EE489 Seminar

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

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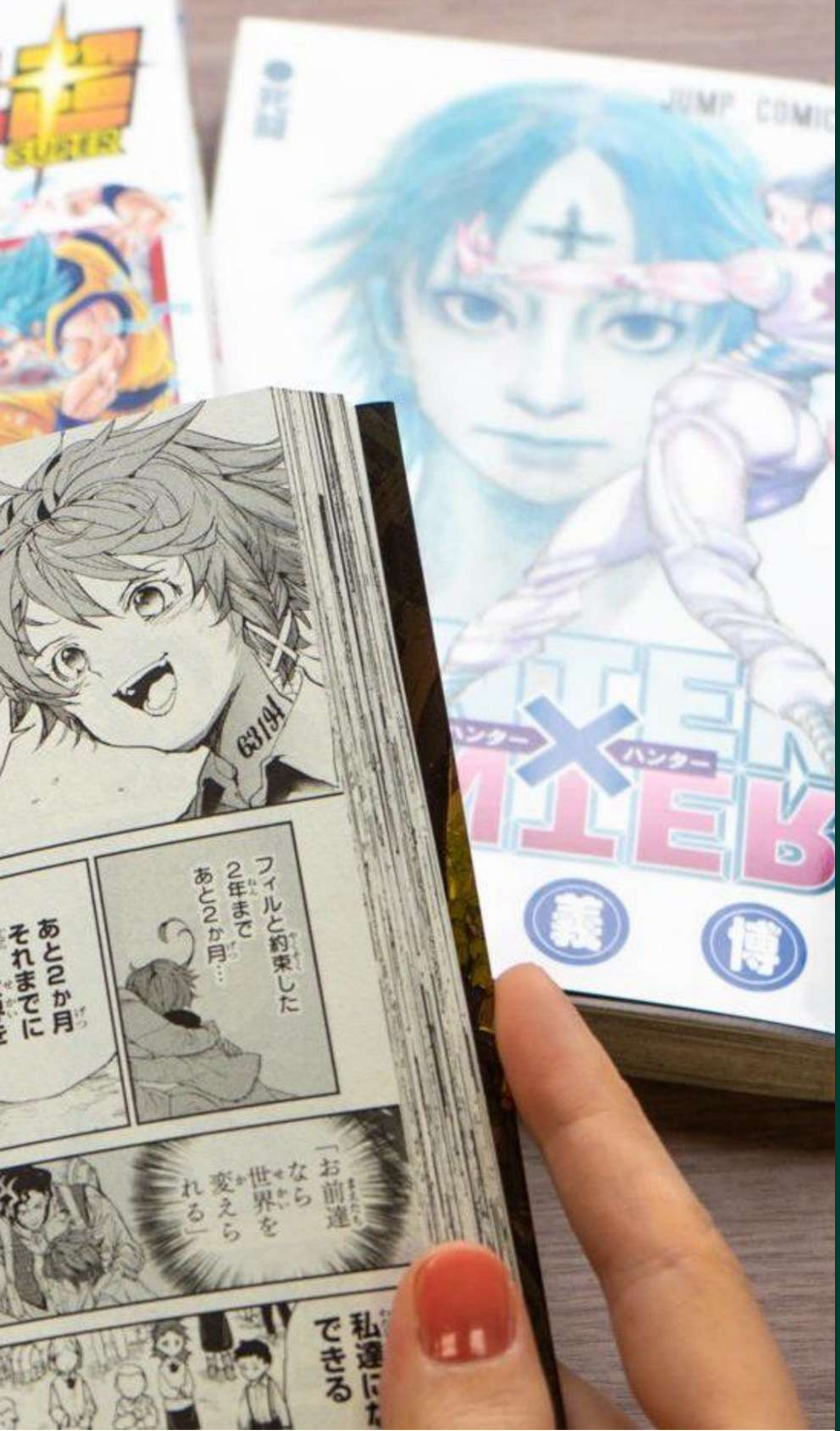
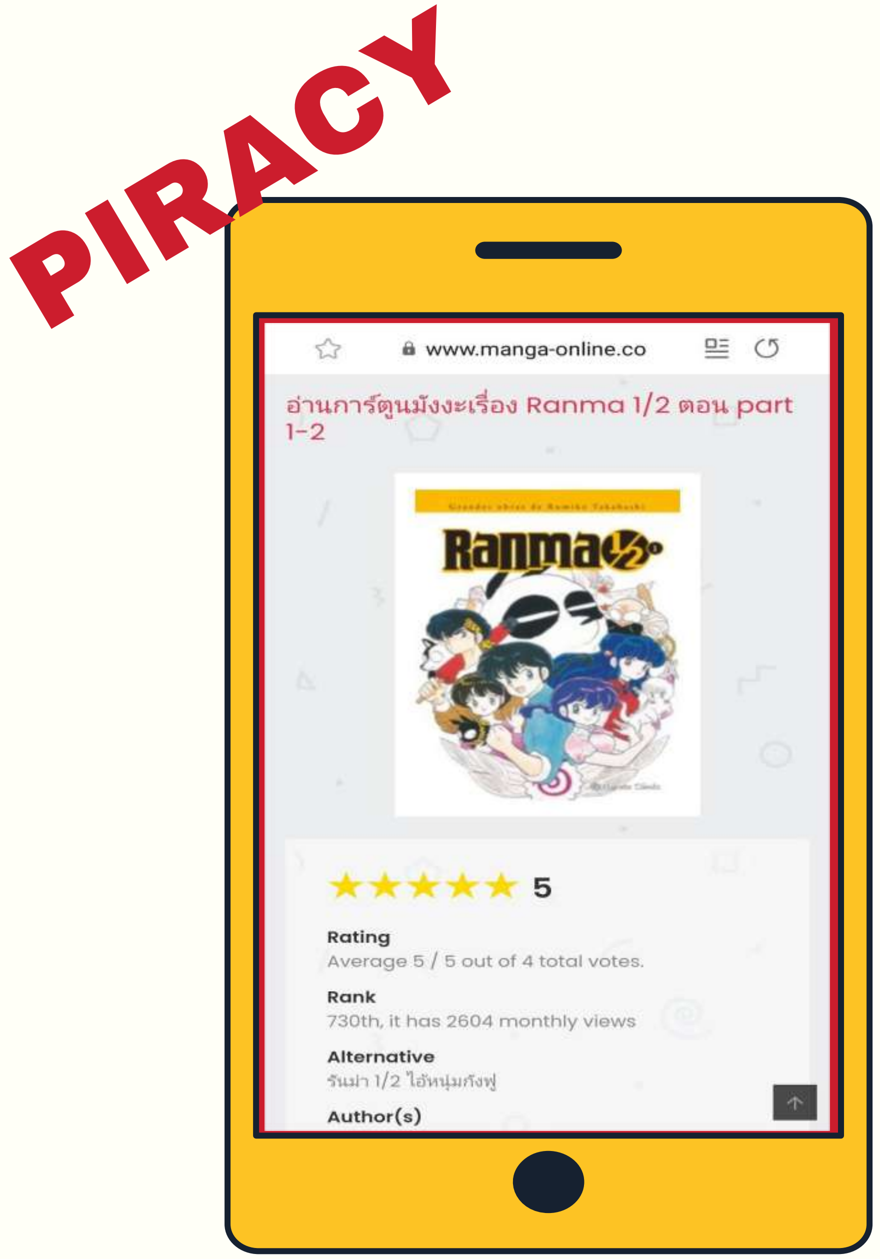

SUPER
ハンター
ハンター
63194
フィルと約束した
2年まで
あと2か月…
「お前達なら
世界を
変えられる」

01 Introduction

Japanese comics have played a large role and influence throughout the world, including Thailand. 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.

01 Introduction



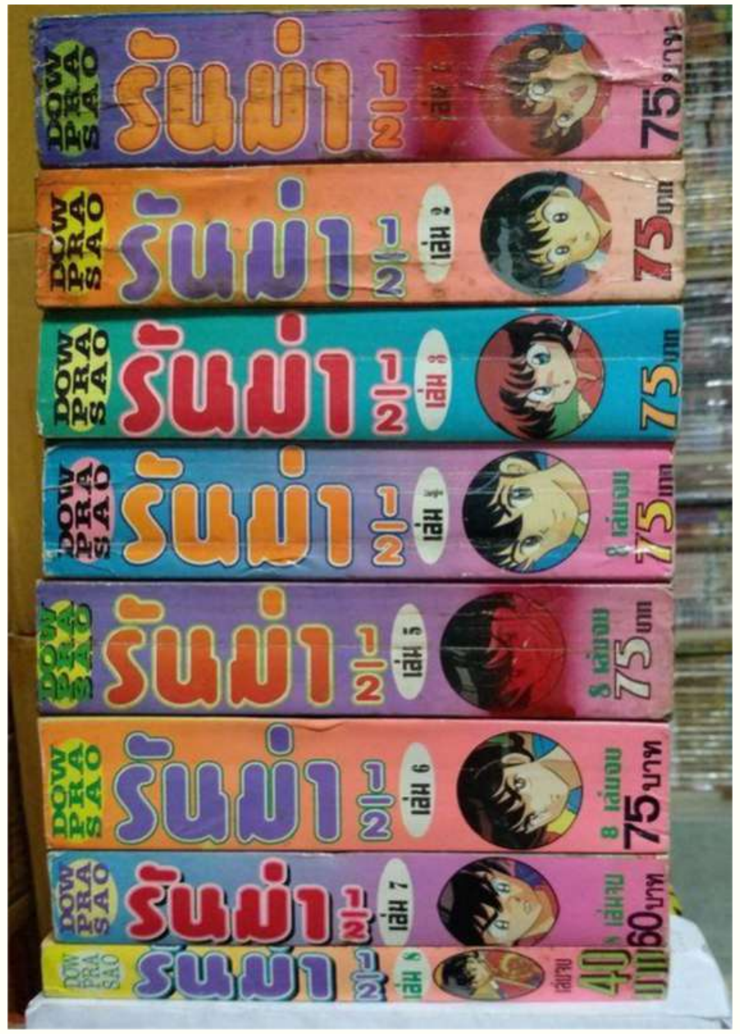
Scanlation

Scan + **Translation**

Manga which is scanned from original and translated in Thai for free distribution through websites or online platforms without the right reserved or permission of the original publisher.

01 Introduction

PIRACY



Physical Pirated Manga

Publishers that translate, publish and distribute manga in physical form without the right reserved or obtaining permission from the original publisher.

ex: MK comics, Otaku, Freewill, CN +, etc.

01 Introduction

PIRACY

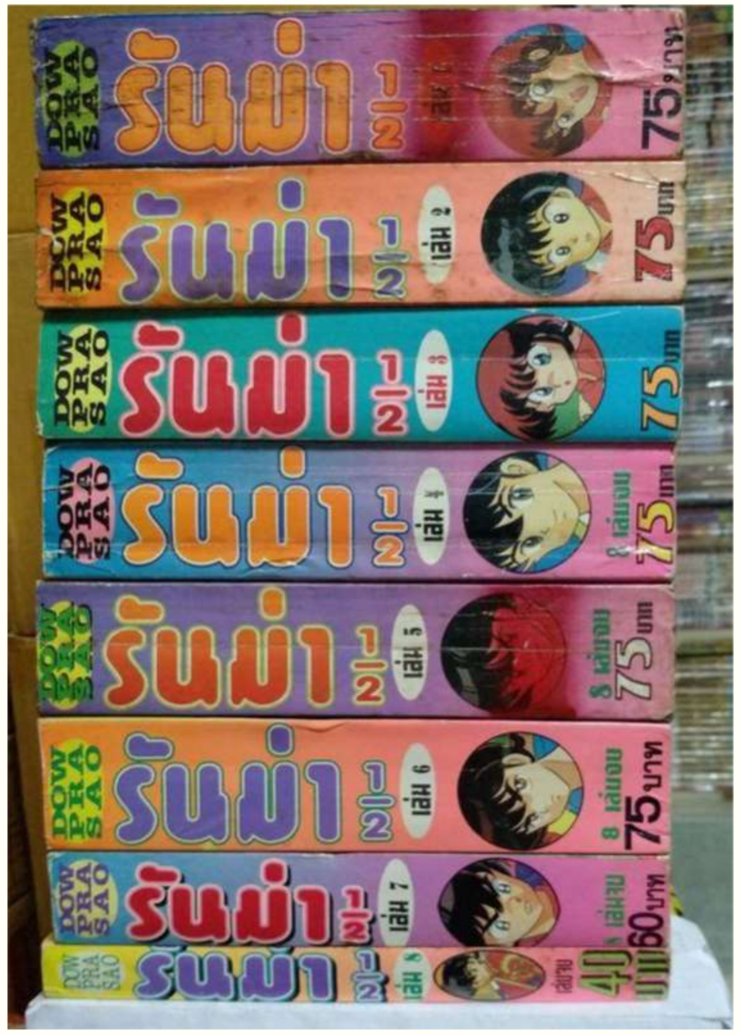
PIRACY

Legitimate Manga

Price: Normal 60-95
Premium 120 ++

Scanlation

Free



Physical Pirated Manga

Price: Normal 40-70
Premium 200 ++

01 Introduction

Main Research Questions

- Which factor influence consumers to consume manga piracy?
- Which recommendation strategies should legal publishers adapt to avoid getting disrupted?

Objectives

To understand consumer behavior in Thai translated book industry by using Japanese comics 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.

02 Literature Review

Tanaka T., (2019)
"The Effect of Internet Book Piracy: Case of Comics"

In this study, the effects of internet book piracy in the case of the Japanese comic book

market were examined using direct measurement of product level piracy ratio and a massive deletion project as a natural experiment. Total effect of the piracy is negative to the legitimate sales, but panel regression and difference-in-difference analysis consistently indicated that the effect of piracy is heterogeneous: piracy decreased the legitimate sales of ongoing comics, whereas increased the legitimate sales of completed comics. The latter result is interpreted as follows: piracy reminds consumers of past comics and stimulates sales in that market.

Schiffman, L.G. & Kanuk, L.L. (2009). *Consumer behavior, 10th edition*. Pearson Education Ltd., New Jersey.

"Marketing activities should be designed to impart a more favourable, 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."

Theoretical Framework

Marketing Mix (4Ps)

Consumer Behavior Theory (6Ws 1H)

Theoretical Framework

Marketing Mix (4Ps)

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

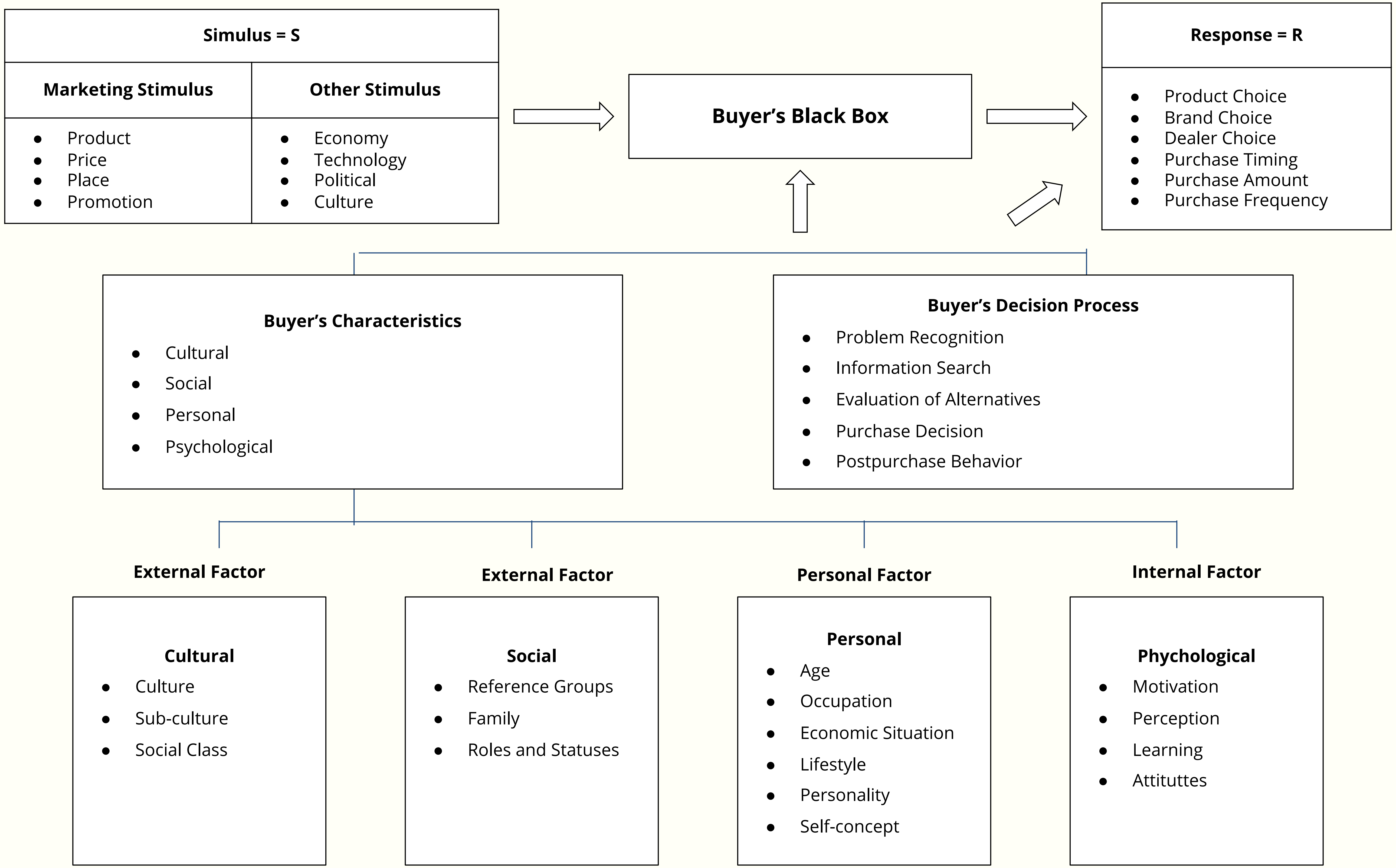
Theoretical Framework

Consumer Behavior Model (6Ws 1H)

6Ws 1H	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

Theoretical Framework

Consumer Behavior Model



Model of Consumer Behavior (Kotler. 1997 : 2)

03 Methodology

The Questionnaire Survey

Part 1 General Consumption Behavior

Part 2 Legitimate Mangas
Scanlations
Physical Pirated Mangas

Part 3 Demographic

Part 4 Additional suggestions for publishers in Thailand

Population: All Thai Translated Manga Consumers

Sample: 1002 Respondents

DATA ANALYSIS

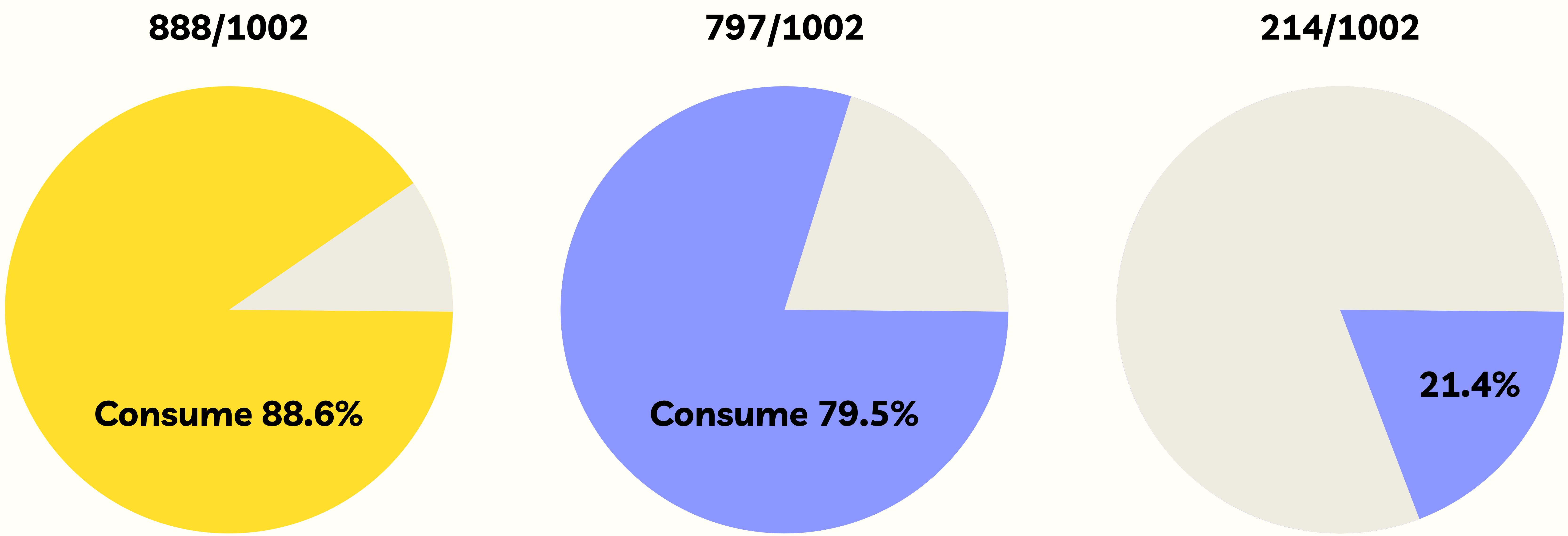
Descriptive Statistics

Logistic Regression Analysis

Source: IBM SPSS Statistic Ver 27.0

04 Results

Descriptive Statistics



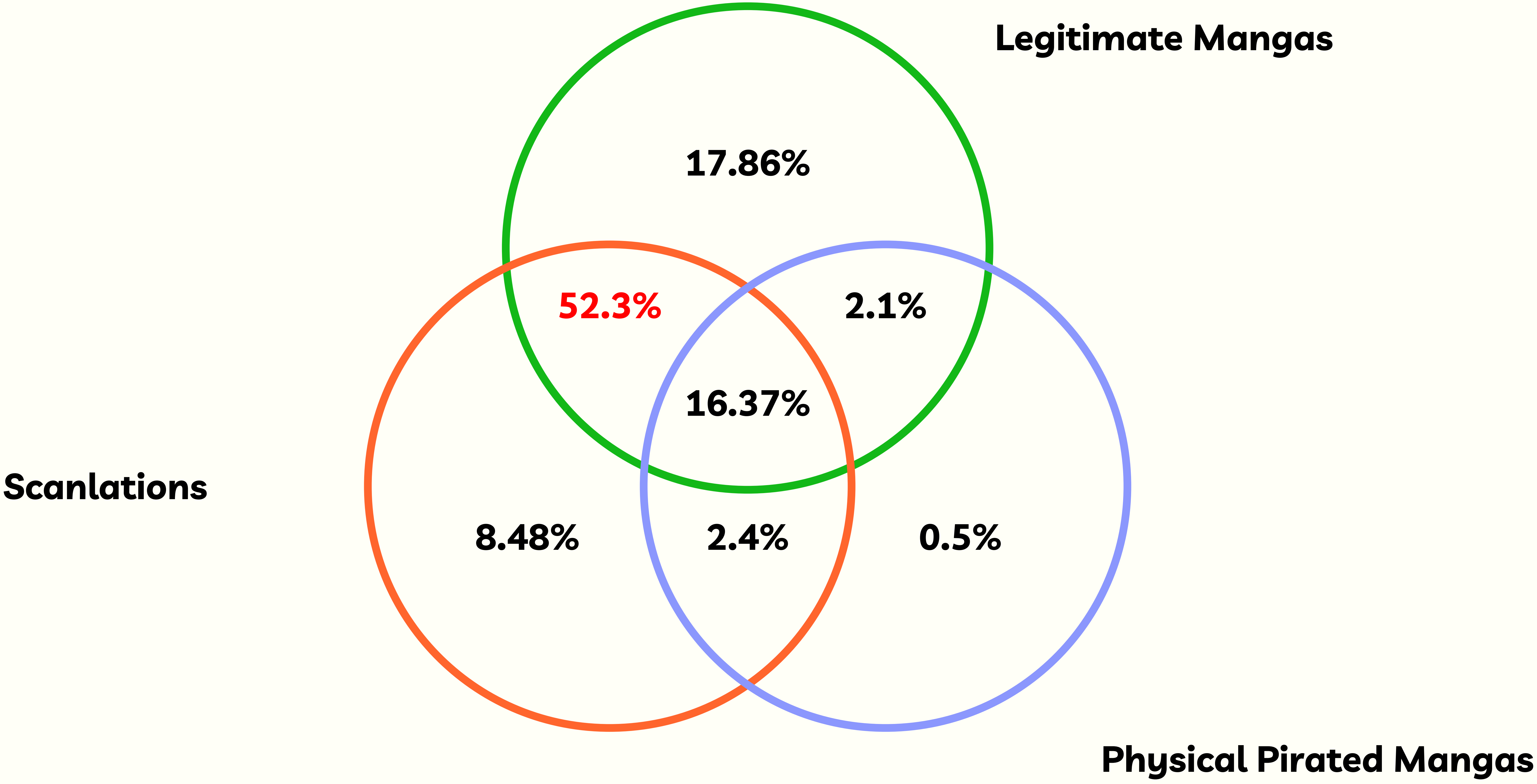
Legitimate Mangas

Scanlations

Physical Pirated Mangas

04 Results

Descriptive Statistics



04 Results

Descriptive Statistics

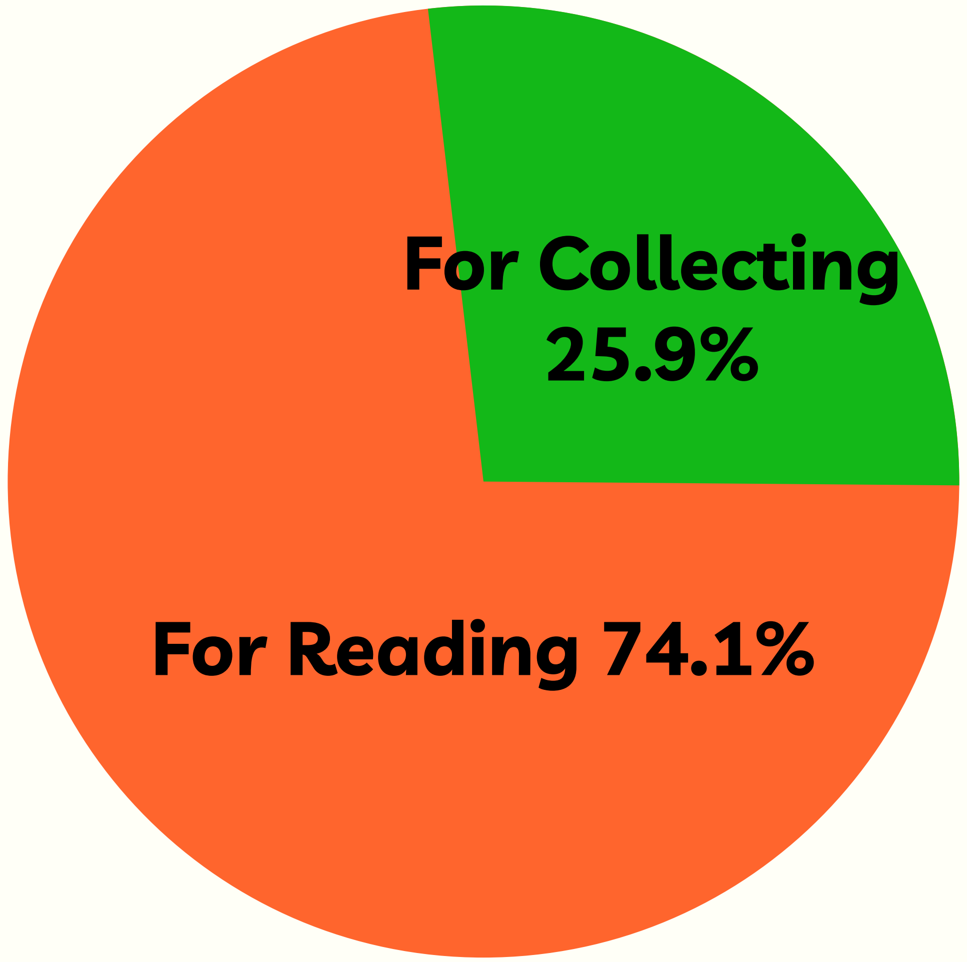


Chart A - The main reason consumers consume manga

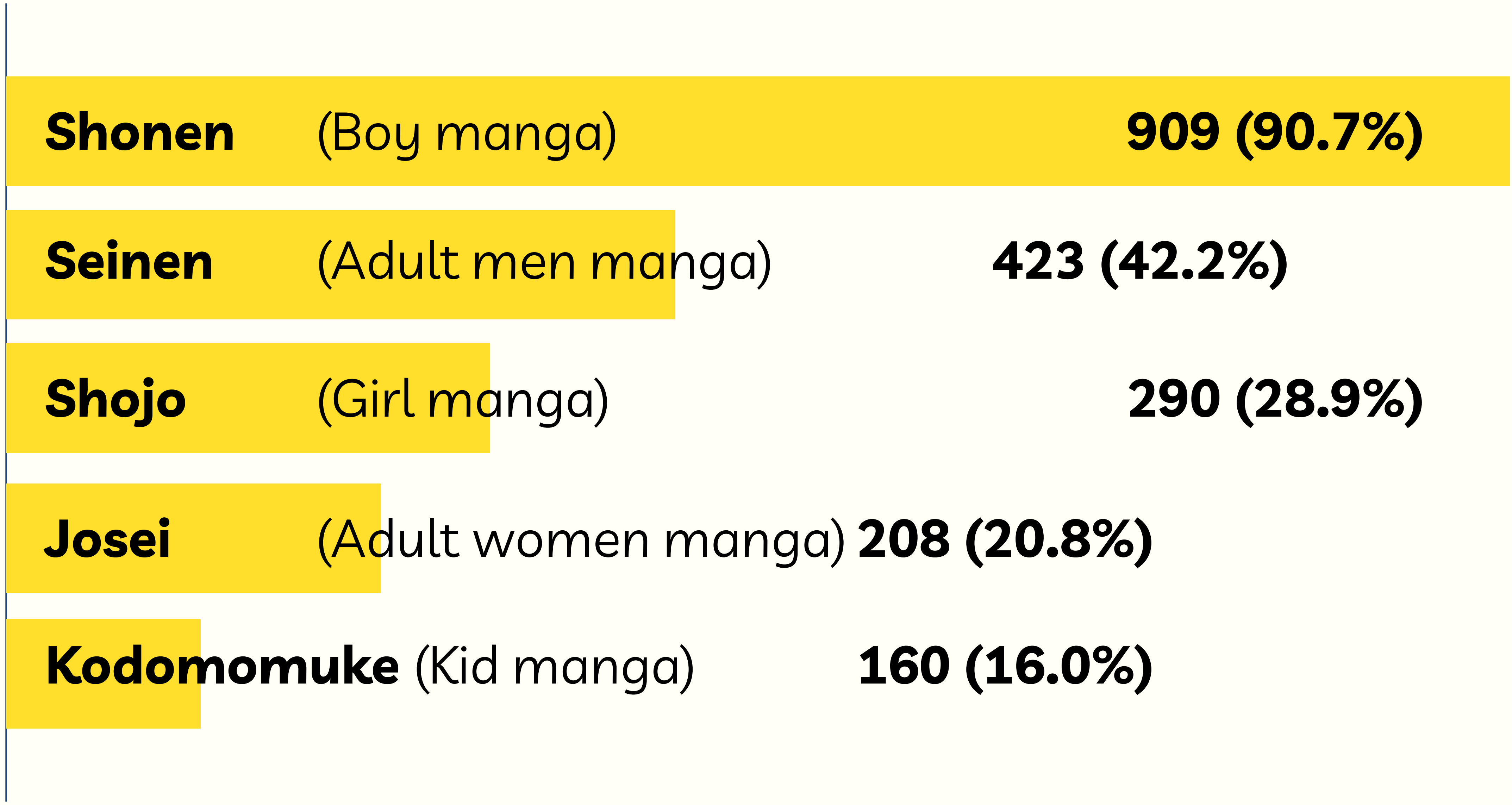


Chart B - Genre of manga

04 Results Legitimate Manga

Descriptive Statistics

Total: 888 Samples

Siam Inter Comics 89.9%

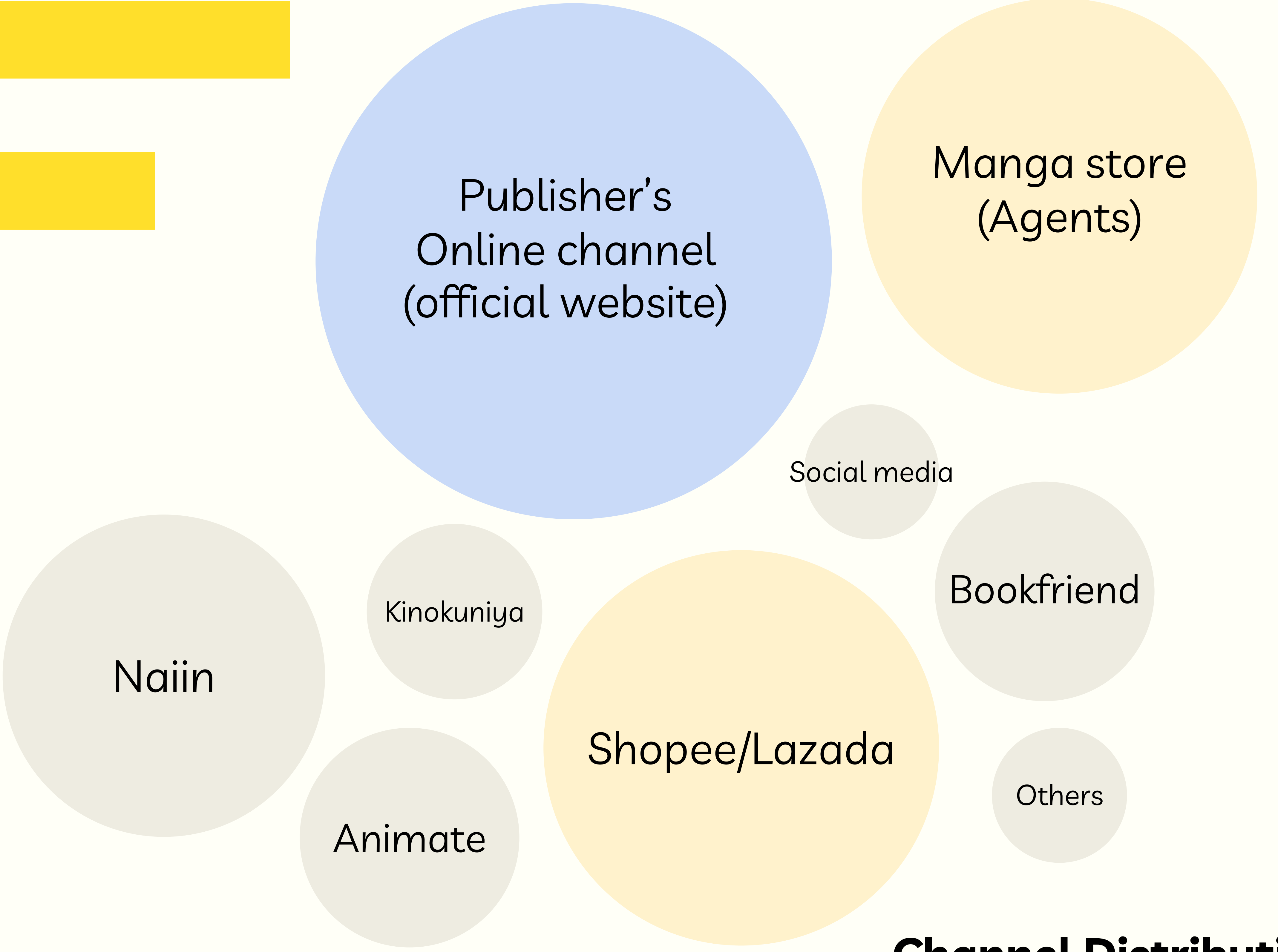
Luckpim 73.5%

Vibulkij 42.9%

NED 35.9%

Bongkoch 33.7%

Others 58.2%



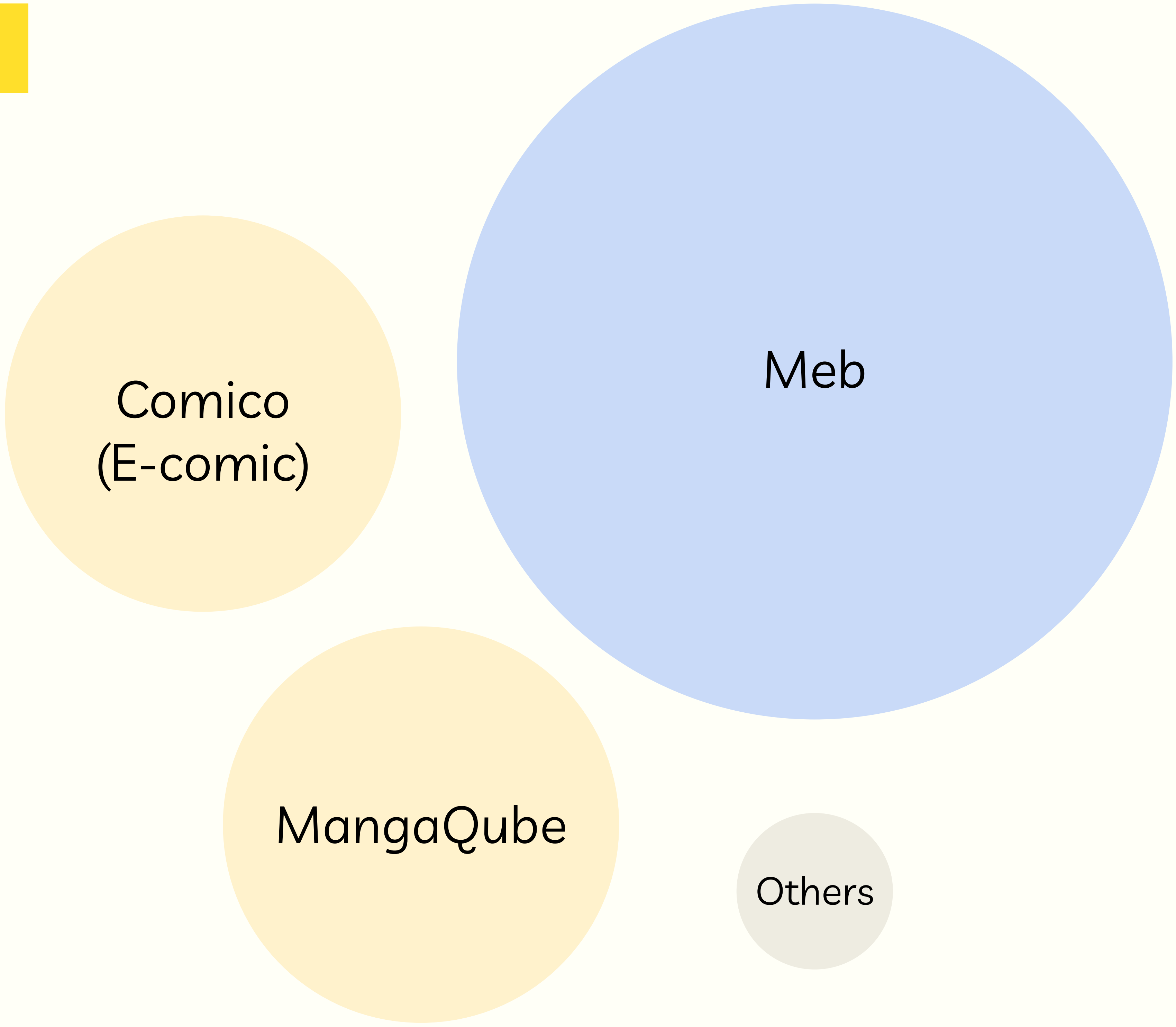
Channel Distribution

04 Results Legitimate Manga

- Siam Inter Comics 89.9%
- Luckpim 73.5%
- Vibulkij 42.9%
- NED 35.9%
- Bongkoch 33.7%
- Others 58.2%

Descriptive Statistics

Total: 888 Samples



Channel Distribution

04 Results Legitimate Manga

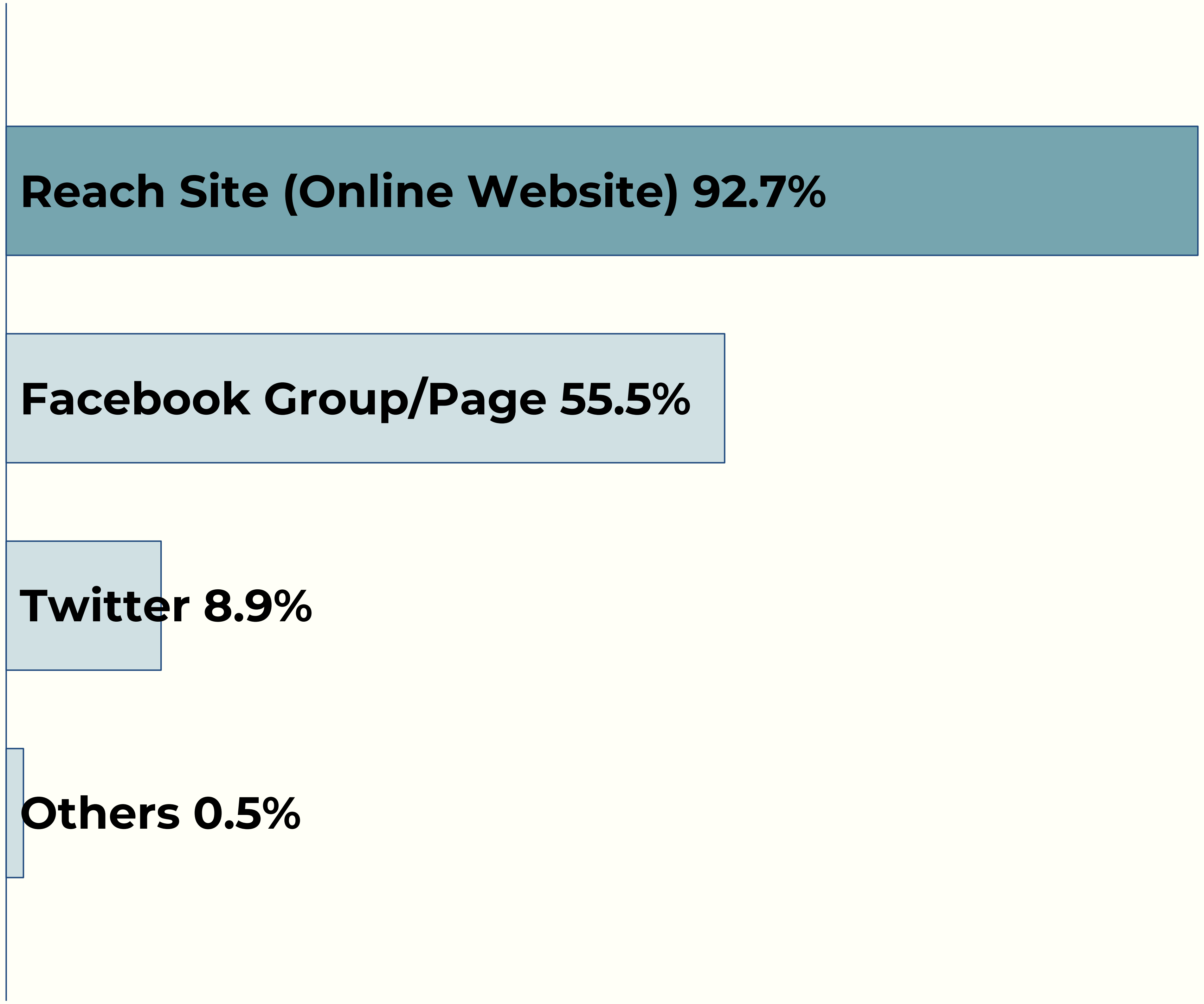
Consumer Behavior	n	(%)
1. How many manga do you buy on average per month? (Both physical format and e-book)		
Less than a volume a month	86	9.7
1 – 5 volumes	361	40.7
6 – 10 volumes	211	23.8
11 – 15 volumes	105	11.8
16 – 20 volumes	44	5.0
Over 20 volumes	81	9.1
Total	888	100.0
2. Average monthly cost (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

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

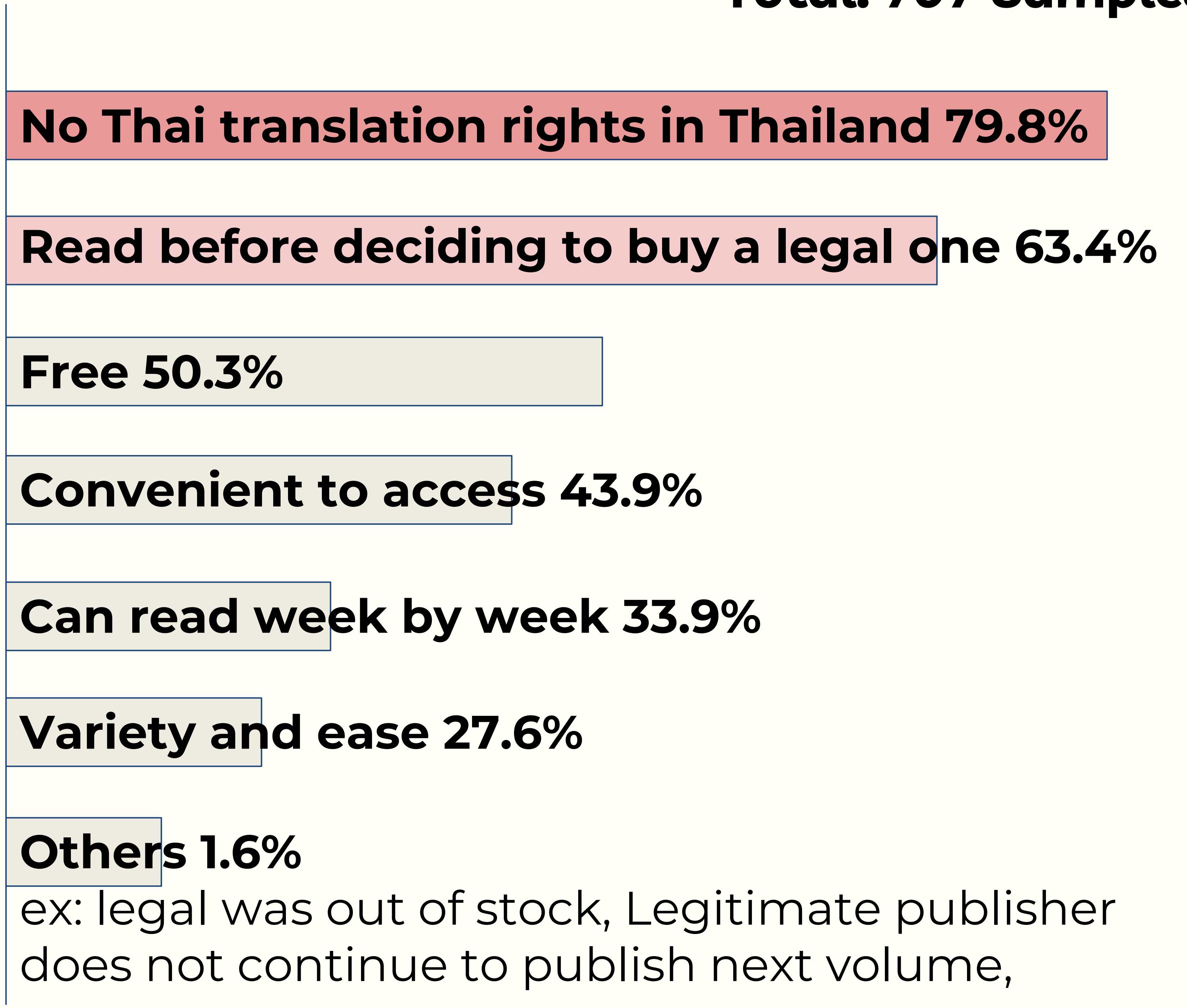
04 Results Scanlation

Descriptive Statistics

Total: 797 Samples



Where?



Why?

04 Results Scanlation

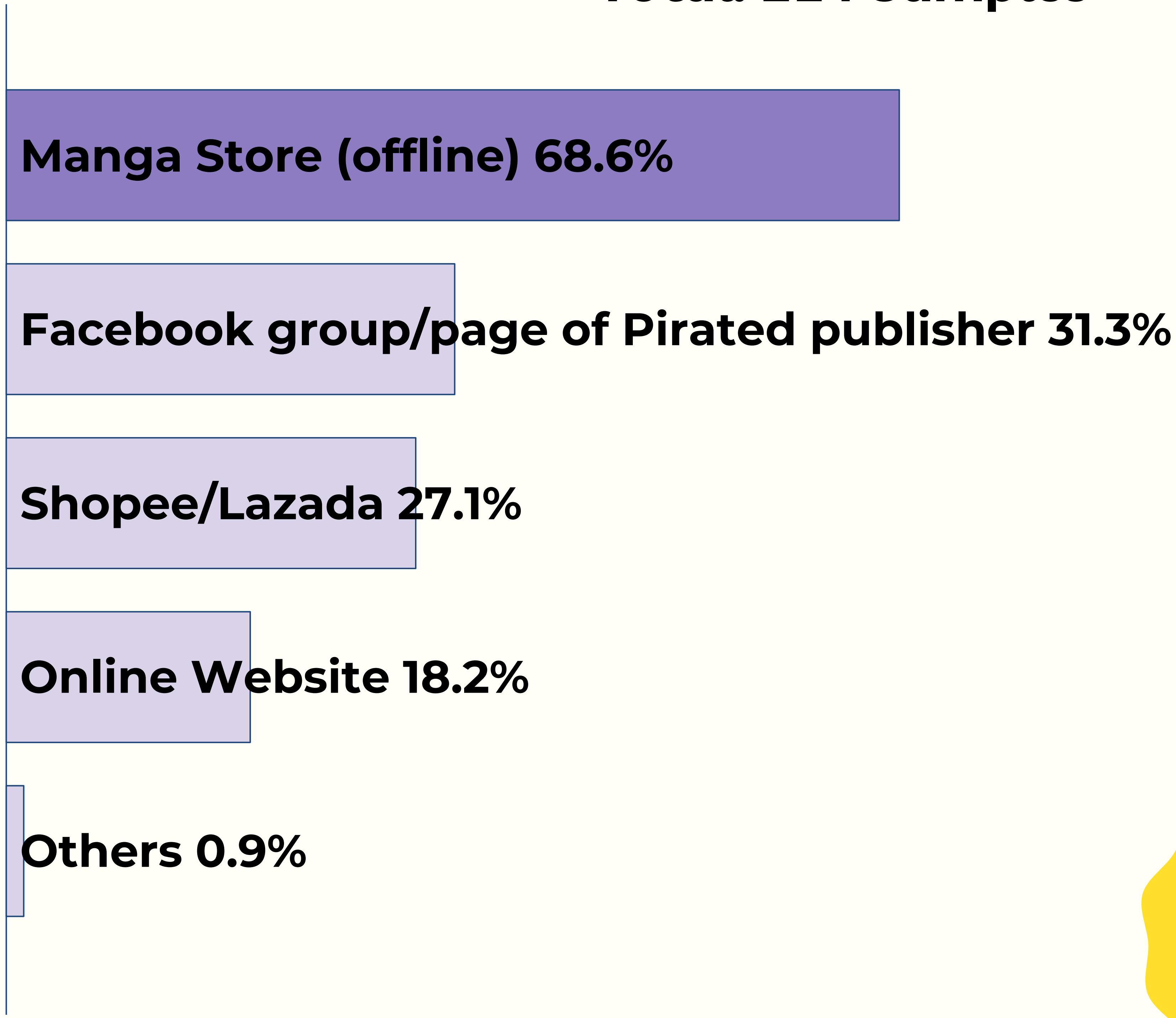
Consumer Behavior	n	(%)
1. Average reading frequency per week		
Less than 1 day per week	308	38.7
1 – 2 days per week	238	29.9
3 – 4 days per week	87	10.9
5 – 6 days per week	31	3.9
Everyday	133	16.7
Total	797	100.0

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
Price			
4. If a translator charges a reading fee on a manga that is difficult to read in Thai	3.913	1.171	High
5. If a translator charges a reading fee on a general manga	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

04 Results Pirate

Descriptive Statistics

Total: 214 Samples



Where?

- No Thai translation rights in Thailand / The legal was out of stock ★★★
- Misunderstand that it’s legitimate manga ★★
- Worth collecting (including its quality) ★
- That manga is interesting to buy ★
- Cheaper than a legal

Why?

04 Results Physical Pirated Manga

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

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
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

Binary Logistic Regression Model

analyze variables influencing the consumption decision on piracy, both scalations and physical pirated book

04 Results

Logistic Regression Analysis

<u>Independent variables</u>

- LEGAL
- REA
- CAT 1
- CAT 2
- CAT 3
- CAT 4
- CAT 5
- Gen
- Age
- Inc
- Occ

→

<u>Dependent Variable</u>

- Not Consume ($Y_1 = 0$)
- Consume ($Y_2 = 1$)

Logistic Regression Analysis

the logistic response function will be as follows :

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

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

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

Logistic Regression Analysis

Binary logistic model of the consumption decision on Piracy:

$$log\left(\frac{P_{piracy}}{1-P_{piracy}}\right) = Z$$

$$Z = b_0+b_1LEGAL+b_2Rea+b_3Cat1+b_4Cat2+b_5Cat3+b_6Cat4+b_7Cat5+b_8Gen1+b_9Gen2$$

$$+b_{10}Age1+b_{11}Age2+b_{12}Age3+b_{13}Age4+b_{14}Age5+b_{15}Inc1+b_{16}Inc2+b_{17}Inc3+b_{18}Inc4+b_{19}Inc5+b_{20}Inc6$$

$$+b_{21}Inc7+b_{22}Occ1+b_{23}Occ2+b_{24}Occ3+b_{25}Occ4+b_{26}Occ5+b_{27}Occ6+\varepsilon$$

04 Results Scanlations

Logistic Regression Analysis

Table 1 Omnibus Tests of Model Coefficients of The Scanlation

		Chi-square	df	Sig.
Step 1	Step	105.309	27	<0.001
	Block	105.309	27	<0.001
	Model	105.309	27	<0.001

Source: IBM SPSS Statistic Ver 27.0

Table 2 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

There is the hypothesis as follow:

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

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

At 95% confidence interval

Accept H1

04 Results Scanlations

Logistic Regression Analysis

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B)	
								Lower	Upper
Step 1[a]	Legal	-1.729	.477	13.171	1	<.001	.177	.070	.451
	REASON	-.374	.183	4.147	1	.042	.688	.480	.986
	TYPE_0	-.133	.316	.177	1	.674	.875	.471	1.627
	TYPE_1	.607	.228	7.095	1	.008	1.835	1.174	2.869
	TYPE_2	.620	.195	10.134	1	.001	1.859	1.269	2.723
	TYPE_3	-.150	.249	.366	1	.545	.860	.528	1.401
	TYPE_4	.153	.277	.305	1	.581	1.165	.677	2.005
	GEN			3.224	2	.199			
	GEN(1)	-.088	.185	.226	1	.635	.916	.638	1.315
	GEN(2)	-.598	.333	3.217	1	.073	.550	.286	1.057
	AGE			17.729	5	.003			
	AGE(1)	.327	.454	.520	1	.471	1.387	.570	3.376
	AGE(2)	1.077	.470	5.245	1	.022	2.935	1.168	7.378
	AGE(3)	.860	.629	1.873	1	.171	2.364	.690	8.104
	AGE(4)	1.466	.877	2.793	1	.095	4.332	.776	24.172
	AGE(5)	-.361	1.405	.066	1	.797	.697	.044	10.950
	INC			1.161	7	.992			
	INC(1)	.102	.352	.083	1	.773	1.107	.555	2.207
	INC(2)	-.349	.512	.464	1	.496	.705	.258	1.926
	INC(3)	-.357	.860	.172	1	.678	.700	.130	3.774
	INC(4)	18.066	18081.321	.000	1	.999	70128399.8	.000	.
	INC(5)	18.876	40192.969	.000	1	1.000	157628947	.000	.
	INC(6)	15.809	22947.786	.000	1	.999	7338155.16	.000	.
	INC(7)	-.775	1.274	.370	1	.543	.461	.038	5.593
	OCC			4.165	6	.654			
	OCC(1)	.050	.482	.011	1	.917	1.051	.409	2.703
	OCC(2)	19.031	6780.087	.000	1	.998	184147692	.000	.
	OCC(3)	.347	.532	.425	1	.515	1.414	.499	4.013
	OCC(4)	.827	1.084	.582	1	.445	2.286	.273	19.134
	OCC(5)	-1.612	.995	2.621	1	.105	.200	.028	1.404
	OCC(6)	18.190	18590.442	.000	1	.999	79429856.6	.000	.
	Constant	2.214	.714	9.614	1	.002	9.154		

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

Significant at 99% confidence interval

Where

Legal = Purchasing decision on legitimate mangas

TYPE1 = Consumption on “Shojo” genre

TYPE2 = Consumption on “Seinen” genre

04 Results Scanlations

Logistic Regression Analysis

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B) Lower	Upper
Step 1[a]	Legal	-1.729	.477	13.171	1	<.001	.177	.070	.451
	REASON	-.374	.183	4.147	1	.042	.688	.480	.986
	TYPE_0	-.133	.316	.177	1	.674	.875	.471	1.627
	TYPE_1	.607	.228	7.095	1	.008	1.835	1.174	2.869
	TYPE_2	.620	.195	10.134	1	.001	1.859	1.269	2.723
	TYPE_3	-.150	.249	.366	1	.545	.860	.528	1.401
	TYPE_4	.153	.277	.305	1	.581	1.165	.677	2.005
	GEN			3.224	2	.199			
	GEN(1)	-.088	.185	.226	1	.635	.916	.638	1.315
	GEN(2)	-.598	.333	3.217	1	.073	.550	.286	1.057
	AGE			17.729	5	.003			
	AGE(1)	.327	.454	.520	1	.471	1.387	.570	3.376
	AGE(2)	1.077	.470	5.245	1	.022	2.935	1.168	7.378
	AGE(3)	.860	.629	1.873	1	.171	2.364	.690	8.104
	AGE(4)	1.466	.877	2.793	1	.095	4.332	.776	24.172
	AGE(5)	-.361	1.405	.066	1	.797	.697	.044	10.950
	INC			1.161	7	.992			
	INC(1)	.102	.352	.083	1	.773	1.107	.555	2.207
	INC(2)	-.349	.512	.464	1	.496	.705	.258	1.926
	INC(3)	-.357	.860	.172	1	.678	.700	.130	3.774
	INC(4)	18.066	18081.321	.000	1	.999	70128399.8	.000	.
	INC(5)	18.876	40192.969	.000	1	1.000	157628947	.000	.
	INC(6)	15.809	22947.786	.000	1	.999	7338155.16	.000	.
	INC(7)	-.775	1.274	.370	1	.543	.461	.038	5.593
	OCC			4.165	6	.654			
	OCC(1)	.050	.482	.011	1	.917	1.051	.409	2.703
	OCC(2)	19.031	6780.087	.000	1	.998	184147692	.000	.
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	OCC(4)	.827	1.084	.582	1	.445	2.286	.273	19.134
	OCC(5)	-1.612	.995	2.621	1	.105	.200	.028	1.404
	OCC(6)	18.190	18590.442	.000	1	.999	79429856.6	.000	.
	Constant	2.214	.714	9.614	1	.002	9.154		

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

Significant at 95% confidence interval

Where

Legal = Purchasing decision on legitimate mangas

REASON = The main reason they consume manga

TYPE1 = Consumption on “Shojo” genre

TYPE2 = Consumption on “Seinen” genre

Age_2 = 19 - 23 years old

04 Results Pirates

Logistic Regression Analysis

Table 1 Omnibus Tests of Model Coefficients of The Physical Pirated Manga

		Chi-square	df	Sig.
Step 1	Step	122.757	27	<0.001
	Block	122.757	27	<0.001
	Model	122.757	27	<0.001

Source: IBM SPSS Statistic Ver 27.0

Table 2 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

There is the hypothesis as follow:

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

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

At 95% confidence interval

Accept H1

04 Results Pirates

Logistic Regression Analysis

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B) Lower	Upper
Step 1[a]	Legal	-.258	.262	.973	1	.324	.772	.462	1.290
	REASON	.219	.187	1.379	1	.240	1.245	.864	1.795
	TYPE_0	.373	.319	1.364	1	.243	1.452	.776	2.716
	TYPE_1	-.178	.211	.711	1	.399	.837	.553	1.266
	TYPE_2	.126	.193	.431	1	.511	1.135	.778	1.655
	TYPE_3	.576	.224	6.615	1	.010	1.778	1.147	2.757
	TYPE_4	.111	.233	.228	1	.633	1.118	.708	1.764
	GEN			32.885	2	<.001			
	GEN(1)	1.120	.199	31.607	1	<.001	3.066	2.075	4.532
	GEN(2)	.326	.397	.672	1	.412	1.385	.636	3.017
	AGE			26.233	5	<.001			
	AGE(1)	-.216	.540	.161	1	.688	.805	.280	2.319
	AGE(2)	.038	.543	.005	1	.944	1.039	.358	3.009
	AGE(3)	.168	.638	.069	1	.793	1.183	.339	4.126
	AGE(4)	2.100	.734	8.183	1	.004	8.166	1.937	34.423
	AGE(5)	2.290	1.414	2.624	1	.105	9.879	.618	157.848
	INC			4.216	7	.755			
	INC(1)	-.383	.303	1.591	1	.207	.682	.376	1.236
	INC(2)	-.277	.439	.399	1	.527	.758	.321	1.791
	INC(3)	-.010	.699	.000	1	.988	.990	.252	3.893
	INC(4)	.897	1.269	.500	1	.480	2.452	.204	29.478
	INC(5)	20.485	40192.969	.000	1	1.000	787628650	.000	.
	INC(6)	-22.272	28367.901	.000	1	.999	.000	.000	.
	INC(7)	1.366	1.245	1.202	1	.273	3.918	.341	45.000
	OCC			9.967	6	.126			
	OCC(1)	.504	.397	1.608	1	.205	1.655	.760	3.608
	OCC(2)	-.413	.606	.466	1	.495	.662	.202	2.168
	OCC(3)	.883	.414	4.540	1	.033	2.417	1.073	5.445
	OCC(4)	1.144	.698	2.686	1	.101	3.138	.799	12.321
	OCC(5)	.623	.912	.468	1	.494	1.865	.312	11.134
	OCC(6)	.065	1.311	.002	1	.960	1.068	.082	13.929
	Constant	-2.422	.673	12.937	1	<.001	.089		

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

Significant at 99% confidence interval

Where

TYPE3 = Consumption on "Josei" genre

Gen_1 = Female

Age_4 = 31 - 45 years old

04 Results Pirates

Logistic Regression Analysis

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B) Lower	Upper
Step 1[a]	Legal	-.258	.262	.973	1	.324	.772	.462	1.290
	REASON	.219	.187	1.379	1	.240	1.245	.864	1.795
	TYPE_0	.373	.319	1.364	1	.243	1.452	.776	2.716
	TYPE_1	-.178	.211	.711	1	.399	.837	.553	1.266
	TYPE_2	.126	.193	.431	1	.511	1.135	.778	1.655
	TYPE_3	.576	.224	6.615	1	.010	1.778	1.147	2.757
	TYPE_4	.111	.233	.228	1	.633	1.118	.708	1.764
	GEN			32.885	2	<.001			
	GEN(1)	1.120	.199	31.607	1	<.001	3.066	2.075	4.532
	GEN(2)	.326	.397	.672	1	.412	1.385	.636	3.017
	AGE			26.233	5	<.001			
	AGE(1)	-.216	.540	.161	1	.688	.805	.280	2.319
	AGE(2)	.038	.543	.005	1	.944	1.039	.358	3.009
	AGE(3)	.168	.638	.069	1	.793	1.183	.339	4.126
	AGE(4)	2.100	.734	8.183	1	.004	8.166	1.937	34.423
	AGE(5)	2.290	1.414	2.624	1	.105	9.879	.618	157.848
	INC			4.216	7	.755			
	INC(1)	-.383	.303	1.591	1	.207	.682	.376	1.236
	INC(2)	-.277	.439	.399	1	.527	.758	.321	1.791
	INC(3)	-.010	.699	.000	1	.988	.990	.252	3.893
	INC(4)	.897	1.269	.500	1	.480	2.452	.204	29.478
	INC(5)	20.485	40192.969	.000	1	1.000	787628650	.000	.
	INC(6)	-22.272	28367.901	.000	1	.999	.000	.000	.
	INC(7)	1.366	1.245	1.202	1	.273	3.918	.341	45.000
	OCC			9.967	6	.126			
	OCC(1)	.504	.397	1.608	1	.205	1.655	.760	3.608
	OCC(2)	-.413	.606	.466	1	.495	.662	.202	2.168
	OCC(3)	.883	.414	4.540	1	.033	2.417	1.073	5.445
	OCC(4)	1.144	.698	2.686	1	.101	3.138	.799	12.321
	OCC(5)	.623	.912	.468	1	.494	1.865	.312	11.134
	OCC(6)	.065	1.311	.002	1	.960	1.068	.082	13.929
	Constant	-2.422	.673	12.937	1	<.001	.089		

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

Significant at 95% confidence interval

Where

TYPE3 = Consumption on "Josei" genre

Gen_1 = Female

Age_4 = 31 - 45 years old

Occ_3 = Self-employed

04 Results

Complementary Part

The Questionnaire Survey

Part 1 General Consumption Behavior

Part 2 Legitimate Mangas
Scanlations
Physical Pirated Mangas

Part 3 Demographic

Part 4 Additional suggestions for publishers in Thailand

04 Results

Complementary Part

Part 4 Suggestions for publishers in Thailand

more inventory to meet with high consumer demand

Concern more about quality of the material ex: paper, ink

Reprint the manga that was out of stock

Concern more about translation quality including artwork

Lower the price

Better the promotion

Better online distribution channel

Better customer relationship

Please don't abandon on-going mangas and invariably distribute new volume

Lower the price of e-book (Cheaper than physical form)

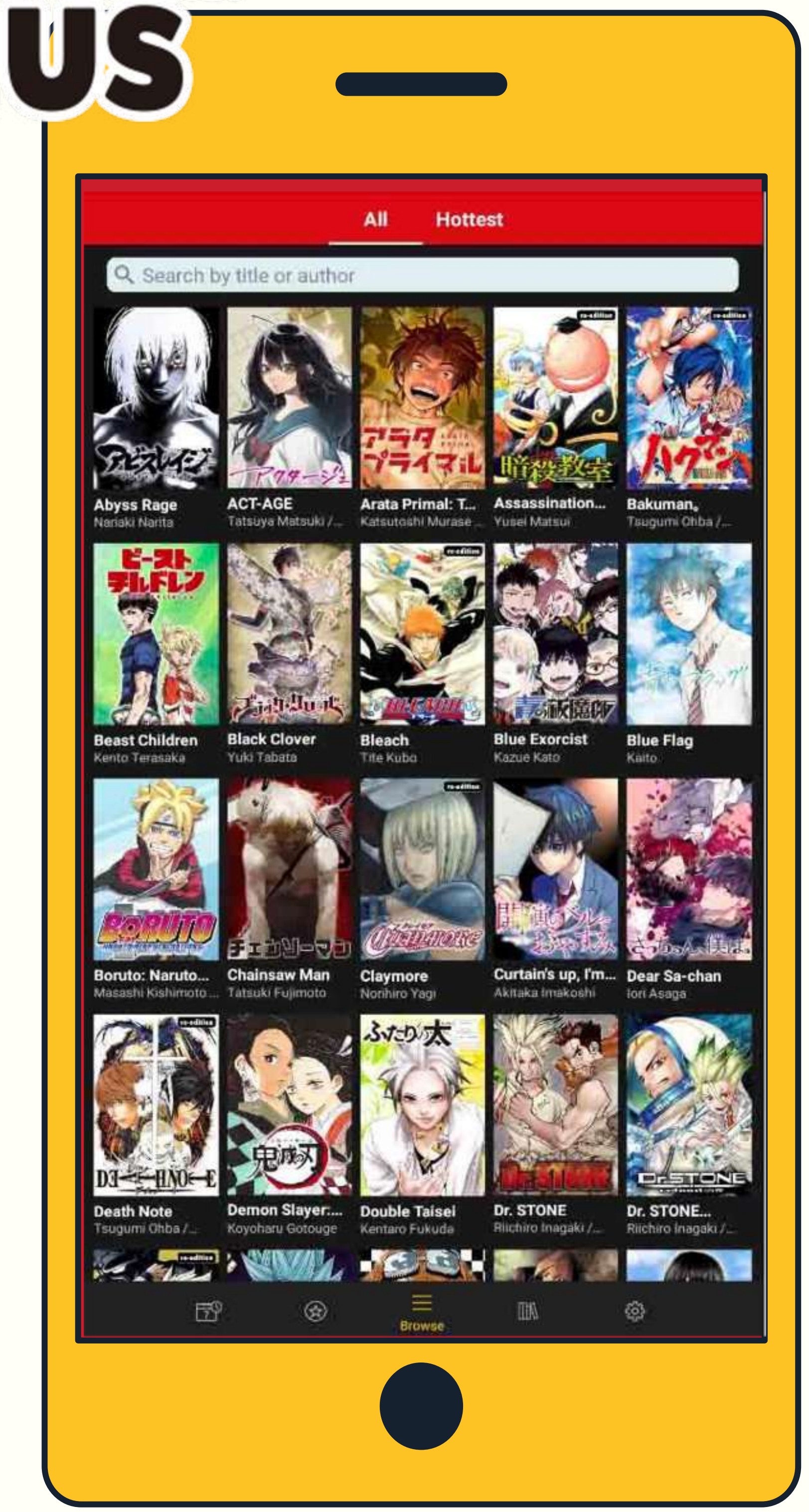
Listen to the feedback

Launch online reading platform

05 Conclusion

Main Research Questions

- Which factor influence consumers to consume manga piracy?
- Which recommendation strategies should legal publishers adapt to avoid getting disrupted in near future?



06 Further Improvement

Study in the publishers' part

Research more about copyright law

EE489 Seminar

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

Pym Limpawutiwaranont
6004641624

Appendix

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

Appendix

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
Other	4	0.4
Total	1002	100.0

Table A2 Demographic of The Sample (Continue)

Appendix

Table B Determination of Independent Variables

Variable	Meaning	Reference
Rea	Rea 1 = เพื่อการสะสม	Rea 0 = เพื่อความบันเทิง
TYPE_0	TYPE _0 = Shonen	
TYPE_1	TYPE _1 = Shojo	
TYPE _2	TYPE _2 = Seinen	
TYPE _3	TYPE 3 = Josei	
TYPE _4	TYPE _4 = Kodomomuke	
Gen	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	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 = 105,001 บาทขึ้นไป	Inc 0 = น้อยกว่า 15,000
Occ	Occ 1 = Private co. employee Occ 2 = Government employee/ State enterprise Occ 3 = Self-employed Occ 4 = Unemployed Occ 5 = Freelance Occ 6 = Others	Occ 0 = Student