price	3.872	1.122	High
Place			
7. Available at the store (offline channel)	3.957	1.034	High
8. Convenient to shop and pay on online channel	4.372	0.875	Very High
9. Number of published manga (Inventory)	3.998	1.179	High
Promotion			
10. Special promotion from the publisher, such as free gifts	3.740	1.111	High
11. Public relations (PR)	3.849	0.957	High
12. Customer relationship	4.122	1.019	High

Table 4.2 Factors Influencing Consuming Decision on The Scanlation

Total: 797 Samples			
Consumption Factors	$\bar{x}$	S.D.	Result
Product			
1. Translator reputation	2.598	1.070	Low
2. Translation quality, including artwork	3.675	1.149	High
3. Translate and publish quickly	3.839	1.116	High

Table 4.2 Factors Influencing Consuming Decision on The Scanlation (continue)

Price			
4. If a translator charges a reading fee on a manga that is difficult to read in Thai (5 = not paying fee And choose not to read) (1 = agree to pay the fee)	3.913	1.171	High
5. If a translator charges a reading fee on a general manga (5 = not paying fee And choose not to read) (1 = agree to pay the fee)	4.184	1.050	High
Place			
6. Reach site reputation	3.082	1.123	Moderate
7. The variety of manga on the reach site	3.649	1.130	High
8. Convenient to read	4.299	0.879	Very High
Promotion			
9. Public relations (PR)	3.270	1.124	Moderate
10. Reader relationship	3.415	1.167	High
11. Interesting promoting	3.556	1.170	High

Table 4.3 Factors Influencing Purchasing Decision on Physical Pirated Manga

Total: 214 Samples			
Consumption Factors	$\bar{x}$	S.D.	Result
Product			
1. Pirated publisher reputation	2.701	1.204	Moderate
2. Translation quality, including artwork	3.439	1.257	High
3. Material quality	3.533	1.224	High
Price			
4. The appropriateness of the price compared with translation quality	3.617	1.106	High
5. The appropriateness of the price compared with material quality	3.659	1.134	High
6. The discount from the cover price	3.280	1.273	Moderate

Table 4.3 Factors Influencing Purchasing Decision on Physical Pirated Manga (continue)

Place			
7. Available at the store (offline channel)	3.505	1.281	High
8. Convenient to shop and pay (Online channel)	3.650	1.212	High
9. Number of published manga (Inventory)	2.967	1.231	Moderate
Promotion			
10. Special promotion from the pirated publisher, such as free gifts	2.780	1.238	Moderate
11. Public relations (PR)	2.869	1.226	Moderate
12. Customer relationship	2.944	1.243	Moderate

From table 4.1, 4.2, and 4.3, by determine that the factors significantly influence the consumption have mean between 4.21 – 5.00, we focus on very high rank factors. The results show that the quality of both translation and material quality affect the purchasing intention in the legitimate manga. For price, people are more concerned in the appropriateness of the price compared with material quality than translation quality. And people are also very highly concerned about how convenient it is to shop and pay on online platforms. For the scanlation, only the convenience of reading affects the consumption decision in the most influential rank. For physical pirated manga, consumers have no significant factor.

6.4 Logistic Regression Analysis

To analyze the factors influencing the consumption decision on piracy, both scanlations and physical pirated books, the relationship between a dependent variable and independent variables will be analyzed. Then use the model to forecast the probability of dependent variable using Binary Logistic Regression method. The dependent variable (Y) is a group of variables with only 2 values and has more than one independent variable.

Logit Function (Y=1):

$$P_{\text{piracy}} = \frac{e^Z}{1 + e^Z}$$

Where P_{piracy} = The probability of consumption in piracy
 Z = *Linear combination*

Binary Logistic Regression Model of the consumption decision on piracy:

$$\begin{aligned} \log \left(\frac{P_{\text{piracy}}}{1 - P_{\text{piracy}}} \right) &= Z \\ &= \beta_0 + \beta_1 \text{LEGAL} + \beta_2 \text{Rea} + \beta_3 \text{Cat}_1 + \beta_4 \text{Cat}_2 + \beta_5 \text{Cat}_3 + \beta_6 \text{Cat}_4 + \beta_7 \text{Cat}_5 + \\ &\beta_8 \text{Gen}_1 + \beta_9 \text{Gen}_2 + \beta_{10} \text{Age}_1 + \beta_{11} \text{Age}_2 + \beta_{12} \text{Age}_3 + \beta_{13} \text{Age}_4 + \beta_{14} \text{Age}_5 + \beta_{15} \text{Inc}_1 + \beta_{16} \text{Inc}_2 + \beta_{17} \text{Inc}_3 + \\ &\beta_{18} \text{Inc}_4 + \beta_{19} \text{Inc}_5 + \beta_{20} \text{Inc}_6 + \beta_{21} \text{Inc}_7 + \beta_{22} \text{Occ}_1 + \beta_{23} \text{Occ}_2 + \beta_{24} \text{Occ}_3 + \beta_{25} \text{Occ}_4 + \beta_{26} \text{Occ}_5 + \beta_{27} \text{Occ}_6 \end{aligned}$$

The study is on consumer behavior on piracy manga, which are scanlation and physical pirated books. Then, there are 2 Logit Models we are interested in, Logit Model of the consumption decision on scanlation manga files and Logit Model of the consumption decision on physical pirated manga.

The consumption decision on piracy depends on independent variables which are a consumption decision making on legitimate manga, consuming manga for the collecting purpose, categories of manga they consume, and their demographics (gender, age, level of income, and occupation), which are dummy variables.

The statistical software platform, IBM SPSS Statistic Version 27.0, was used to analyze and interpret the binary logistic regression.

6.4.1 Logistic Regression Analysis of The Scanlation

Table 5 Omnibus Tests of Model Coefficients of The Scanlation

		Chi-square	df	Sig.
Step 1	Step	105.309	27	<.001
	Block	105.309	27	<.001
	Model	105.309	27	<.001

Source: IBM SPSS Statistic Ver 27.0

From table 5 there is the hypothesis as follows:

H₀: The consumption of scanlation doesn't depend on any independent variable

H₁: The consumption of scanlation depends on at least one independent variable

Considering the statistical result, found that Chi-square equals 105.309 and the Sig. is <.001 which is less than .05 at the significant level. Hence, we reject H₀ and accept H₁. The consumption of scanlation depends on at least one independent variable.

Table 6 Classification Table ^a

Observed			Predicted		
			Scanlation		Percentage Correct
			No	Yes	
Step 1	Scanlation	No	5	200	2.4
		Yes	4	793	99.5
	Overall Percentage				79.6

a: The cut value is .500

Source: IBM SPSS Statistic Ver 27.0

The classification table shows the practical results of using the multinomial logistic regression model. The result of the reliability test of the logistic regression model was shown by comparing predicted values with samples. For each case, the predicted response category is chosen by selecting the category with the highest model-predicted probability.

From table 6, from observed total 1002 samples, our logistic regression model can correctly predict 798 samples. Thus, overall 79.6% of the cases are classified correctly.

Table 7 Variables of Equation

Dependent Variable: The consumption of scanlation								
Independent Variable	β	S.E.	Wald	df	Sig.	Odds Ratio	95% C.I. for EXP(B)	
							Lower	Upper
Legal	-1.729	0.477	13.171	1	<.001	0.177	0.070	0.451
REASON	-0.374	0.183	4.147	1	0.042	0.688	0.480	0.986
CAT 1	-0.133	0.316	0.177	1	0.674	0.875	0.471	1.627
CAT 2	0.607	0.228	7.095	1	0.008	1.835	1.174	2.869
CAT 3	0.620	0.195	10.134	1	0.001	1.859	1.269	2.723
CAT 4	-0.150	0.249	0.366	1	0.545	0.860	0.528	1.401
CAT 5	0.153	0.277	0.305	1	0.581	1.165	0.677	2.005
GEN			3.224	2	0.199			
GEN_1	-0.088	0.185	0.226	1	0.635	0.916	0.638	1.315
GEN_2	-0.598	0.333	3.217	1	0.073	0.550	0.286	1.057
AGE			17.729	5	0.003			
AGE_1	0.327	0.454	0.520	1	0.471	1.387	0.570	3.376
AGE_2	1.077	0.470	5.245	1	0.022	2.935	1.168	7.378
AGE_3	0.860	0.629	1.873	1	0.171	2.364	0.690	8.104
AGE_4	1.466	0.877	2.793	1	0.095	4.332	0.776	24.172
AGE_5	-0.361	1.405	0.066	1	0.797	0.697	0.044	10.950
INC			1.161	7	0.992			
INC_1	0.102	0.352	0.083	1	0.773	1.107	0.555	2.207
INC_2	-0.349	0.512	0.464	1	0.496	0.705	0.258	1.926
INC_3	-0.357	0.860	0.172	1	0.678	0.700	0.130	3.774
INC_4	18.066	18081.321	0.000	1	0.999	70128399.788	0.000	
INC_5	18.876	40192.969	0.000	1	1.000	157628946.717	0.000	
INC_6	15.809	22947.786	0.000	1	0.999	7338155.159	0.000	
INC_7	-0.775	1.274	0.370	1	0.543	0.461	0.038	5.593
OCC			4.165	6	0.654			
OCC_1	0.050	0.482	0.011	1	0.917	1.051	0.409	2.703
OCC_2	19.031	6780.087	0.000	1	0.998	184147692.012	0.000	
OCC_3	0.347	0.532	0.425	1	0.515	1.414	0.499	4.013
OCC_4	0.827	1.084	0.582	1	0.445	2.286	0.273	19.134
OCC_5	-1.612	0.995	2.621	1	0.105	0.200	0.028	1.404
OCC_6	18.190	18590.442	0.000	1	0.999	79429856.572	0.000	
Constant	2.214	0.714	9.614	1	0.002	9.154		

Source: IBM SPSS Statistic Ver 27.0

Table 7 shows the result of a logistic regression analysis. There is the hypothesis as follows:

$$H_0: \beta_i = 0 \quad \text{where } i = 0, 1, 2, 3, \dots, 27$$

$$H_1: \beta_i \neq 0$$

From the logistic regression analysis, we found that variables affect the consumption of scanlation at 95% confidence interval can be in a linear combination as follows:

$$Z = 2.214 - 1.729 \text{LEGAL} - 0.374 \text{Rea} + 0.607 \text{Cat2} + 0.620 \text{Cat3} + 1.077 \text{Age}_2$$

Where	LEGAL	= Legitimate manga purchasing intention
	REA	= Consume manga for the collecting purpose
	Cat 2	= Shojo, manga which has girls as a target segment
	Cat 3	= Seinen, manga which has adult men as a target segment
	Age_2	= 19 – 23 years

The probability that consuming in scanlation will occur is in the equation as follows:

$$P_{scan} = \frac{e^{2.214-1.729\text{LEGAL}-0.374\text{Rea}+0.607\text{Cat2}+0.620\text{Cat3}+1.077\text{Age}_2}}{1 + e^{2.214-1.729\text{LEGAL}-0.374\text{Rea}+0.607\text{Cat2}+0.620\text{Cat3}+1.077\text{Age}_2}}$$

From the analysis, the result shows that the samples who consume legitimate manga and consume manga for the collecting purpose have a probability to consume scanlation less, as a negative relation. On the other hand, the samples who consume Shojo (teenage girls targeting manga), Seinen (adult men targeting manga), and age between 19 – 23 years old have a higher probability to consume scanlation than others.

Table 8 Direction of relationship between independent and dependent variable

Dependent Variable: The consumption of scanlation			
Independent Variable:	Relationship	Independent Variable:	Relationship
LEGAL	–	INC_1	+
REASON	–	INC_2	–
CAT 1	–	INC_3	–
CAT 2	+	INC_4	+
CAT 3	+	INC_5	+
CAT 4	–	INC_6	+
CAT 5	+	INC_7	–
GEN_1	–	OCC_1	+
GEN_2	–	OCC_2	+
AGE_1	+	OCC_3	+
AGE_2	+	OCC_4	+
AGE_3	+	OCC_5	–
AGE_4	+	OCC_6	+
AGE_5	–		
Constant			+

6.4.2 Logistic Regression Analysis of The Physical Pirated Manga

Table 9 Omnibus Tests of Model Coefficients of The Physical Pirated Manga

		Chi-square	df	Sig.
Step 1	Step	122.757	27	<.001
	Block	122.757	27	<.001
	Model	122.757	27	<.001

Source: IBM SPSS Statistic Ver 27.0

From table 9 there is the hypothesis as follows:

H₀: The consumption of Pirate doesn't depend on any independent variable

H₁: The consumption of Pirate depends on at least one independent variable

Considering the statistical result, we found that Chi-square equals 122.757 and the Sig. is <.001 which is less than .05 at the significant level. Hence, we reject H₀ and accept H₁. The consumption of Pirate depends on at least one independent variable.

Table 10 Classification Table ^a

Observed			Predicted		
			Pirate		Percentage Correct
			No	Yes	
Step 1	Pirate	No	767	21	97.3
		Yes	177	37	17.3
Overall Percentage					80.2

a: The cut value is .500

Source: IBM SPSS Statistic Ver 27.0

From table 10, from observed total 1002 samples, our logistic regression model can correctly predict 804 samples. Thus, overall 80.2% of the cases are classified correctly.

Table 11 Variables of Equation

Dependent Variable: The consumption of physical pirated manga								
Independent Variable	β	S.E.	Wald	df	Sig.	Odds Ratio	95% C.I. for EXP(B)	
							Lower	Upper
Legal	-0.258	0.262	0.973	1	0.324	0.772	0.462	1.290
REASON	0.219	0.187	1.379	1	0.240	1.245	0.864	1.795
CAT 1	0.373	0.319	1.364	1	0.243	1.452	0.776	2.716
CAT 2	-0.178	0.211	0.711	1	0.399	0.837	0.553	1.266
CAT 3	0.126	0.193	0.431	1	0.511	1.135	0.778	1.655
CAT 4	0.576	0.224	6.615	1	0.010	1.778	1.147	2.757
CAT 5	0.111	0.233	0.228	1	0.633	1.118	0.708	1.764
GEN			32.885	2	<.001			
GEN_1	1.120	0.199	31.607	1	<.001	3.066	2.075	4.532
GEN_2	0.326	0.397	0.672	1	0.412	1.385	0.636	3.017

AGE			26.233	5	0.000			
AGE_1	-0.216	0.540	0.161	1	0.688	0.805	0.280	2.319
AGE_2	0.038	0.543	0.005	1	0.944	1.039	0.358	3.009
AGE_3	0.168	0.638	0.069	1	0.793	1.183	0.339	4.126
AGE_4	2.100	0.734	8.183	1	0.004	8.166	1.937	34.423
AGE_5	2.290	1.414	2.624	1	0.105	9.879	0.618	157.848
INC			4.216	7	0.755			
INC_1	-0.383	0.303	1.591	1	0.207	0.682	0.376	1.236
INC_2	-0.277	0.439	0.399	1	0.527	0.758	0.321	1.791
INC_3	-0.010	0.699	0.000	1	0.988	0.990	0.252	3.893
INC_4	0.897	1.269	0.500	1	0.480	2.452	0.204	29.478
INC_5	20.485	40192.969	0.000	1	1.000	787628650.438	0.000	
INC_6	-22.272	28367.901	0.000	1	0.999	0.000	0.000	
INC_7	1.366	1.245	1.202	1	0.273	3.918	0.341	45.000
OCC			9.967	6	0.126			
OCC_1	0.504	0.397	1.608	1	0.205	1.655	0.760	3.608
OCC_2	-0.413	0.606	0.466	1	0.495	0.662	0.202	2.168
OCC_3	0.883	0.414	4.540	1	0.033	2.417	1.073	5.445
OCC_4	1.144	0.698	2.686	1	0.101	3.138	0.799	12.321
OCC_5	0.623	0.912	0.468	1	0.494	1.865	0.312	11.134
OCC_6	0.065	1.311	0.002	1	0.960	1.068	0.082	13.929
Constant	-2.422	0.673	12.937	1	<.001	0.089		

Source: IBM SPSS Statistic Ver 27.0

Table 11 shows the result of a logistic regression analysis. There is the hypothesis as follows:

$$H_0: \beta_i = 0 \quad \text{where } i = 0, 1, 2, 3, \dots, 27$$

$$H_1: \beta_i \neq 0$$

From the logistic regression analysis, we found that variables affect the consumption of Pirate at 95% confidence interval can be in a linear combination as follows:

$$Z = -2.422 + 0.576 (Cat4) + 1.120 (Gen_1) + 2.100 (Age_4) + 0.883 (Occ_3)$$

Where

Cat 4	= Josei
Gen_1	= Female
Age_4	= 31 – 45 years
Occ 3	= Self-employed

The probability that consuming in Pirate will occur is in the equation as follows:

$$P_{scan} = \frac{e^{-2.422+0.0576Cat4+1.120Gen_1+2.100Age_4+0.883Occ_3}}{1 + e^{2.422+0.0576Cat4+1.120Gen_1+2.100Age_4+0.883Occ_3}}$$

At 95% confidence interval there are 4 independent variables and the constants that are also significant. Categories of manga that affect the consumption of physical pirated manga are Josei which is manga for adult women. The result is not surprising because physical piracy usually publish manga that has no translation rights in Thailand and one of most popular types is the Boylove manga which is categorized in Josei category. Moreover, people who are female, age at 31-45 years old, and self-employed have more probability to consume on physical pirated manga. The constant of the model is significant with a negative coefficient of -2.422.

Table 12 Direction of relationship between independent and dependent variable

Dependent Variable: The consumption of Pirate			
Independent Variable:	Relationship	Independent Variable:	Relationship
LEGAL	–	INC_1	–
REASON	+	INC_2	–
CAT 1	+	INC_3	–
CAT 2	–	INC_4	+
CAT 3	+	INC_5	+
CAT 4	+	INC_6	–
CAT 5	+	INC_7	+
GEN_1	+	OCC_1	+
GEN_2	+	OCC_2	–
AGE_1	–	OCC_3	+
AGE_2	+	OCC_4	+
AGE_3	+	OCC_5	+
AGE_4	+	OCC_6	+
AGE_5	+		
Constant			–

6.5 Consumer opinions on Japanese comic industry in Thailand

According to Part 4 of questionnaire survey, there is an open-ended question that is the additional suggestions for publishers in Thailand to be a benefit, as a guideline for manga entrepreneurs in Thailand to better serve the needs of consumers. This part is important to recommend marketing strategies because it's based on real consumer opinions.

Most respondents said that they want the publisher in Thailand to increase its inventory to meet high consumer demand. Trading and over price in manga occur because of low inventory. Because most of one manga title contains more than one volume, some consumers can't find and buy them until that manga title is complete with all volumes.

The second most, they suggest that they want publishers to improve the quality, both translation quality and the material quality. People are willing to buy even the higher price if there is the appropriateness of the price compared with the quality. They also said that they don't want publishers to abandon ongoing, not completed, manga and please invariably distribute new volumes. The other suggestion is that people want publishers to listen to their feedback. Consumer relationship is needed.

7. Conclusion and Discussion

This paper attempts to understand consumer behavior in Thai translated book industry by using Japanese comics on both legitimate comics and piracy comics as a research target. The interesting questions of this are "what factors influence consumers to consume manga piracy?" and "which recommendation strategies should legal publishers adapt to avoid getting disrupted in the near future?".

The marketing mix result of legitimate manga, based on the assumption that the factors significantly influence the consumption have mean between 4.21 – 5.00, shows that the quality both translation and material quality affect the purchasing intention in the legitimate manga. For price, people are more concerned in the appropriateness of the price compared with material quality than translation quality. And people are also very highly concerned about how convenient it is to shop and pay on online platforms. For the scanlation, only the convenience of reading

affects the consumption decision, in the most influential rank. For physical pirated manga, consumers have no significant factor.

From the survey, the main reason consumers have piracy intentions, in both the scanlation and the physical pirated manga, is the manga has no Thai translation rights in Thailand. However, if we consider the legitimate manga and the piracy manga as the substitution goods that contain the same content, the reason that there are no Thai translation rights would not be considered. Hence, the top 3 reasons making people decide to consume scanlation are reading before deciding to buy a legal one, free, and convenience to access. For the main reason making people decide to purchase physical pirated manga, the reason is the legal one was out of stock, consumers can't find where to buy it, which led consumer to consume the piracy substituting the legal reluctantly.

From the logistic regression analysis by using the statistical software platform, IBM SPSS Statistic Version 27.0, found that at 0.05 level of significant category and age factor have a positive relation with the consumption intention in the scanlation. People who consume Shojo (teenage girls targeting manga) or Seinen (adult men targeting manga) and age between 19 – 23 years old have a higher probability to consume scanlation. As a negative relation, people who consume legitimate manga and consume manga for the collecting purpose have less probability to consume scanlation.

According to the logistic regression result of purchasing intention in the physical pirated manga, the category, gender, age, and occupation factor has a positive correlation at 0.05 level of significance. In other words, people who consume Josei (adult women targeting manga), are female, age between 31 – 45 years, and are self-employed have a higher probability to consume and purchase the physical pirated manga.

Both the descriptive and the logistic regression analysis results in this study are useful to Japanese comic entrepreneurs in Thailand. Understanding consumer behavior is essential to design marketing strategies that could increase their sales efficiency and otherwise help the industry to grow. Furthermore, I hope that consumer suggestions I gathered in part 4 of the questionnaire survey will be informative. The currently available interesting marketing strategy in the market is “*Manga Plus*”, the reading platform by Shueisha, the Japanese publisher, which provides free first three and last 3 episodes. This application can meet the needs of consumers which I found in this study. People can read manga week by week invariably. This application increases sales of

ongoing comics because of the promotion effect. As a consequence, I recommend the manga publisher in Thailand should take advantage of the arrival of technology to prevent piracy.

8. Limitation and further improvement

This paper demonstrates the result of study in consumer behavior. The further study would be better to study on the publisher's part. In-depth interviews could be more informative for an industry overview and marketing strategies. Moreover, researching more about copyright law and ethics may be beneficial to find the answer why physical pirated manga still feely exist in the market.

Moreover, there will be more reliability in the results if the data was collected from many other communities for more diversification of data. So, it could give more insightful results.

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Appendix A

Statistical Descriptive

Table A1.1 Legitimate Comic Consumption of The Sample

Legitimate Comic	Samples (n)	Percentages (%)
Consume	888	88.6
Not consume	114	11.4
Total	1002	100.0

Table A1.2 Scanlation Consumption of The Sample

Scanlation	Samples (n)	Percentages (%)
Consume	797	79.5
Not consume	205	20.5
Total	1002	100.0

Table A1.3 Physical Pirated Comic Consumption of The Sample

Pirated Comic	Samples (n)	Percentages (%)
Consume	214	21.4
Not consume	788	78.6
Total	1002	100.0

Table A2 Demographic of The Sample

1. Gender	n	(%)	2. Age	n	(%)
Male	486	48.5	Under 13	23	2.3
Female	456	45.5	14 – 18	434	43.3
Non-binary	60	6	19 – 23	358	35.7
			24 – 30	129	12.9
			31 – 45	54	5.4
			46 – 60	4	0.4
			Over 60	0	0.0
Total	1002	100.0	Total	1002	100.0
3. Education	n	(%)			
Lower than primary	0	0.0			
Primary	7	0.7			
Secondary	468	46.7			
Diploma	96	9.6			
Bachelor's degree	411	41.0			
Higher than Bachelor's	20	2.0			
Total	1002	100.0			

Table A2 Demographic of The Sample (Continue)

4. Income Level	n	(%)
Under 15,000	803	80.1
15,001 – 30,000	130	13.0
30,001 – 45,000	44	4.4
45,001 – 60,000	13	1.3
60,001 – 75,000	4	0.4
75,001 – 90,000	1	0.1
90,001 – 105,000	2	0.2
Upper 105,001	5	0.5
Total	1002	100.0
5. Occupation	n	(%)
Student	790	78.8
Private co. employee	105	10.5
Government employee/ State enterprise	31	3.1
Self-employed	55	5.5
Unemployed	10	1.0
Freelance	7	0.7
Others	4	0.4
Total	1002	100.0

Table A3 General Consumer Behavior

Total: 1002 Samples		
Consumer Behavior	n	(%)
1. The main purpose you consume manga		
For reading	742	74.1
For collecting	260	26.1
Total	1002	100.0
2. Category of manga you consume		
2.1 Shonen	909	90.7
2.2 Shojo	290	28.9
2.3 Seinen	423	42.2
2.4 Josei	208	20.8
2.5 Kodomomuke	160	16.0

Table A4.1 Legitimate Comic Consumer Behavior

Total: 888 Samples

Publishers	n	(%)
Siam Inter Comics	901	89.9
Luckpim	736	73.5
Vibulkij	430	42.9
NED	360	35.9
Bongkoch	338	33.7
Others	583	58.2

Channel Distribution (Physical)	n	(%) of 882 responses
Publisher's official website	670	76.0
Shopee/Lazada	493	55.9
Manga store (agent)	493	55.8
Naiin	303	34.4
Animate	186	21.1
Bookfriends	171	19.4
Kinokumiya	103	11.7
Social media	60	6.8
Others	16	1.8
Channel Distribution (E-book)	n	(%) of 583 responses
Meb	466	79.9
MangaQube	176	30.2
Comico (E-book)	174	29.8
Others	7	1.2

Consumer Behavior	n	(%)
1. How many manga do you buy on average per month? (Both physical format and e-book)		
Less than a volume a month	86	9.7
1 – 5 volumes	361	40.7
6 – 10 volumes	211	23.8
11 – 15 volumes	105	11.8
16 – 20 volumes	44	5.0
Over 20 volumes	81	9.1
Total	888	100.0
2. Average monthly cost (Both physical format and e-book)		
Less than 300 baht	153	17.2
301 – 600 baht	304	34.2
601 – 900 baht	153	17.2
901 – 1,200 baht	112	12.6
1,201 – 1,500 baht	55	6.2
Over 1,500 baht	111	12.5
Total	888	100.0

Table A4.2 Scanlation Consumer Behavior

Total: 797 Samples

Channel Distribution (Platform)	n	(%)
Piracy reach site (online website)	739	92.7
Facebook	442	55.5
Twitter	71	8.9
Others	4	0.5

The reason why they consume	n	(%)
No Thai translation rights in Thailand	636	79.8
Read before deciding to buy legal one	506	63.5
Free	401	50.3
Convenient to access	350	43.9
Can read week by week	270	33.9
Variety and ease	220	27.6
Others	13	1.6

Consumer Behavior	n	(%)
1. Average reading frequency per week		
Less than 1 day per week	308	38.7
1 – 2 days per week	238	29.9
3 – 4 days per week	87	10.9
5 – 6 days per week	31	3.9
Everyday	133	16.7
Total	797	100.0

Table A4.3 Physical Pirated Comic Consumer Behavior

Total: 214 Samples

Channel Distribution	n	(%)
Manga store (Offline)	147	68.7
Facebook page/group of the pirated publisher	67	31.3
Shopee/Lazada	58	27.1
Online website	39	18.2
Others	2	0.9

Consumer Behavior	n	(%)
1. How many physical pirated manga do you buy on average per month?		
Less than a volume a month	164	76.6
1 – 5 volumes	39	18.2
6 – 10 volumes	6	2.8
11 – 15 volumes	2	0.9
16 – 20 volumes	0	0.0
Over 20 volumes	3	1.4
Total	214	100.0
2. Average monthly cost		
Less than 300 baht	180	84.1
301 – 600 baht	21	9.8
601 – 900 baht	7	3.3
901 – 1,200 baht	3	1.4
1,201 – 1,500 baht	0	0
Over 1,500 baht	3	1.4
Total	214	100.0

Factor Analysis

Table A5.1 Descriptive Statistics of Legitimate Manga

Consumption Factors	$\bar{x}$	S.D.	Analysis N
Product			
1. ชื่อเสียงของสำนักพิมพ์	3.122	1.051	888
2. คุณภาพในการแปล รวมถึงการจัดทำ artwork	4.253	0.848	888
3. คุณภาพของตัวเล่ม	4.314	0.834	888
Price			
4. ความเหมาะสมของราคาเมื่อเทียบกับคุณภาพการแปล	4.034	0.876	888
5. ความเหมาะสมของราคาเมื่อเทียบกับคุณภาพตัวเล่ม	4.232	0.828	888
6. ส่วนลดจากราคาปกติมีผลต่อการเลือกซื้อ	3.872	1.122	888
Place			
7. มีการจัดจำหน่ายที่หน้าร้านหนังสือการ์ตูน	3.957	1.034	888
8. ความสะดวกในการสั่งซื้อและชำระเงินซื้อสินค้าทางออนไลน์	4.372	0.875	888
9. จำนวนเล่มที่ตีพิมพ์ เช่น ตีพิมพ์จำกัด	3.998	1.179	888
Promotion			
10. โปรโมชั่นจากสำนักพิมพ์ เช่น แคมเปญของสมาชิกรุ่น	3.740	1.111	888
11. การกระจายข่าวสารของสำนักพิมพ์	3.849	0.957	888
12. ปฏิสัมพันธ์ต่อลูกค้าที่ดีของสำนักพิมพ์ เช่น เปิดให้ขอเรื่องที่ต้องการนำลิขสิทธิ์เข้ามาได้ ปรับปรุงแก้ไขตามคำติชม	4.122	1.019	888

Table A5.2 Descriptive Statistics of Scanlation

Consumption Factors	$\bar{x}$	S.D.	Analysis N
Product			
1. ชื่อเสียงของผู้แปล	2.598	1.070	797
2. คุณภาพในการแปล รวมถึงการจัดทำ artwork	3.675	1.149	797
3. ความรวดเร็วในการแปล	3.839	1.116	797
Price			
4. หากเว็บหรือเพจแปลมีการเรียกเก็บค่าธรรมเนียมการอ่านกับเรื่องที่เราอ่านแปลไทยได้ยากจะมีผลต่อการเลือกอ่าน (5 = ไม่ยอมเสียค่าธรรมเนียม และเลือกที่จะไม่อ่าน) (1 = ยอมที่จะเสียค่าธรรมเนียม)	3.913	1.171	797
5. หากเว็บหรือเพจแปลมีการเรียกเก็บค่าธรรมเนียมการอ่านกับเรื่องทั่วไปจะมีผลต่อการเลือกอ่าน (5 = ไม่ยอมเสียค่าธรรมเนียม และเลือกที่จะไม่อ่าน) (1 = ยอมที่จะเสียค่าธรรมเนียม)	4.184	1.050	797
Place			
6. ชื่อเสียงของเว็บไซต์อ่านมังงะ	3.082	1.123	797
7. ความหลากหลายของมังงะในเว็บหรือเพจ	3.649	1.130	797
8. ความสะดวก/ง่ายในการอ่าน	4.299	0.879	797
Promotion			
9. การกระจายข่าวสารของผู้แปล	3.270	1.124	797
10. ปฏิสัมพันธ์ของผู้แปลที่ดีต่อผู้อ่าน เช่น เปิดให้ขอเรื่องที่ต้องการให้แปลได้ ปรับปรุงแก้ไขตามคำติชม	3.415	1.167	797
11. การโปรโมทเรื่องที่แปลได้น่าสนใจมีผลต่อการเลือกอ่าน เช่น คำโปรยที่น่าสนใจ แฟนอาร์ตที่ดึงดูด	3.556	1.170	797

Table A5.3 Descriptive Statistics of The Physical Pirated Manga

Consumption Factors	$\bar{x}$	S.D.	Analysis N
Product			
1. ชื่อเสียงของสำนักพิมพ์ไพบเรท	2.701	1.204	214
2. คุณภาพในการแปล รวมถึงการจัดทำ artwork	3.439	1.257	214
3. คุณภาพของตัวเล่ม	3.533	1.224	214
Price			
4. ความเหมาะสมของราคาเมื่อเทียบกับคุณภาพการแปล	3.617	1.106	214
5. ความเหมาะสมของราคาเมื่อเทียบกับคุณภาพตัวเล่ม	3.659	1.134	214
6. ส่วนลดจากราคาปก	3.280	1.273	214
Place			
7. มังงะไพบเรทมีการจัดจำหน่ายที่หน้าร้านหนังสือการ์ตูน	3.505	1.281	214
8. ความสะดวกในการสั่งซื้อและชำระเงิน	3.650	1.212	214
9. จำนวนเล่มที่ตีพิมพ์ เช่น ตีพิมพ์จำกัด	2.967	1.231	214
Promotion			
10. โปรโมชั่นจากสำนักพิมพ์ไพบเรท เช่น แคมเปญของสมนาคุณ	2.780	1.238	214
11. การกระจายข่าวสารของสำนักพิมพ์ไพบเรท	2.869	1.226	214
12. ปฏิสัมพันธ์ต่อลูกค้าที่ดีของสำนักพิมพ์	2.944	1.243	214

Appendix B

Logistic Regression Analysis

Table B1 Determination of Independent Variables

Variable	Meaning	Reference
LEGAL	Purchasing intention in legitimate manga	
Rea (Reason)	1 = For collecting	0 = For reading
CAT 1	CAT 1 = Shonen	
CAT 2	CAT 2 = Shojo	
CAT 3	CAT 3= Seinen	
CAT 4	CAT 4= Josei	
CAT 5	CAT 5 = Kodomomuke	
Gen (Gender)	Gen 1 = Female Gen 2 = non-binary	Gen 0 = Male
Age	Age_1 = 14 – 18 Age_2 = 19 – 23 Age_3 = 24 – 30 Age_4 = 31 – 45 Age_5 = 46 – 60	Age 0 = Under 13
Inc (Income)	Inc_1 = 15,000 – 30,000 Inc_2 = 30,001 – 45,000 Inc_3 = 45,001 – 60,000 Inc_4 = 60,001 – 75,000 Inc_5 = 75,001 – 90,000 Inc_6 = 90,000 – 105,000 Inc_7 = Over 105,001	Inc 0 = Less than 15,000
Occ (Occupation)	Occ 1 = Private co. employee Occ 2 = State enterprise Occ 3 = Self-employed Occ 4 = Unemployed Occ 5 = Freelance Occ 6 = Others	Occ 0 = Student

Appendix C

The Logistic Regression Results of The Scanlation

Table C1 Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	1002	100.0
	Missing Cases	0	0.0
	Total	1002	100.0
Unselected Cases		0	0.0
Total		1002	100.0

a. If weight is in effect, see classification table for the total number of cases

Table C2 Dependent Variable Encoding

Original Value	Internal Value
Not Consume (No)	0
Consume (Yes)	1

Table C3 Classification Table^{a,b}

Observed			Predicted		
			Scanlation		Percentage Correct
			No	Yes	
Step 0	Scanlation	No	0	205	0.0
		Yes	0	797	100.0
	Overall Percentage				79.5

a. Constant is included in the model.

b. The cut value is .500

Table C4 Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	1.358	0.078	300.639	1	0.000	3.888

Table C5 Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Legal	20.421	1	0.000
		REASON	3.727	1	0.054
		TYPE_0	1.181	1	0.277
		TYPE_1	12.327	1	0.000
		TYPE_2	19.070	1	0.000
		TYPE_3	3.404	1	0.065
		TYPE_4	6.293	1	0.012
		GEN	5.031	2	0.081
		GEN(1)	0.548	1	0.459
		GEN(2)	3.570	1	0.059
		AGE	38.092	5	0.000
		AGE(1)	27.544	1	0.000
		AGE(2)	13.214	1	0.000
		AGE(3)	3.851	1	0.050
		AGE(4)	5.975	1	0.015
		AGE(5)	0.051	1	0.822
		INC	9.531	7	0.217
		INC(1)	6.099	1	0.014
		INC(2)	0.585	1	0.444
		INC(3)	0.208	1	0.648
		INC(4)	1.033	1	0.309
		INC(5)	0.257	1	0.612
		INC(6)	0.515	1	0.473
		INC(7)	0.001	1	0.980
		OCC	16.085	6	0.013
		OCC(1)	1.965	1	0.161
		OCC(2)	8.228	1	0.004
		OCC(3)	2.138	1	0.144

		OCC(4)	0.679	1	0.410
		OCC(5)	0.285	1	0.593
		OCC(6)	1.033	1	0.309
	Overall Statistics		88.817	27	0.000

Table C6 Omnibus Tests of Model Coefficients of The Scanlation

		Chi-square	df	Sig.
Step 1	Step	105.309	27	<.001
	Block	105.309	27	<.001
	Model	105.309	27	<.001

Table C7 Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	910.120 ^a	0.100	0.157

a. Estimation terminated at iteration number 20 because maximum iterations has been reached. Final solution cannot be found.

Table C8 Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	9.956	8	0.268

Table C9 Contingency Table for Hosmer and Lemeshow Test

		Scanlation = No		Scanlation = Yes		Total
		Observed	Expected	Observed	Expected	
Step 1	1	42	39.207	47	49.793	89
	2	47	46.032	86	86.968	133
	3	26	30.506	79	74.494	105
	4	24	23.806	80	80.194	104
	5	12	20.144	89	80.856	101
	6	20	16.863	82	85.137	102
	7	17	11.855	76	81.145	93

	8	12	10.148	88	89.852	100
	9	5	5.646	96	95.354	101
	10	0	0.794	74	73.206	74

Table C10 Classification Table ^a

Observed			Predicted		
			Scanlation		Percentage Correct
			No	Yes	
Step 1	Scanlation	No	5	200	2.4
		Yes	4	793	99.5
	Overall Percentage				79.6

a: The cut value is .500

Table C11 Variables of Equation

Dependent Variable: The consumption of scanlation								
Independent Variable	β	S.E.	Wald	df	Sig.	Odds Ratio	95% C.I.for EXP(B)	
							Lower	Upper
Legal	-1.729	0.477	13.171	1	<.001	0.177	0.070	0.451
REASON	-0.374	0.183	4.147	1	0.042	0.688	0.480	0.986
CAT 1	-0.133	0.316	0.177	1	0.674	0.875	0.471	1.627
CAT 2	0.607	0.228	7.095	1	0.008	1.835	1.174	2.869
CAT 3	0.620	0.195	10.134	1	0.001	1.859	1.269	2.723
CAT 4	-0.150	0.249	0.366	1	0.545	0.860	0.528	1.401
CAT 5	0.153	0.277	0.305	1	0.581	1.165	0.677	2.005
GEN			3.224	2	0.199			
GEN_1	-0.088	0.185	0.226	1	0.635	0.916	0.638	1.315
GEN_2	-0.598	0.333	3.217	1	0.073	0.550	0.286	1.057
AGE			17.729	5	0.003			
AGE_1	0.327	0.454	0.520	1	0.471	1.387	0.570	3.376
AGE_2	1.077	0.470	5.245	1	0.022	2.935	1.168	7.378
AGE_3	0.860	0.629	1.873	1	0.171	2.364	0.690	8.104
AGE_4	1.466	0.877	2.793	1	0.095	4.332	0.776	24.172
AGE_5	-0.361	1.405	0.066	1	0.797	0.697	0.044	10.950
INC			1.161	7	0.992			
INC_1	0.102	0.352	0.083	1	0.773	1.107	0.555	2.207
INC_2	-0.349	0.512	0.464	1	0.496	0.705	0.258	1.926
INC_3	-0.357	0.860	0.172	1	0.678	0.700	0.130	3.774
INC_4	18.066	18081.321	0.000	1	0.999	70128399.788	0.000	
INC_5	18.876	40192.969	0.000	1	1.000	157628946.717	0.000	

a. Variable(s) entered on step 1: Legal, REASON, TYPE_0, TYPE_1, TYPE_2, TYPE_3, TYPE_4, GEN, AGE, INC, OCC



Case	Selected Status ^a	Observed	Predicted	Predicted Group	Temporary Variable		
		Scanlation			Resid	ZResid	SResid
9	S	N**	0.886	Y	-0.886	-2.785	-2.090
20	S	N**	0.875	Y	-0.875	-2.649	-2.049
22	S	N**	0.896	Y	-0.896	-2.930	-2.142
81	S	N**	0.871	Y	-0.871	-2.596	-2.042
192	S	N**	0.879	Y	-0.879	-2.696	-2.075

197	S	N**	0.929	Y	-0.929	-3.611	-2.307
199	S	N**	0.934	Y	-0.934	-3.766	-2.351
216	S	N**	0.938	Y	-0.938	-3.895	-2.384
285	S	N**	0.911	Y	-0.911	-3.191	-2.220
323	S	N**	0.916	Y	-0.916	-3.312	-2.256
326	S	N**	0.801	Y	-0.801	-2.003	-2.062
372	S	N**	0.868	Y	-0.868	-2.563	-2.036
403	S	N**	0.848	Y	-0.848	-2.365	-2.055
434	S	N**	0.876	Y	-0.876	-2.652	-2.055
468	S	N**	0.887	Y	-0.887	-2.802	-2.108
472	S	N**	0.894	Y	-0.894	-2.903	-2.131
485	S	N**	0.871	Y	-0.871	-2.597	-2.037
495	S	N**	0.871	Y	-0.871	-2.594	-2.032
504	S	N**	0.882	Y	-0.882	-2.731	-2.095
520	S	N**	0.885	Y	-0.885	-2.767	-2.088
529	S	N**	0.917	Y	-0.917	-3.334	-2.254
564	S	N**	0.875	Y	-0.875	-2.647	-2.194
581	S	N**	0.886	Y	-0.886	-2.785	-2.090
621	S	N**	0.953	Y	-0.953	-4.525	-2.515
640	S	N**	0.881	Y	-0.881	-2.716	-2.094
650	S	N**	0.911	Y	-0.911	-3.195	-2.316
664	S	N**	0.920	Y	-0.920	-3.388	-2.283
692	S	N**	0.922	Y	-0.922	-3.445	-2.286
742	S	N**	0.885	Y	-0.885	-2.779	-2.093
806	S	N**	0.868	Y	-0.868	-2.562	-2.072
833	S	N**	0.875	Y	-0.875	-2.643	-2.058
841	S	N**	0.873	Y	-0.873	-2.622	-2.070
913	S	N**	0.891	Y	-0.891	-2.859	-2.117
958	S	N**	0.891	Y	-0.891	-2.859	-2.117

a. S = Selected, U = Unselected cases, and ** = Misclassified cases.

b. Cases with studentized residuals greater than 2.000 are listed.

Appendix D

The Logistic Regression Results of Physical Pirated Manga

Table D1 Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	1002	100.0
	Missing Cases	0	0.0
	Total	1002	100.0
Unselected Cases		0	0.0
Total		1002	100.0

a. If weight is in effect, see classification table for the total number of cases.

Table D2 Dependent Variable Encoding

Original Value	Internal Value
Not Consume (No)	0
Consume (Yes)	1

Table D3 Classification Table^{a,b}

Observed			Predicted		
			Pirate		Percentage Correct
			No	Yes	
Step 0	Pirate	No	788	0	100.0
		Yes	214	0	0.0
	Overall Percentage				78.6

a. Constant is included in the model.

b. The cut value is .500

Table D4 Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	-1.304	0.077	285.962	1	0.000	0.272

Table D5 Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Legal	1.276	1	0.259
		REASON	0.926	1	0.336
		TYPE_0	1.053	1	0.305
		TYPE_1	4.205	1	0.040
		TYPE_2	0.529	1	0.467
		TYPE_3	12.466	1	0.000
		TYPE_4	3.451	1	0.063
		GEN	25.548	2	0.000
		GEN(1)	25.482	1	0.000
		GEN(2)	0.836	1	0.361
		AGE	61.409	5	0.000
		AGE(1)	17.240	1	0.000
		AGE(2)	0.310	1	0.578
		AGE(3)	3.782	1	0.052
		AGE(4)	48.817	1	0.000
		AGE(5)	1.962	1	0.161
		INC	30.937	7	0.000
		INC(1)	2.755	1	0.097
		INC(2)	4.443	1	0.035
		INC(3)	4.822	1	0.028
		INC(4)	1.962	1	0.161
		INC(5)	3.686	1	0.055
		INC(6)	0.544	1	0.461
		INC(7)	10.289	1	0.001
		OCC	44.894	6	0.000
		OCC(1)	15.365	1	0.000
		OCC(2)	0.377	1	0.539
		OCC(3)	17.198	1	0.000

		OCC(4)	2.090	1	0.148
		OCC(5)	1.940	1	0.164
		OCC(6)	1.962	1	0.161
	Overall Statistics		130.795	27	0.000

Table D6 Omnibus Tests of Model Coefficients of The Physical Pirated Manga

		Chi-square	df	Sig.
Step 1	Step	122.757	27	<.001
	Block	122.757	27	<.001
	Model	122.757	27	<.001

Table D7 Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	916.622 ^a	0.115	0.179

a. Estimation terminated at iteration number 20 because maximum iterations has been reached. Final solution cannot be found.

Table D8 Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	8.137	8	0.420

Table D9 Contingency Table for Hosmer and Lemeshow Test

		Pirate = No		Pirate = Yes		Total
		Observed	Expected	Observed	Expected	
Step 1	1	100	101.486	9	7.514	109
	2	87	81.383	2	7.617	89
	3	92	90.878	9	10.122	101
	4	88	87.642	12	12.358	100
	5	81	83.702	19	16.298	100
	6	76	80.202	24	19.798	100
	7	70	69.636	20	20.364	90

	8	77	73.821	23	26.179	100
	9	65	69.287	38	33.713	103
	10	52	49.963	58	60.037	110

Table D10 Classification Table ^a

Observed			Predicted		
			Pirate		Percentage Correct
			No	Yes	
Step 1	Pirate	No	767	21	97.3
		Yes	177	37	17.3
Overall Percentage					80.2

a. The cut value is .500

Table D11 Variables of Equation

Dependent Variable: The consumption of physical pirated manga								
Independent Variable	β	S.E.	Wald	df	Sig.	Odds Ratio	95% C.I. for EXP(B)	
							Lower	Upper
Legal	-0.258	0.262	0.973	1	0.324	0.772	0.462	1.290
REASON	0.219	0.187	1.379	1	0.240	1.245	0.864	1.795
CAT 1	0.373	0.319	1.364	1	0.243	1.452	0.776	2.716
CAT 2	-0.178	0.211	0.711	1	0.399	0.837	0.553	1.266
CAT 3	0.126	0.193	0.431	1	0.511	1.135	0.778	1.655
CAT 4	0.576	0.224	6.615	1	0.010	1.778	1.147	2.757
CAT 5	0.111	0.233	0.228	1	0.633	1.118	0.708	1.764
GEN			32.885	2	<.001			
GEN_1	1.120	0.199	31.607	1	<.001	3.066	2.075	4.532
GEN_2	0.326	0.397	0.672	1	0.412	1.385	0.636	3.017
AGE			26.233	5	0.000			
AGE_1	-0.216	0.540	0.161	1	0.688	0.805	0.280	2.319
AGE_2	0.038	0.543	0.005	1	0.944	1.039	0.358	3.009
AGE_3	0.168	0.638	0.069	1	0.793	1.183	0.339	4.126
AGE_4	2.100	0.734	8.183	1	0.004	8.166	1.937	34.423
AGE_5	2.290	1.414	2.624	1	0.105	9.879	0.618	157.848
INC			4.216	7	0.755			
INC_1	-0.383	0.303	1.591	1	0.207	0.682	0.376	1.236
INC_2	-0.277	0.439	0.399	1	0.527	0.758	0.321	1.791
INC_3	-0.010	0.699	0.000	1	0.988	0.990	0.252	3.893
INC_4	0.897	1.269	0.500	1	0.480	2.452	0.204	29.478
INC_5	20.485	40192.969	0.000	1	1.000	787628650.438	0.000	

INC_6	-22.272	28367.901	0.000	1	0.999	0.000	0.000	
INC_7	1.366	1.245	1.202	1	0.273	3.918	0.341	45.000
OCC			9.967	6	0.126			
OCC_1	0.504	0.397	1.608	1	0.205	1.655	0.760	3.608
OCC_2	-0.413	0.606	0.466	1	0.495	0.662	0.202	2.168
OCC_3	0.883	0.414	4.540	1	0.033	2.417	1.073	5.445
OCC_4	1.144	0.698	2.686	1	0.101	3.138	0.799	12.321
OCC_5	0.623	0.912	0.468	1	0.494	1.865	0.312	11.134
OCC_6	0.065	1.311	0.002	1	0.960	1.068	0.082	13.929
Constant	-2.422	0.673	12.937	1	<.001	0.089		

a. Variable(s) entered on step 1: Legal, REASON, TYPE_0, TYPE_1, TYPE_2, TYPE_3, TYPE_4, GEN, AGE, INC, OCC.

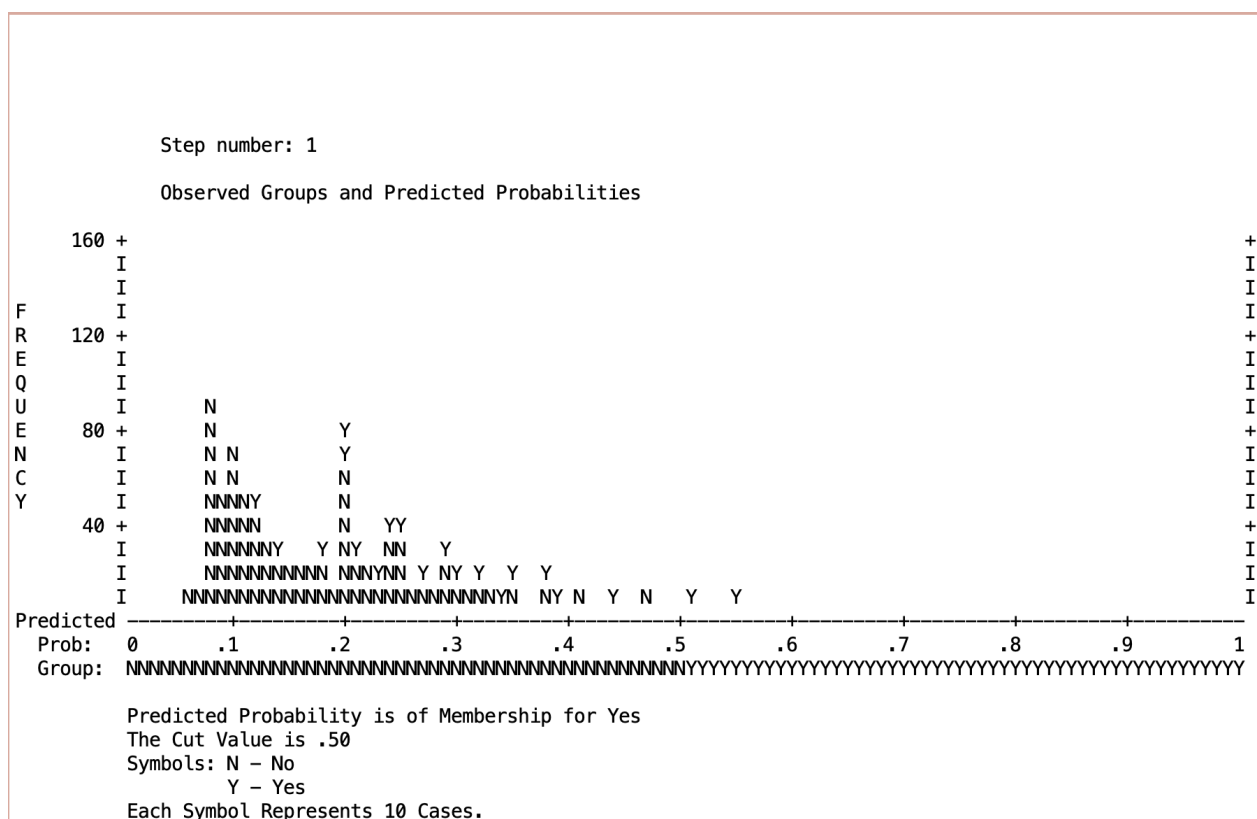


Table D12 Casewise List^b

Case	Selected Status ^a	Observed	Predicted	Predicted Group	Temporary Variable		
		Pirate			Resid	ZResid	SResid
19	S	Y**	0.116	N	0.884	2.761	2.085
44	S	Y**	0.091	N	0.909	3.169	2.220
68	S	Y**	0.066	N	0.934	3.765	2.342
116	S	Y**	0.074	N	0.926	3.531	2.284

135	S	Y**	0.074	N	0.926	3.531	2.284
193	S	Y**	0.119	N	0.881	2.717	2.072
194	S	Y**	0.099	N	0.901	3.019	2.161
254	S	Y**	0.059	N	0.941	3.995	2.388
259	S	Y**	0.074	N	0.926	3.531	2.284
275	S	Y**	0.075	N	0.925	3.518	2.289
322	S	Y**	0.132	N	0.868	2.566	2.025
347	S	Y**	0.114	N	0.886	2.787	2.091
360	S	Y**	0.111	N	0.889	2.825	2.299
387	S	Y**	0.074	N	0.926	3.531	2.284
444	S	Y**	0.114	N	0.886	2.787	2.091
449	S	Y**	0.106	N	0.894	2.911	2.147
477	S	Y**	0.109	N	0.891	2.860	2.116
529	S	Y**	0.094	N	0.906	3.104	2.183
541	S	Y**	0.074	N	0.926	3.531	2.284
543	S	Y**	0.140	N	0.860	2.483	2.022
585	S	Y**	0.094	N	0.906	3.110	2.181
594	S	Y**	0.074	N	0.926	3.531	2.284
622	S	Y**	0.074	N	0.926	3.531	2.284
695	S	Y**	0.094	N	0.906	3.110	2.181
696	S	Y**	0.118	N	0.882	2.732	2.091
704	S	Y**	0.104	N	0.896	2.939	2.149
713	S	Y**	0.120	N	0.880	2.708	2.096
754	S	Y**	0.094	N	0.906	3.110	2.181
775	S	N**	0.925	Y	-0.925	-3.509	-2.546
784	S	Y**	0.125	N	0.875	2.642	2.057
824	S	Y**	0.114	N	0.886	2.787	2.091
875	S	Y**	0.119	N	0.881	2.717	2.072

a. S = Selected, U = Unselected cases, and ** = Misclassified cases.

b. Cases with studentized residuals greater than 2.000 are listed.

Appendix E

แบบสอบถาม พฤติกรรมผู้บริโภคที่มีต่อการตุนญี่ปุ่น

คำชี้แจง

แบบสอบถามฉบับนี้ถูกจัดทำขึ้นเพื่อเป็นส่วนประกอบในปริณิงานิพนธ์ของนักศึกษาปริญญาตรี คณะเศรษฐศาสตร์ หลักสูตรนานาชาติ มหาวิทยาลัยธรรมศาสตร์ โดยมีวัตถุประสงค์เพื่อศึกษาปัจจัยที่มีผลกระทบต่อพฤติกรรมผู้บริโภคในการซื้อหนังสือการ์ตูนญี่ปุ่น และเพื่อเป็นแนวทางแก่ผู้ประกอบการหนังสือการ์ตูนในไทย ต่อการตอบสนองความต้องการของผู้บริโภค ภายใต้วีธีข้อ “The Study of Consumer Behavior on Thai Translated Piracy Book: The Case of The Japanese Comic Industry in Thailand”

ผู้วิจัยขอความร่วมมือผู้ตอบแบบสอบถามทุกท่านตอบตามความเป็นจริง เพื่อการวิเคราะห์ข้อมูลที่แม่นยำที่สุด โดยการจับคู่ข้อมูลจะไม่ระบุชื่อ ตัวตน และคำตอบของท่านจะถูกเก็บเป็นความลับ ผู้วิจัยจะนำเสนอเพียงข้อมูลเชิงสถิติในงานวิจัยเท่านั้น

ขอขอบพระคุณผู้ตอบแบบสอบถามทุกท่านเป็นอย่างสูงในการให้ความร่วมมือในการตอบแบบสอบถามในครั้งนี้

PART 1 General Consumer Behavior

เหตุผลหลักที่ท่านเลือกบริโภคมังงะ*

- เพื่อความบันเทิง
- เพื่อการสะสม

ประเภทมังงะที่ท่านชื่นชอบและอ่าน* (เลือกแบ่งประเภทตามนี้เพราะแต่ละสำนักพิมพ์มักจะเลือกซื้อลิขสิทธิ์เนื้อเรื่องเฉพาะตามประเภทกลุ่มเป้าหมายค่ะ)

- Shonen - การ์ตูนที่มีเป้าหมายในกลุ่มวัยรุ่นชาย เช่น วันพีซ นารูโตะ มายฮีโร่คาเดเมีย เป็นต้น
- Shojo - การ์ตูนที่มีเป้าหมายในกลุ่มวัยรุ่นหญิง เช่น เซเลอร์มูน การ์ดแคปเตอร์ซากุระ สคิปปิท เป็นต้น
- Seinen - การ์ตูนที่มีเป้าหมายในกลุ่มผู้ใหญ่ชาย เช่น เบอร์เซิร์ก โจโจ้ล่าข้ามศตวรรษ เคง เป็นต้น
- Josei - การ์ตูนที่มีเป้าหมายในกลุ่มผู้ใหญ่หญิง เช่น พาราไดซ์คิส นานะ เป็นต้น
- Kodomomuke - การ์ตูนที่มีเป้าหมายในกลุ่มเด็ก เช่น โดราเอมอน แสมทาโร่ เคโรโระ เป็นต้น

PART 2 มังงะลิขสิทธิ์ (Legitimate Manga)

ท่านเคยซื้อมังงะแปลไทยในรูปแบบเล่ม หรือ E-book ถูกลิขสิทธิ์*

- เคย (go to section 2)
- ไม่เคย (skip section 2)

Section 2 มังงะลิขสิทธิ์ (Legitimate Manga) แบบสอบถามในส่วนนี้ เป็นแบบสอบถามเกี่ยวกับการบริโภคมังงะลิขสิทธิ์แปลไทยทั้งในรูปแบบเล่มและ e-book ประกอบไปด้วย Section 2.1 พฤติกรรมผู้บริโภค Section 2.2 ปัจจัยที่มีผลต่อการเลือกซื้อ

Section 2.1 พฤติกรรมผู้บริโภค

ท่านมักจะซื้อมังงะจากสำนักพิมพ์ใด*

- | | | |
|-------------------------|------------|-------------------------------------|
| ■ Siam Inter Comics | ■ Vibulkij | ■ Luckpim |
| ■ Bongkoch / BLY comics | ■ NED | ■ อื่นๆ เช่น Zenshu, Phonix, Beyond |
- Manga, Animeg เป็นต้น

ท่านซื้อมังงะกี่เล่มต่อเดือนโดยเฉลี่ย* (ทั้งรูปแบบเล่มและe-bookถูกลิขสิทธิ์)

- | | | |
|----------------------|--------------|-----------------|
| ○ ต่ำกว่าเดือนละเล่ม | ○ 1-5 เล่ม | ○ 6-10 เล่ม |
| ○ 11-15 เล่ม | ○ 16-20 เล่ม | ○ 20 เล่มขึ้นไป |

ค่าใช้จ่ายในการซื้อมังงะต่อเดือนโดยเฉลี่ย* (ทั้งรูปแบบเล่มและe-bookถูกลิขสิทธิ์)

- | | | |
|-------------------|---------------------|-------------------|
| ○ ต่ำกว่า 300 บาท | ○ 301 – 600 บาท | ○ 601 – 900 บาท |
| ○ 901 – 1,200 บาท | ○ 1,201 – 1,500 บาท | ○ 1,500 บาทขึ้นไป |

ช่องทางในการซื้อมังงะรูปเล่ม*

มี1เท่านั้น หากท่านไม่อ่านมังงะในรูปแบบเล่มลิขสิทธิ์สามารถข้ามไปข้อต่อไปได้เลย

- | | | |
|--------------------------|-------------------------|-----------------|
| ■ ร้านตัวแทนใกล้บ้านท่าน | ■ เว็บไซต์ของสำนักพิมพ์ | ■ Shopee Lazada |
| | โดยตรง | |
| ■ Kinokuniya | ■ Animate | ■ Bookfriends |
| ■ นายอินทร์ | ■ อื่นๆ โปรดระบุ _____ | |

ช่องทางในการซื้อมังงะ E-book*

หากท่านไม่อ่านมังงะ E-book สามารถข้ามไปข้อต่อไปได้เลย

- | | | |
|------------------------|--------------------|-------------|
| ■ Meb | ■ Comico (E-comic) | ■ MangaQube |
| ■ อื่นๆ โปรดระบุ _____ | | |

Section 2.2 ปัจจัยที่มีผลต่อการเลือกซื้อ คำชี้แจง :โปรดเลือกระดับความคิดเห็นของท่านต่อปัจจัยการเลือกอ่านว่ามีผลต่อการเลือกอ่านของท่านมากน้อยเพียงใด

Product*

	5	4	3	2	1
ชื่อเสียงของสำนักพิมพ์					
คุณภาพในการแปล รวมถึงการจัดทำ artwork					
คุณภาพของตัวเล่ม					

Price*

	5	4	3	2	1
ความเหมาะสมของราคาเมื่อเทียบกับคุณภาพการแปล					
ความเหมาะสมของราคาเมื่อเทียบกับคุณภาพตัวเล่ม					
ส่วนลดจากราคาปกมีผลต่อการเลือกซื้อ					

Place*

	5	4	3	2	1
มีการจัดจำหน่ายที่หน้าร้านหนังสือการ์ตูน					
ความสะดวกในการสั่งซื้อและชำระเงินซื้อสินค้าทางออนไลน์					
จำนวนเล่มที่ตีพิมพ์ เช่น ตีพิมพ์จำกัด					

Promotion*

	5	4	3	2	1
โปรโมชั่นจากสำนักพิมพ์ เช่น แคมเปญของสมนาคุณ					
การกระจายข่าวสารของสำนักพิมพ์					
ปฏิสัมพันธ์ต่อลูกค้าที่ดีของสำนักพิมพ์ เช่น เปิดให้ขอเรื่องที่ต้องการนำลิขสิทธิ์เข้ามาได้ ปรับปรุงแก้ไขตามคำติชม					

PART 3 ไฟล์สแกน (Scanlation)

ท่านเคยอ่านมังงะสแกน* มังงะสแกน หมายถึง มังงะที่มีการสแกนจากต้นฉบับและมีการนำมาแปลไทยเพื่อเผยแพร่ผ่านเว็บไซต์หรือแพลตฟอร์มออนไลน์โดยไม่ได้มีการซื้อลิขสิทธิ์หรือขออนุญาตจากสำนักพิมพ์ต้นฉบับ

- ☐ เคย (go to section 3)
- ☐ ไม่เคย (skip section 3)

Section 3 ไฟล์สแกน (Scanlation) แบบสอบถามในส่วนนี้ เป็นแบบสอบถามเกี่ยวกับการสแกน ประกอบไปด้วย Section 3.1 พฤติกรรมผู้บริโภค Section 3.2 ปัจจัยที่มีผลต่อการเลือกซื้อ

Section 3.1 พฤติกรรมผู้บริโภค

ท่านเลือกอ่านสแกนจากช่องทางใด*

- ☐ เว็บไซต์อ่านมังงะออนไลน์
- ☐ เเพจ/กลุ่ม Facebook
- ☐ Twitter
- ☐ อื่นๆ โปรดระบุ _____

เหตุผลในการเลือกอ่านสแกน*

- ☐ ฟรี
- ☐ สะดวกในการเข้าถึง
- ☐ ไม่มีสำนักพิมพ์ในไทยซื้อลิขสิทธิ์นำมาแปล
- ☐ มีการแปลที่รวดเร็วต่อเนื่อง
- ☐ รวบรวมมังงะไว้หลายเรื่องง่ายต่อการเลือกอ่าน
- ☐ เพื่อทดลองอ่านในการตัดสินใจซื้อรูปแบบเล่มถูกลิขสิทธิ์
- ☐ อื่นๆ โปรดระบุ _____

ความถี่ในการอ่านไฟล์สแกนต่อสัปดาห์โดยเฉลี่ย*

- ☐ ต่ำกว่า 1 วันต่อสัปดาห์
- ☐ 1-2 วันต่อสัปดาห์
- ☐ 3-4 วันต่อสัปดาห์
- ☐ 5-6 วันต่อสัปดาห์
- ☐ ทุกวัน

Section 3.2 ปัจจัยที่มีผลต่อการเลือกซื้อ ชี้แจง : โปรดเลือกระดับความคิดเห็นของท่านต่อปัจจัยการเลือกอ่านว่ามีผลต่อการเลือกอ่านของท่านมากน้อยเพียงใด

Product*

	5	4	3	2	1
ชื่อเสียงของผู้แปล					
คุณภาพในการแปล รวมถึงการจัดทำ artwork					
ความรวดเร็วในการแปล					

Price*

	5	4	3	2	1
หากเว็บหรือเพจแปลมีการเรียกเก็บค่าธรรมเนียมการอ่านกับ <u>เรื่องหาอ่านแปลไทยได้ยาก</u> จะมีผลต่อการเลือกอ่าน (5 = ไม่ยอมเสียค่าธรรมเนียม และเลือกที่จะไม่อ่าน) (1 = ยอมที่จะเสียค่าธรรมเนียม)					
หากเว็บหรือเพจแปลมีการเรียกเก็บค่าธรรมเนียมการอ่านกับ <u>เรื่องทั่วไป</u> จะมีผลต่อการเลือกอ่าน (5 = ไม่ยอมเสียค่าธรรมเนียม และเลือกที่จะไม่อ่าน) (1 = ยอมที่จะเสียค่าธรรมเนียม)					

Place*

	5	4	3	2	1
ชื่อเสียงของเว็บไซต์อ่านมังงะ					
ความหลากหลายของมังงะในเว็บหรือเพจ					
ความสะดวก/ง่ายในการอ่าน					

Promotion*

	5	4	3	2	1
การกระจายข่าวสารของผู้แปลมีผลต่อการเลือกอ่าน					
ปฏิสัมพันธ์ของผู้แปลที่ดีต่อผู้อ่าน					
การโปรโมทเรื่องที่แปลได้น่าสนใจมีผลต่อการเลือกอ่าน					

PART 4 มังงะรูปแบบเล่มโดยสำนักพิมพ์ไพเรท (Physical Pirated Manga)

ท่านเคยซื้อมังงะรูปแบบเล่มโดยสำนักพิมพ์ไพเรท* สำนักพิมพ์ไพเรท (มังงะ) หมายถึง สำนักพิมพ์ที่มีการจัดแปล ตีพิมพ์ และจัดจำหน่ายมังงะในรูปแบบเล่มโดยไม่ได้มีการซื้อลิขสิทธิ์หรือขออนุญาตจากสำนักพิมพ์ต้นฉบับ เช่น MK comics, Otaku, Freewill, CN+ เป็นต้น

- ☐ เคย (go to section 4)
- ☐ ไม่เคย (skip section 4)

Section 4 ไพเรท (Pirate) แบบสอบถามในส่วนนี้ เป็นแบบสอบถามเกี่ยวกับการบริโภคมังงะแปลไทยโดยสำนักพิมพ์ไพเรท ประกอบไปด้วย Section 4.1 พฤติกรรมผู้บริโภค Section 4.2 ปัจจัยที่มีผลต่อการเลือกซื้อ

Section 4.1 พฤติกรรมผู้บริโภค

ท่านเคยซื้อมังงะจากสำนักพิมพ์ไพเรทใดบ้าง* หมายเหตุ : โปรดระบุชื่อสำนักพิมพ์ที่ยังมีการจัดจำหน่ายและยังไม่ปิดตัวลง

ท่านซื้อมังงะไพเรทกี่เล่มต่อเดือนโดยเฉลี่ย* หมายเหตุ : **มี1เท่านั้น**

- | | | |
|----------------------------------|----------------------------------|-------------------------------------|
| ☐ 1 เล่ม | ☐ 1-5 เล่ม | ☐ 6-10 เล่ม |
| ☐ 11-15 เล่ม | ☐ 16-20 เล่ม | ☐ 20 เล่มขึ้นไป |

ค่าใช้จ่ายในการซื้อมังงะไพเรทต่อเดือนโดยเฉลี่ย* หมายเหตุ : **มี1เท่านั้น**

- | | | |
|---------------------------------------|---|---------------------------------------|
| ☐ ต่ำกว่า 300 บาท | ☐ 301 – 600 บาท | ☐ 601 – 900 บาท |
| ☐ 901 – 1,200 บาท | ☐ 1,201 – 1,500 บาท | ☐ 1,500 บาทขึ้นไป |

ช่องทางในการซื้อมังงะไพเรทรูปแบบเล่ม*

- | | | |
|--|---|---------------------------------------|
| ☐ หน้าร้านขายการ์ตูน | ☐ เพจ/กลุ่ม Facebook สำนักพิมพ์ | ☐ เว็บไซต์ออนไลน์ |
| ☐ Shopee Lazada | ☐ อื่นๆ โปรดระบุ _____ | |

เหตุผลที่เลือกซื้อมังงะจากสำนักพิมพ์ไพเรท*

4.2 ปัจจัยที่มีผลต่อการเลือกซื้อ คำชี้แจง :โปรดเลือกระดับความคิดเห็นของท่านต่อปัจจัยการเลือกอ่านว่ามีผลต่อการเลือกอ่านของท่านมากน้อยเพียงใด

Product*

	5	4	3	2	1
ชื่อเสียงของสำนักพิมพ์ไพบรเทศ					
คุณภาพในการแปล รวมถึงการจัดทำ artwork					
คุณภาพของตัวเล่ม					

Price*

	5	4	3	2	1
ความเหมาะสมของราคาเมื่อเทียบกับคุณภาพการแปล					
ความเหมาะสมของราคาเมื่อเทียบกับคุณภาพตัวเล่ม					
ส่วนลดจากราคาปก					

Place*

	5	4	3	2	1
มังงะไพบรเทศมีการจัดจำหน่ายที่หน้าร้านหนังสือการ์ตูน					
ความสะดวกในการสั่งซื้อและชำระเงิน					
จำนวนเล่มที่ตีพิมพ์ เช่น ตีพิมพ์จำกัด					

Promotion*

	5	4	3	2	1
โปรโมชั่นจากสำนักพิมพ์ไพบรเทศ เช่น แคมเปญของสมาชิกรุ่น					
การกระจายข่าวสารของสำนักพิมพ์ไพบรเทศ					
ปฏิสัมพันธ์ต่อลูกค้าที่ดีของสำนักพิมพ์ไพบรเทศ					

PART 5 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

เพศ*

- ☐ ชาย
- ☐ หญิง
- ☐ Non-binary

อายุ*

- ☐ ต่ำกว่า 13
- ☐ 14 - 18
- ☐ 19 – 23
- ☐ 24 – 30
- ☐ 31 – 45
- ☐ 46 – 60
- ☐ 60 ขึ้นไป

ระดับการศึกษาสูงสุด*

- ☐ ต่ำกว่าประถมศึกษา
- ☐ ประถมศึกษา
- ☐ มัธยมศึกษา
- ☐ ปวช./ปวส./ปวท./อนุปริญญา
- ☐ ปริญญาตรี
- ☐ สูงกว่าปริญญาตรี
- ☐ อื่นๆ โปรดระบุ _____

รายได้ต่อเดือน*

- | | |
|--|---|
| ☐ น้อยกว่า 15,000 บาท | ☐ 15,000 – 30,000 บาท |
| ☐ 30,001 – 45,000 บาท | ☐ 45,001 – 60,000 บาท |
| ☐ 60,001 – 75,000 บาท | ☐ 75,001 – 90,000 บาท |
| ☐ 90,000 – 105,000 บาท | ☐ 105,001 บาทขึ้นไป |

อาชีพ*

- ☐ นักเรียน/นักศึกษา
- ☐ พนักงานบริษัทเอกชน
- ☐ รับราชการ/รัฐวิสาหกิจ
- ☐ ธุรกิจส่วนตัว
- ☐ อื่นๆ โปรดระบุ _____

ข้อเสนอแนะเพิ่มเติมต่อสำนักพิมพ์ในประเทศไทย เพื่อเป็นประโยชน์ และเป็นแนวทางแก่ผู้ประกอบการหนังสือการ์ตูนในไทย ใน
การตอบสนองความต้องการของผู้บริโภคได้มากยิ่งขึ้น
