THE INFLUENCE OF JAPANESE ANIME ON ANIME FIGURE PURCHASING BEHAVIOR AMONG UNIVERSITY STUDENTS IN THAILAND

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This Independent Study Has Been Approved as a Partial Fulfillment of the Requirements for the Degree of Master of Business Administration

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ABSTRACT

This study explored the factors influencing anime figure purchasing behavior among university students in Thailand, using Theory of Planned Behavior (TPB) as the main framework. The research focused on three core components of TPB which are attitudes, subjective norms, and perceived behavioral control, while also including cultural interest as a supporting variable. The goal of this study was to understand how emotional connection, social influence, perceived ease of access, and cultural motivations affect students' purchasing behavior. Data were collected through an online survey of 347 university students who have experience watching anime and purchasing figures. The questionnaire included Likert-scale and close-ended questions and underwent expert review for content validity, with high reliability confirmed by Cronbach's Alpha scores above 0.80 for all constructs. The findings revealed that students purchased anime figures primarily every three to six months, with PVC, Nendoroid, and scale models being the most popular. Attitudes, especially emotional enjoyment and personal satisfaction showed a strong positive influence on purchasing behavior. Peer influence was also significant, as many students stated their friends were also collectors. Perceived behavioral control, particularly access to stores and affordability, affected purchasing behavior, though financial constraints were a concern for some. Cultural interests, such as wanting to learn Japanese or visit Japan, also supported purchasing behavior, though to a lesser extent. Correlation and regression analyses confirmed that all three TPB components, along with cultural interest, had statistically significant positive relationships with purchasing behavior ($p < 0.01$). The study concludes that TPB is an effective model for explaining anime figure purchases in this context and provides practical recommendations for marketers and retailers to engage emotionally, socially, and culturally with anime fans in Thailand.

Keywords: Japanese Anime, Anime influences, Anime figures, purchasing behavior, Thailand university students

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(Yin Min Oo)

August 08, 2024

DECLARATION

I, Yin Min Oo, hereby declare that this Independent Study entitled “The Influence of Japanese Anime on Anime Figure Purchasing Behavior Among University Students in Thailand” is an original work and has never been submitted to any academic institution for a degree.

(Yin Min Oo)

August 08, 2024

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1. INTRODUCTION

1.1) Background of the Study

Japanese anime has become very popular around the world, including in Thailand, where it has a big impact on fans. One of the most popular types of merchandise related to anime is anime figures, which are models of characters from different shows. These figures are especially popular among university students, who enjoy collecting them. The growing popularity of anime and its related products in Thailand makes it important to understand what influences students to buy these figures. Anime, a popular form of Japanese entertainment, has gained significant global attention, including in Thailand, where it has a large and growing fan base. The rise of anime culture has led to the increasing popularity of related merchandise, with anime figures standing out as one of the most sought after products. These figures, which are detailed models of characters from various anime series, appeal to fans who wish to own physical representations of their favorite characters.

Among these fans, university students are a particularly prominent group, driven by both their passion for anime and their purchasing power. As anime watching continues to expand in Thailand, understanding the motivations behind students' purchasing behavior is crucial. This research aims to explore the influence of anime viewing habits on the buying decisions of university students, focusing specifically on anime figures and the factors that influence their purchasing choices.

1.2) Problem of the Study

Despite the rising popularity of Japanese anime and its merchandise in Thailand, there is still limited academic research focusing on how anime viewing habits influence the purchasing behavior of university students particularly in the case of anime figures. While existing studies have touched on anime's general impact on consumer behavior, few have examined the specific link between anime fandom and the decision to buy character figures. This gap is significant because anime figures are not only commercial products but also emotional and cultural symbols for many fans. Therefore, a deeper understanding is needed to explore how the frequency of anime viewing, emotional attachment to characters, and demographic factors such as age, gender, and academic background shape purchasing behavior. Additionally, identifying the types of anime figures most preferred by students and the reasons behind those preferences can provide useful insights for both academic research and the anime merchandise industry.

The following questions guide this study:

1. How does the frequency of anime viewing influence university students' decision to purchase anime figures?

2. What role does emotional attachment to anime characters play in the purchasing choices of university students?

3. How do demographic factors, such as age, gender, and academic background, impact the purchasing behavior of anime figures among university students?

4. What types of anime figures are most preferred by university students, and what factors influence these preferences?

1.3) Objectives of the Study

The primary objective of this study is to explore the factors influencing university students in Thailand to purchase anime figures. The first objective is to examine the relationship between the frequency of anime viewing and students' purchasing decisions, aiming to understand how regular exposure to anime content affects their buying behavior. The second objective is to examine the emotional attachment students develop toward anime characters and how these emotional factors drive their interest in collecting related merchandise. The third objective is to explore how demographic variables of age, gender, and academic background impact the decision to purchase anime figures. Finally, the fourth objective is to identify which types of anime figures are most preferred by university students and to investigate the reasons behind these specific preferences.

The following objectives will guide this study:

1. To explore the influence of the frequency of anime viewing on university students' decision to purchase anime figures

2. To examine the influence of the emotional attachment to anime characters on the purchasing choices of university students

3. To explore the impact of demographic factors, including age, gender, and academic background, on the purchasing behavior of anime figures among university students

4. To identify the types of anime figures that are most preferred by university students, and the factors that influence these preferences

1.4) Significance of the Study

This study is significant as it provides valuable insights into the factors influencing the purchasing behavior of anime figures among university students in Thailand. Understanding these influences can help businesses and marketers in the anime merchandise industry develop more targeted strategies to engage with this growing consumer group. Moreover, the findings can benefit the tourism and education sectors, as they may identify opportunities to use anime related content and events to attract new clients. Additionally, the research contributes to the academic field by

filling the gap on the connection between anime fandom and consumer behavior, particularly in the context of Thai university students. Ultimately, this study offers practical implications for marketers, businesses, and policymakers seeking to tap into the cultural appeal of anime.

1.5) Scope of the Study

This study explored four key areas related to the purchasing behavior of anime figures among university students in Thailand. This study focused on examining how key factors, attitudes, subjective norms, perceived behavioral control, and cultural interests, affect students' intention and decision to purchase anime figures. The scope was limited to university students who are currently studying in Thailand, and the data collection took place through an online survey, focusing on their experiences with buying anime figures.

2. LITERATURE REVIEW

This chapter examines the existing literature on anime culture and its influence on consumer behavior, particularly in the context of university students in Thailand. It provides a foundation for understanding the various factors that shape the purchasing decisions of anime figures, a popular form of anime related merchandise.

Japanese anime has grown from a niche form of entertainment into a global cultural phenomenon, with a strong presence in Southeast Asia, especially Thailand. The increasing accessibility of anime through streaming platforms and social media has made it more popular among students, particularly university students. Chaudhary and Chaudhary (2024) mentioned that the unique storytelling, emotional depth, and character development in anime are key reasons for its widespread appeal. As a result, anime has become a gateway to Japanese culture and consumer products. This cultural connection often extends beyond watching anime into collecting merchandise, especially anime figures. Fans build emotional attachments to characters, which motivates them to purchase physical items that represent their favorite shows or personalities. According to Haryo and Salman (2022), many anime consumers see figures not just as collectibles, but as meaningful expressions of identity and fandom. These behaviors are especially noticeable among students, who tend to actively share and discuss their collections in online communities. In Thailand, the influence of Japanese anime is seen in both entertainment consumption and consumer behavior. As Thai university students engage more deeply with anime, their interest in related merchandise also grows. This review explores previous research on anime culture, media influence, fandom, and demographic factors that contribute to figure buying behavior. The aim is to understand the motivations and patterns that drive anime figure purchases among university students in Thailand.

2.1) Anime Culture and Its Influence

Japanese anime has become increasingly popular among Thai, especially university students. With easy access through online platforms such as YouTube, Netflix, and Bilibili, anime has become a common form of entertainment for this age group. Chaudhary and Chaudhary (2024) pointed out that anime content is widely consumed by Thai students due to its engaging visuals, strong storytelling, and connection to Japanese culture. This regular exposure plays a role in shaping the interests and lifestyle of many viewers. For Thai university students, anime is more than just entertainment, it is a part of their everyday identity and social life. Students often form fan communities both online and on campus, where they share anime content, discuss favorite characters, and participate in cosplay events. According to Haryo and Salman (2022), anime fans in Thailand tend to be highly engaged, and this engagement often leads to deeper involvement with anime related activities, including collecting merchandise like figures and posters. The growing popularity of anime has also influenced consumer behavior. Many Thai students who enjoy anime are likely to buy character goods as a way to express their personal tastes and cultural

connection. These purchases often reflect emotional attachment and a desire to feel closer to the anime world (Chaudhary & Chaudhary, 2024). As anime continues to influence youth culture in Thailand, understanding its role among university students becomes essential to analyzing their buying behavior, especially in relation to anime figures.

2.2) Media Influence on Consumer Behavior

The media plays a strong role in shaping the purchasing behavior of Thai university students, especially when it comes to Japanese anime. With platforms like YouTube, Facebook, and TikTok widely used among students, anime content is constantly consumed and shared. Kakarndee et al. (2023) mentioned that frequent exposure to anime through media increases emotional involvement, which often leads to interest in anime related products such as figures, posters, and collectibles. In Thailand, anime related content often appears in advertising, influencer posts, and fan made videos, making it a regular part of students' online experiences. The article also mentioned that media channels influence consumer decision making by creating emotional connections, shaping preferences, and enhancing product perceptions. In the case of anime, its captivating storytelling and character development can evoke strong emotional responses, leading to increased attachment and, consequently, greater consumption of anime related products, such as figures (Chaudhary & Chaudhary, 2024). Media also functions as a tool for brand and product placement, subtly influencing consumers to purchase items associated with their favorite characters or series (Haryo & Salman, 2022). The accessibility of anime through streaming platforms and social media has further amplified its impact, providing constant exposure that reinforces purchasing behaviors among fans (Ameri et al., 2019).

2.3) Anime Fandom and Collecting Behavior

Anime fandom in Thailand has developed into a significant cultural phenomenon, especially among university students. This fandom often extends beyond viewing anime to include collecting related merchandise, such as figures, posters, and other character goods. According to Smutradontri and Gadavanij (2020), Thai fans engage with anime content on social media platforms, where they create fan texts and discuss characters, reinforcing their emotional connections to the series. This strong engagement with anime content naturally leads to an interest in collecting merchandise as a way to express fandom and identity. The desire to collect anime related items is driven by both emotional attachment and social influences. Sutthichai (2017) noted that mostly male students are influenced by their personal connection to anime characters, which motivates them to purchase figures and other collectibles. The act of collecting is seen as a way to maintain a connection with the fictional world and show commitment to their favorite series. Additionally, Smutradontri (2020) mentioned that Thai fans often share their collections and experiences in fan communities, reinforcing their sense of belonging and increasing the desire to collect more items. Social media also plays a key role in shaping collecting behavior. Shimauchi (2023) emphasized the role of online communities in fostering fandoms, where fans influence one another's purchasing decisions. These interactions often lead to increased awareness of limited

edition releases or special collections, which further heighten the perceived value of the items. This dynamic shows how anime fandom in Thailand is not only about personal interests but is also shaped by peer interactions and the cultural exchange within the fandom community.

2.4) Factors Influencing the Purchase of Anime Related Figures

The purchase of collectible items, such as anime figures, is influenced by a variety of psychological, social, and cultural factors. (Reysen et al., 2021) Several factors influence the purchasing decisions of university students in Thailand when it comes to collectible anime figures, with demographics and media exposure playing significant roles. According to Belk (1988), collectors often view their acquisitions as an extension of their identity, with each item symbolizing personal meaning or emotional attachment to the object. Torpeng et al. (2024) noted that age, gender, and disposable income were key factors in determining the purchasing behavior of anime consumers in Bangkok. University students, often in the early stages of their careers, are typically more willing to allocate their disposable income to anime related products like figures. This demographic's high engagement with anime media on platforms such as YouTube and streaming services also increases their exposure to advertisements and promotions related to collectible items. In addition to demographic factors, social influences heavily impact students' decisions. Torpeng et al. (2024) highlighted how peer influence within anime communities in Thailand can encourage students to buy figures as a form of social bonding. Online fan communities and social media platforms facilitate the exchange of information about new releases and limited edition collectibles, motivating students to purchase items to maintain social relevance within these groups. Moreover, the portrayal of anime characters in popular media adds emotional value to the figures, further driving consumer interest. The role of media exposure, particularly anime entertainment media, is also significant in shaping consumer behavior. Kakarndee et al. (2023) mentioned that Generation Y consumers, who are particularly active in consuming anime, often associate the figures with their connection to Japanese culture. For students, these figures represent a tangible link to the anime worlds they admire. The emotional connection formed through anime entertainment media influences students' decision to purchase figures, as they view these items as more than just merchandise but as symbols of their personal identity and cultural interests.

2.5) Role of Demographics in Consumer Preferences

Demographic factors, such as age, gender, and income, play a significant role in shaping consumer preferences, including the purchase of collectible items like anime figures and those factors significantly influence the purchasing behavior of anime enthusiasts, especially university students in Thailand. Tongdhamachart (2015) highlighted that age and income are key variables affecting consumer preferences in the anime merchandise market. Younger consumers, particularly those in university, often have a strong emotional connection to anime characters, driving them to purchase anime related figures. Additionally, students with higher disposable incomes are more likely to invest in premium or limited edition figures, as they can afford the

higher costs associated with exclusive collectibles. Solomon (2018) pointed out that demographic variables are crucial in segmenting markets and predicting purchasing behaviors, as different groups exhibit distinct preferences and motivations. For example, younger consumers, particularly university students, are often more inclined to engage with anime culture and purchase related merchandise, driven by their strong emotional connections to the characters (Chaudhary & Chaudhary, 2024). Additionally, gender also plays a role in shaping preferences for anime figures, as certain characters or series tend to attract more male or female fans. Gender may influence the types of figures purchased, with certain characters or series attracting more male or female fans (Haryo & Salman, 2022). Tongdhamachart (2015) observed that male consumers in particular are more likely to purchase action figures or character models from popular anime series, while female consumers may prefer figures related to characters from romance or slice of life genres. However, income level also impacts purchasing decisions, as limited resources may restrict the ability to buy high end or exclusive items, while those with higher disposable income are more likely to collect premium figures (Ameri et al., 2019). These demographic differences help explain the varying preferences in the anime figure market and provide insight into the factors driving purchasing decisions among Thai university students.

In conclusion, this literature review explores how Japanese anime influences the buying behavior of university students in Thailand, with a focus on the purchase of collectible anime figures. Anime has become increasingly popular among Thai students due to its engaging stories and cultural connection to Japan. Easy access through platforms like YouTube and Netflix allows students to watch anime regularly, forming emotional connections with characters. These connections often lead to participation in fan communities and the purchase of anime related merchandise. Collecting figures is not only a hobby but also a way for students to express their identity and belonging within anime culture (Chaudhary & Chaudhary, 2024; Haryo & Salman, 2022). The media also plays a major role in shaping students' buying decisions. Social media, influencer content, and anime related promotions increase product visibility and emotional engagement, encouraging purchases (Kakarndee et al., 2023; Haryo & Salman, 2022). Demographic factors like age, gender, and income significantly influence preferences. Male students tend to buy action figures, while females may prefer more emotionally driven characters (Tongdhamachart, 2015). Students with more disposable income are more likely to purchase high end collectibles. Peer influence and online fan groups also drive interest in limited edition items. Together, these emotional, media, and demographic factors help explain the purchasing behavior of Thai university students who are anime fans (Torpeng et al., 2024; Kakarndee et al., 2023).

3. RESEARCH METHODOLOGY

This chapter outlines the research methods used to explore the factors influencing anime figure purchasing behavior among university students in Thailand. It presents the research design, target population, sampling method, and data collection procedures. In addition, it explains the theoretical framework guiding the study, the techniques used for data analysis, and the ethical considerations taken into account. By clearly describing the methodology, this chapter ensures transparency and supports the reliability and validity of the research findings.

This study applied a quantitative research design to investigate the factors that influence university students in Thailand to purchase anime figures after watching Japanese anime. The research is guided by Theory of Planned Behavior (TPB), which suggests that an individual's behavior is driven by three key components: attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of this study, these elements help explain how students' enjoyment of anime, peer influence, and confidence in their ability to purchase figures affect their buying decisions. A structured online questionnaire was used as the primary research tool to collect data. The questions were designed to measure each TPB component and its relationship with actual purchasing behavior. This design enables the study to examine the influence of psychological and social factors on consumer choices, providing a clear framework for data analysis and interpretation.

3.1) Questionnaire Design

3.1.1) Theoretical Framework

The theoretical framework for this study is grounded in Theory of Planned Behavior (TPB), which provides a structured approach to understanding how individuals' attitudes, social influences, and perceived control over a behavior shape their intention to engage in specific actions. In the context of this research, TPB helps explain how university students in Thailand are influenced to purchase anime figures after watching anime.

According to TPB, three main components influence behavior:

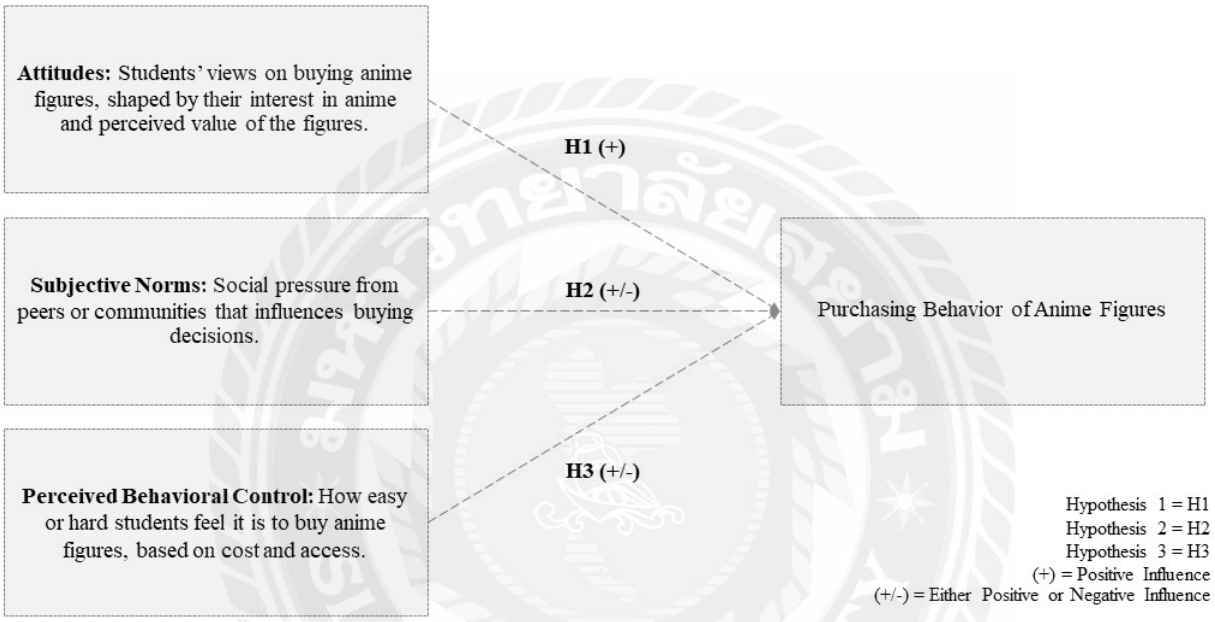
1. Attitudes: This refers to an individual's positive or negative evaluation of performing a behavior, in this case, the purchase of anime figures. A student's enjoyment of anime and the perceived value of anime figures will likely influence their purchasing behavior.

2. Subjective Norms: These are the perceived social pressures or expectations from others (e.g., friends, family, and online anime communities). Students may be influenced by the behaviors or opinions of those around them, which may encourage or discourage the purchase of anime figures.

3. Perceived Behavioral Control: This represents the perceived ease or difficulty in performing the behavior. In this study, it reflects students' confidence in their ability to buy anime figures, considering factors like affordability, availability, and personal circumstances.

The following conceptual framework illustrates the relationship between these components and the purchasing behavior of anime figures among university students in Thailand.

Figure 3.1: Conceptual Framework



The framework outlines three independent variables, Attitudes, Subjective Norms, and Perceived Behavioral Control, that are hypothesized to impact the dependent variable, which is purchasing behavior of anime figures.

1. Hypothesis 1 (H1): Attitudes and Purchasing Behavior

   Attitudes toward the purchase of anime figures are expected to have a positive influence on purchasing behavior. Students who hold favorable views of anime figures are more likely to buy them.

2. Hypothesis 2 (H2): Subjective Norms and Purchasing Behavior

   Subjective Norms have either a positive or negative influence on purchasing behavior. If students receive social support from peers or communities, this encourages purchases; however, if they face disapproval or pressure not to spend on such items, the influence could be negative.

3. Hypothesis 3 (H3): Perceived Behavioral Control and Purchasing Behavior

Perceived Behavioral Control has a positive or negative influence on purchasing behavior. Students who feel financially capable and have access to purchasing channels are more likely to act, while those who feel restricted may be discouraged.

Overall, the framework highlights how individual beliefs, social expectations, and perceived control all shape the likelihood of purchasing anime figures within this student segment.

In addition to the three core constructs from Theory of Planned Behavior (TPB), Attitudes, Subjective Norms, and Perceived Behavioral Control, this study also included Cultural Interests as a supporting variable. Although not originally part of the TPB framework, Cultural Interests were measured to reflect the strong influence of anime related cultural motivations (e.g., interest in learning Japanese, traveling to Japan). This variable was included to provide a more context-specific understanding of anime figure purchasing behavior among university students in Thailand.

3.1.2) Identification of Key Research Variables

This study aims to identify the key variables derived from the Theory of Planned Behavior (TPB) that are essential to understanding the purchasing behavior of anime figures among university students in Thailand. The independent variables include attitudes, subjective norms, and perceived behavioral control, while the dependent variable is the purchasing behavior. These variables are measured through corresponding survey questions to ensure alignment between the theoretical model and the data collection process. Additionally, demographic and behavioral data such as frequency of anime watching, type of figure purchased, and spending habits are included to provide context and support analysis of possible influencing factors.

The table below outlines how each survey question aligns with these key research variables:

Table 3.1: Identification of Key Research Variables

Variable	TPB Component	Survey Questions
Independent Variable	Attitudes	Q6-Q9 (enjoyment, value, happiness, and display purpose)
	Subjective Norms	Q10-Q13 (friends' interest, bonding, support, and group pressure)
	Perceived Behavioral Control	Q14-Q17 (affordability, purchase knowledge, financial availability and purchase frequency)
Dependent Variable	Purchasing Behavior	Q19-Q21 (frequency of buying, types of purchased figures and usual spending)
	Demographics	Q1-Q3 (gender, age, education level)

Supporting Variable	Anime Engagement	Q4-Q5, Q18 (anime-watching, buying behavior and frequency)
	Interest in Japanese Culture	Q22-Q26 (interest in learning Japanese language or traveling to Japan)

3.1.3) Summary Table of Key Research Variables

3.1.3.1) Independent Variables

These variables reflect the components of Theory of Planned Behavior (TPB) including Attitudes, Subjective Norms, and Perceived Behavioral Control. They help explain the factors that may influence students' decision to buy anime figures.

Table 3.2: Summary Table of Independent Variables

TPB Component	Characteristic	Question No.	Measurement Scale
Attitudes	Enjoyment	Q6	Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), Strongly Agree (5)
	Value	Q7	
	Happiness	Q8	
	Decorative	Q9	
Subjective Norms	Friends' interest	Q10	Yes/No
	Connected	Q11	Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), Strongly Agree (5)
	Support	Q12	
	Pressure	Q13	
Perceived Behavioral Control	Affordability	Q14	
	Purchase knowledge	Q15	Yes/No
	Financial availability	Q16	

	Purchase frequency	Q17	Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), Strongly Agree (5)

Table 3.2 identifies what influences students' decisions to buy anime figures, including personal feelings, social influence, and buying ability.

3.1.3.2) Dependent Variable

This dependent variable shows both what people actually do and what they intend to do when it comes to buying anime figures. It helps researchers understand the purchasing behavior and the reasons behind it.

Table 3.3: Summary Table of Dependent Variables

TPB Component	Characteristic	Question No.	Measurement Scale
Purchase Behavior	Purchase frequency	Q19	Every month, Every 3 months, Every 6 months, Every 9 months, Once a year
	Types of purchase	Q20	PVC figure, Nendoroid, Figma, Revoltech, Scale figures
	Purchase spending	Q21	Under 500 THB, 600 - 900 THB, 1,000 - 2,900 THB, 3,000 - 4,900 THB, Over 5,000 THB

Table 3.3 focuses on how often students buy anime figures, what types of anime figures they usually buy and how much they spend per figure.

3.1.3.3) Supporting Variables

These are demographic and cultural interest variables. They are not included in the hypotheses but help describe the sample and provide context.

Table 3.4: Summary Table of Supporting Variables

TPB Component	Characteristic	Question No.	Measurement Scale
Demographics	Gender	Q1	Male/Female/Other
	Age	Q2	Under 19, 20-25, 26-28

	Education level	Q3	Bachelor, Master, Doctorate
Filter Question	Anime watching	Q4	Yes/No
	Purchased figure	Q5	Yes/No
Anime Engagement	Watching frequency	Q18	Always (5), Usually (4), Sometimes (3), Rarely (2), Never (1)
Cultural Interest	Learn Japanese	Q22	Yes/No
	Watching with subtitle	Q23	
	Motivated to learn Japanese	Q24	Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), Strongly Agree (5)
	Travel intent	Q25	Yes/No
	Anime related travel intent	Q26	

Table 3.4 provides background information on participants and their interest in Japanese culture and language. It helps filter and compare different respondent types.

3.2) Population and Sample

3.2.1) Target Population

The target population for this study consisted of university students in Thailand, aged between 18 and 28 years old. This included both male and female students, from Thai and international backgrounds, who are currently enrolled in universities across the country. This group was chosen due to their high exposure to Japanese anime culture and their potential interest in purchasing anime related figures, making them a relevant and valuable segment for this research.

3.2.2) Sample

This study used Snowball Sampling, starting with an initial group of participants who are encouraged to share the questionnaire within their networks. This method helps reach a wider and more diverse audience of students from various universities. Yamane's Simplified Formula was used to determine the sample size for this research study. It helps to decide how many participants are needed for the survey. In simple terms, it considers the size of the entire population and the

desired margin of error to calculate the ideal number of participants for a reliable study. The formula is:

Sample Size (n) = $\frac{Total\ Population}{1+Total\ Population(0.05^2)}$

The sample size will be calculated by using "Yamane's Simplified Formula" as follows.

Yamane's Simplified Formula = $\frac{1,500,000}{1+1,500,000(0.05^2)}$ = 399.893～400students

The required sample for this research is approximately 400 students.

3.3) Data Collection Method

The primary method of data collection for this study was an online survey, with questionnaires distributed through Google Forms. The target participants were university students in Thailand, both Thai and international, aged between 18 and 28. The online format ensured accessibility, convenience, and the ability to reach a wide and diverse participant pool across various institutions. The survey questionnaire was designed based on Theory of Planned Behavior (TPB), which guided the development of questions to examine three key components: attitudes, subjective norms, and perceived behavioral control.

Survey Structure and Alignment with TPB Components

Each section of the questionnaire corresponds to one of these constructs:

- Attitudes: Items assess students' personal beliefs and feelings toward anime figure collecting.
- Subjective Norms: Items explore the influence of people around the students such as friends, family, and online communities on their decision to purchase anime figures. This includes whether they feel social pressure or encouragement to engage in this behavior.
- Perceived Behavioral Control: Items examine students' perceived ability or ease in purchasing anime figures (e.g., affordability, accessibility, or confidence in making the purchase).

3.4) Data Analysis Methods

The data collected from the online survey were analyzed using quantitative methods and ensured the findings were statistically reliable and valid.

The data analysis proceeded as followed:

- Data Preparation: All responses collected through Google Forms were reviewed, and incomplete or inconsistent responses were excluded to maintain accuracy.

- Descriptive Statistics: Basic statistical values such as frequencies, percentages, means, and standard deviations were used to summarize demographic data and responses related to anime figure purchasing behavior.
- Factor Analysis: Exploratory factor analysis was applied to examine whether the survey items correctly represent the three components of Theory of Planned Behavior: attitudes, subjective norms, and perceived behavioral control.
- Additional Analysis: Comparisons between subgroups including gender, age, education background or frequency of anime consumption was performed to identify if different patterns or influences existed among them.

3.5) Reliability and Validity

Instead of conducting a pilot test, this study applied the Index of Item-Objective Congruence (IOC) to evaluate the survey. This method involves consultation with academic experts who reviewed each survey item to determine whether it accurately reflects the study's objectives and aligns with the components of Theory of Planned Behavior (TPB). Experts assessed each item based on its relevance, clarity, and consistency with the research aims. Their feedback was used to revise or remove items that do not meet the minimum standard of congruence. This process ensures that the final survey instrument is valid, reliable, and capable of accurately measuring the factors influencing university students' intentions to purchase anime figures. To ensure alignment between research questions and objectives, four experts evaluated each question with the evaluation criteria +1 (Congruent), 0 (questionable) and -1 (Incongruent). Only the items with IOC scores of 0.5 or higher were retained.

Table 3.5 below presents the alpha values for each variable:

Table 3.5: Reliability Convergence

Variable	Number of Items (k)	Cronbach's Alpha (α)	Interpretation
Attitudes	4	0.92	Excellent Reliability
Subjective Norms	4	0.95	Excellent Reliability
Perceived Behavioral Control	4	0.84	Good Reliability
Purchasing Behavior	3	0.88	Good Reliability
Cultural Interests	5	0.80	Good Reliability
Overall Reliability		0.89	Good Reliability

To assess the internal consistency of the measurement scales, Cronbach's Alpha (α) was computed for each construct. This test evaluates how closely related the items are within a group, with higher values ($\alpha \geq 0.70$) indicating greater reliability (Nunnally & Bernstein, 1994). The Cronbach's Alpha (α) values were calculated for each of the variables based on responses from 347 university students across Thailand. All five variables in this study demonstrated acceptable to excellent internal consistency, as indicated by Cronbach's Alpha values above the standard threshold of 0.70. The three independent variables, attitudes, subjective norms, and perceived behavioral control, showed strong reliability, supporting their use in explaining anime figure purchasing behavior. The dependent variable, purchasing behavior, and the supporting variable, cultural interests, also met reliability standards, confirming that the items within each construct consistently measure their respective concepts. Overall, these results validate the use of the questionnaire as a reliable instrument for analyzing the factors influencing anime figure purchases among university students in Thailand.

3.6) Ethical Considerations

Ethical considerations are essential to ensure that the research is conducted with respect for the participants and their rights. Participants were provided with clear information about the purpose of the study and were asked to give informed consent before participating, ensuring that their involvement is entirely voluntary. To protect privacy, no personally identifiable information was collected, and all responses remained anonymous and confidential. The data gathered were used strictly for academic purposes, with findings reported in a way that does not reveal any individual identities or personal details.

3.7) Limitations of Methodology

Despite efforts to ensure the validity and reliability of the study, several methodological limitations should be acknowledged. The use of snowball sampling may lead to sampling bias, as it relies on participants sharing the survey within their own networks, which can affect the representativeness of the sample. Additionally, the data are based on self-reported responses, which may introduce response bias if participants overstate or understate their actual behaviors or motivations. The study's focus on university students in Thailand also limits its geographical scope, making the findings less applicable to students in other cultural or consumer contexts. Furthermore, because the research centers specifically on anime figure purchases within university students in Thailand, the generalizability of the results to broader markets or older age groups may be limited.

4. RESULTS AND ANALYSIS

This chapter presents the findings from the online survey conducted to explore the influence of Japanese anime on anime figure purchasing behavior among university students in Thailand. A total of 376 responses were collected; however, only those who answered "Yes" to both watching anime and having purchased anime figures were included in the final analysis, resulting in 347 valid responses. The data were summarized and analyzed based on Theory of Planned Behavior (TPB), focusing on three key variables: attitudes, subjective norms, and perceived behavioral control. Descriptive statistics and patterns in behavior are highlighted to support the research objectives and hypotheses.

4.1) Demographic Profile of Participants

The survey obtained responses from 347 university students across Thailand who have either watched anime or purchased anime figures, ensuring the sample aligns with the research focus. The gender distribution was relatively balanced, with 53.3% identifying as male and 46.7% as female. The majority of participants (61.4%) were between the ages of 20–25, followed by 35.2% aged 26–28, and a smaller group (3.5%) under the age of 19. Regarding educational background, 60.5% of participants were enrolled in bachelor's degree programs, while 39.5% were pursuing a master's degree.

Table 4.1: Demographic Characteristics of Participants

Category		Frequency	Percentage
Gender	Male	185	53.3%
	Female	162	46.7%
Age Group	Under 19	12	3.5%
	20–25	213	61.4%
	26–28	122	35.2%
Education Level	Bachelor's Degree	210	60.5%
	Master's Degree	137	39.5%

4.2) Descriptive Statistical Analysis of Key Variables

This section presents a summary of responses across the study's key independent and dependent variables. The analysis highlights respondent attitudes, subjective norms, perceived behavioral control, purchasing behavior, and cultural interests toward anime figure consumption. All data were analyzed based on frequencies and percentages.

4.2.1) Attitudes

The responses show a generally positive attitude toward anime figures. A notable 33.1% of participants strongly agreed that buying anime figures brings them happiness, and 32.9% agreed they enjoy collecting them. However, around one fourth of participants remained neutral in most attitude related items, showing room for varying levels of engagement. Participants generally displayed positive attitudes toward anime figures. The highest mean score 4.01 was observed for the statement "Buying anime figures brings me happiness," indicating that emotional satisfaction plays a major role in their purchasing behavior.

Table 4.2: Attitudes

Statement	Mean	Std Dev	Frequency
I enjoy collecting anime figures.	3.45	1.19	333
Anime figures are worth buying for me.	3.43	1.19	333
Buying anime figures brings me happiness.	4.01	1.07	333
I believe anime figures are good for decoration or display.	3.88	1.10	333

4.2.2) Subjective Norms

Subjective norms were particularly strong. 84.1% of participants indicated that their friends also collect anime figures, and 34.9% strongly agreed that they want to buy anime figures when their friends do. The mean score of 3.81 for "I want to buy anime figures when my friends do" highlights strong peer influence. These results suggest strong peer influence in anime figure purchasing behavior.

Table 4.3: Subjective Norms

Statement	Mean	Std Dev	Frequency
I feel more connected with my peers when I buy anime figures.	3.75	1.18	333

People around me support my interest in anime figures.	3.60	1.09	333
I want to buy anime figures when my friends do.	3.81	1.17	333
Additional Yes/No Response:		**Yes**	**No**
My friends also collect anime figures.		84.1%	11.8%

4.2.3) Perceived Behavioral Control

Responses indicated a more varied perception of behavioral control. While 85% stated they know where to buy anime figures, only 16.4% agreed that anime figures are affordable for them, with 23.9% disagreeing and 30% remaining neutral. Most participants said they know where to buy anime figures, but affordability remains an issue, with mean scores of 2.81 and 2.80 for affordability and having enough money, respectively.

Table 4.4: Perceived Behavioral Control

Statement	Mean	Std Dev	Frequency
Anime figures are affordable for me.	2.81	1.21	333
I always have enough money to buy anime figures when I want.	2.81	1.21	333
It is easy for me to buy anime figures in Thailand.	3.57	1.12	333
Additional Yes/No Response:		**Yes**	**No**
I know where to buy anime figures (online or in-store).		85.0%	11.0%

4.2.4) Purchasing Behavior

Regarding purchasing behavior, 33.7% of participants stated that they buy anime figures every 3 months, while 25.1% purchase every 6 months. The most common spending range per figure was 1,000–2,900 THB (32.3%), followed by 600–900 THB (28.0%).

4.2.5) Cultural Interests

Cultural interest in Japan was notably high. 85.6% of participants expressed interest in learning the Japanese language and traveling to Japan because of anime. In addition, 83.3%

reported watching anime with Japanese audio and subtitles, and 84.4% planned to visit Japan mainly due to anime related attractions like Akihabara or the Ghibli Museum.

Table 4.5: Cultural Interests

Question	Yes	No
Are you interested in learning the Japanese language?	85.6%	10.4%
Do you watch anime with Japanese audio and subtitles?	83.3%	12.7%
Are you interested in traveling to Japan because of anime?	85.6%	10.4%
Do you plan to visit Japan mainly because of anime related interests (e.g., Ghibli Museum)?	84.4%	11.5%
Motivation to Learn Japanese (Likert Based)		
Response	**Frequency**	**Percentage**
Agree	117	33.7%
Neutral	96	27.7%
Strongly Agree	76	21.9%
Disagree	28	8.1%
Strongly Disagree	16	4.6%

4.3) Correlation Analysis

A Pearson correlation analysis was conducted to explore the relationships between the independent variables Attitudes, Subjective Norms, Perceived Behavioral Control, the supporting variable, Cultural Interests and the dependent variable, Purchasing Behavior. Composite scores were calculated by averaging responses to multiple items within each variable group.

The results are presented in the correlation matrix below.

Table 4.6: Correlation Matrix of Key Variables

Variable	Attitudes	Subjective Norms	Perceived Behavioral Control	Cultural Interests	Purchase Behavior
Attitudes	1.00	0.91	0.68	0.64	0.50
Subjective Norms	0.91	1.00	0.58	0.56	0.55
Perceived Behavioral Control	0.68	0.58	1.00	0.50	0.39
Cultural Interests	0.64	0.56	0.50	1.00	0.19
Purchasing Behavior	0.50	0.55	0.39	0.19	1.00

In correlation analysis, a Pearson correlation coefficients (r-value) between 0.10–0.29 indicates a weak relationship, 0.30–0.49 is moderate to strong correlation, 0.50–0.69 is strong, 0.70–0.89 is very strong, and 0.90–1.00 is considered extremely strong but rarely seen in social science research.

- Attitudes (r = 0.50) →Strong correlation
- Subjective Norms (r = 0.55) →Strong correlation
- Perceived Behavioral Control (r = 0.39) →Moderate to strong correlation
- Cultural Interests (r = 0.19) →Weak correlation

The Pearson correlation coefficients (r-values) results revealed that all four predictor variables had statistically significant positive correlations with Purchasing Behavior. The strongest relationship was found between Subjective Norms and Purchasing Behavior (r = 0.55), indicating the powerful influence of peer encouragement and social environments. Attitudes also showed a strong association (r = 0.50), highlighting the role of emotional satisfaction and enjoyment in figure purchasing. Perceived Behavioral Control (r = 0.39) had moderate to strong positive correlations with Purchasing Behavior, suggesting that affordability and access also contribute to students' buying decisions. Cultural Interests, while still significant, had a weak positive correlation with Purchasing Behavior (r = 0.19), suggesting that while anime related cultural interests exist, they may not be the main factor driving purchase frequency.

These results confirm that anime figure purchasing behavior is based on students' personal attitudes, social norms, perceived control, and cultural interests, which support the extended Theory of Planned Behavior framework used in this study.

4.4) Regression Analysis

A regression analysis was conducted to determine how Attitudes, Subjective Norms, Perceived Behavioral Control, and Cultural Interests relate to students' purchasing behavior. The results, shown in Table 4.7, include standardized beta coefficients (β), standard errors (SE), t-values, p-values, and significance levels for each variable. The p-values of less than 0.05 ($p < 0.05$), 0.01 ($p < 0.01$), and 0.001 ($p < 0.001$) confirm the significance of these relationships in this study. To represent the levels of significance, a single asterisk (*) indicates $p < 0.05$ (significant at the 5% level), double asterisks (**) indicate $p < 0.01$ (significant at the 1% level), and triple asterisks (***) indicate $p < 0.001$ (significant at the 0.1% level).

Table 4.7: Regression Analysis

Variable	Standardized Beta (β Value)	Standard Error (SE)	(t-value)	(p-value)	Significance Levels
Attitudes	0.42	0.04	10.41	$p < 0.01$	**
Subjective Norms	0.57	0.05	11.86	$p < 0.01$	**
Perceived Behavioral Control	0.31	0.04	7.67	$p < 0.01$	**
Cultural Interests	0.07	0.02	3.58	$p < 0.01$	**

The standardized regression weights (β-values) results revealed that all four predictors were significant ($p < 0.01$), with attitudes ($\beta = .42$), subjective norms ($\beta = .57$), and perceived behavioral control ($\beta = .31$) showing particularly strong effects. Cultural interests also contributed significantly, though to a lesser extent ($\beta = .07$). Subjective norms stood out as the strongest predictor, showing that peer influence and social expectations heavily shape students' intention to buy anime figures. Overall, these factors explain a large share of the variation in purchasing behavior, highlighting how both individual attitudes and social forces drive anime figure purchases.

4.5) Hypotheses Testing

To examine the predictive power of the independent variables on purchasing behavior, a series of simple linear regressions were performed. Each hypothesis tested the effect of one independent variable, Attitudes, Subjective Norms, Perceived Behavioral Control, and Cultural

Interests on the dependent variable which is Purchasing Behavior. All variables were standardized before analysis.

Table 4.8: Hypothesis Testing

Hypothesis	Standardized Beta (β Value)	Critical Ratio (C.R)	Significance (p-value)	Result
H1: Attitudes → Purchasing Behavior	0.42	10.41	$p < 0.01$	Supported
H2: Subjective Norms →Purchasing Behavior	0.57	11.86	$p < 0.01$	Supported
H3: Perceived Behavioral Control → Purchasing Behavior	0.31	7.67	$p < 0.01$	Supported
SV: Cultural Interests →Purchasing Behavior	0.07	3.58	$p < 0.01$	Supported

4.5.1) Hypothesis 1

Attitudes →Purchasing Behavior ($r = 0.50$, $\beta = 0.42$, C.R = 10.41, $p < 0.01$)

Attitudes positively influence students' anime figure purchasing behavior, with a standardized regression weight of 0.42 ($r = 0.50$, C.R = 10.41, $p < 0.01$). This indicates that students who hold more favorable attitudes such as finding anime figures enjoyable, valuable, and emotionally fulfilling are more likely to buy anime figures frequently.

4.5.2) Hypothesis 2

Subjective Norms →Purchasing Behavior ($r = 0.55$, $\beta = 0.57$, C.R = 11.86, $p < 0.01$)

Subjective norms have the strongest positive effect on purchasing behavior, with a standardized regression weight of 0.57 ($r = 0.55$, C.R = 11.86, $p < 0.01$). This suggests that peer influence and social support such as friends who collect or encourage the hobby play a significant role in motivating students to purchase anime figures.

4.5.3) Hypothesis 3

Perceived Behavioral Control →Purchasing Behavior ($r = 0.39$, $\beta = 0.31$, C.R = 7.67, $p < 0.01$)

Perceived behavioral control significantly predicts purchasing behavior, with a standardized regression weight of 0.31 ($r = 0.39$, C.R = 7.67, $p < 0.01$). This means that students who feel that anime figures are affordable, accessible, and within their control are more likely to engage in purchasing them.

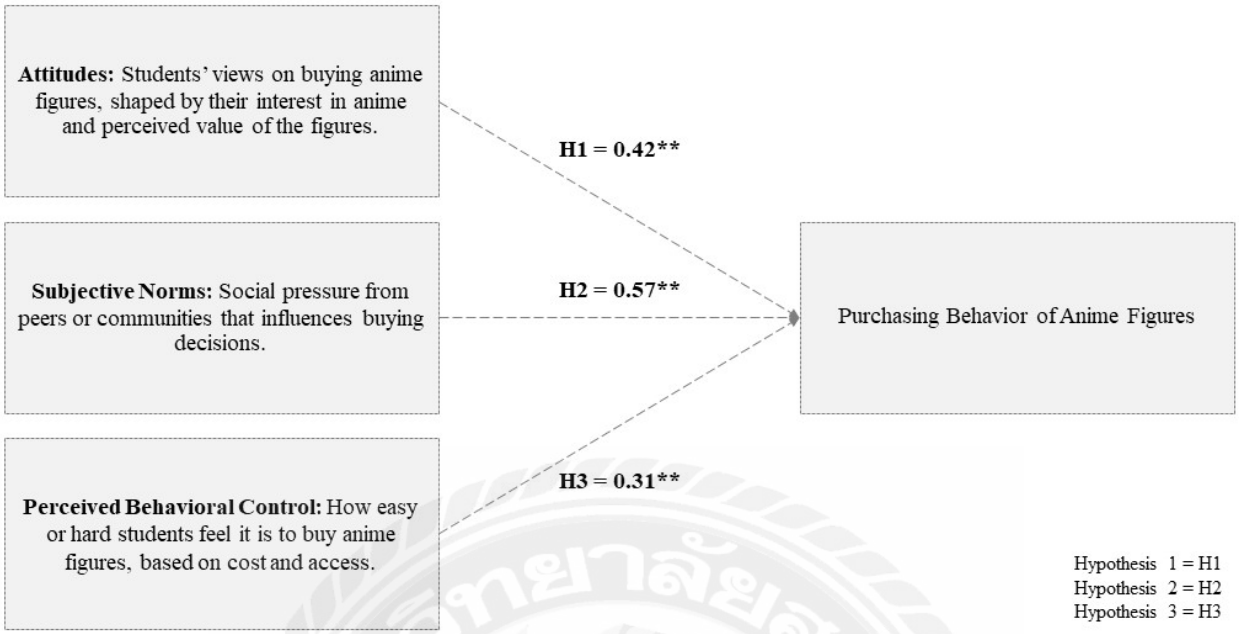
4.5.4) Supporting Variable

Cultural Interests → Purchasing Behavior ($r = 0.19$, $\beta = 0.07$, C.R = 3.58, $p < 0.01$)

Although not originally part of the TPB framework, cultural interest was included as an additional factor to explore its supporting influence on purchasing behavior. Cultural interests are positively associated with purchasing behavior, with a standardized regression weight of 0.07 ($r = 0.19$, C.R = 3.58, $p < 0.01$). Although this relationship is weaker than others, it still suggests that students motivated by Japanese culture such as learning the language or visiting anime related destinations tend to purchase anime figures more often.

Therefore, all 3 hypotheses are statistically supported at the $p < 0.01$ level, indicating that each independent variable has a significant positive influence on anime figure purchasing behavior. Specifically, Subjective Norms ($\beta = 0.57$, $p < 0.01$) and Attitudes ($\beta = 0.42$, $p < 0.01$) were the strongest predictors, emphasizing the role of peer influence and personal interest. Perceived Behavioral Control ($\beta = 0.31$, $p < 0.05$) also has a meaningful impact, suggesting that affordability and accessibility are important enablers. As for a supporting variable, Cultural Interests ($\beta = 0.07$, $p < 0.05$), though the weakest predictor, still significantly influence purchasing behavior, showing that cultural motivation contributes but to a lesser extent. These results align with the theoretical framework and confirm that all proposed factors play a meaningful role in shaping students' decisions to purchase anime figures.

Figure 4.1: Final Model



4.5) Discussion

The findings reveal a strong and statistically significant relationship between students' attitudes, social environment, perceived control, and cultural interests toward the purchase of anime figures. Among these, attitudes and subjective norms emerged as the most powerful predictors, indicating that emotional satisfaction and peer influence play critical roles in shaping purchase behavior. Students who view anime figures as enjoyable, valuable, and emotionally fulfilling are more likely to engage in regular purchasing. This supports the foundation of Theory of Planned Behavior (TPB), which posits that positive personal attitudes can drive intention and action. The data suggest that students don't just see anime figures as collectible items, but also as expressions of fandom, identity, and personal joy. Subjective norms, such as encouragement or influence from friends and peers, were also a strong motivating factor. This is consistent with youth consumer behavior, particularly in fandom related communities, where peer influence reinforces trends and decisions. Students who observe their friends collecting anime figures, or who feel socially connected through these purchases, are significantly more likely to follow similar behaviors. This aligns with previous research indicating that social validation plays a central role in non-essential purchasing behavior. Perceived behavioral control, including affordability and ease of access, was also significantly associated with purchasing behavior. Many students reported confidence in knowing where to buy anime figures (online or in store), but not all felt that figures were affordable. The moderate influence of this variable suggests that while financial access matters, emotional and social drivers are even more dominant in driving behavior in this context.

Though not part of the original TPB framework, cultural interests were also examined and found to have a statistically significant but weaker effect on purchase behavior. Students who expressed interest in learning Japanese or visiting Japan due to anime influences showed higher

levels of engagement with anime figure buying. This suggests that cultural motivation enhances, but does not replace, the core TPB constructs. The finding also reflects the broader influence of soft power and cultural branding in shaping youth preferences, especially in contexts where pop culture and national identity are tightly linked, like Japanese anime.

In summary, the study confirms the relevance of Theory of Planned Behavior in predicting anime figure purchasing behavior. It also emphasizes the added value of cultural interest as a supporting factor in a niche consumer domain. Future marketing strategies may benefit from focusing not only on the product itself but also on fostering emotional connections, strengthening community based influence, and celebrating the cultural roots of anime to deepen consumer engagement.

5. CONCLUSION AND RECOMMENDATION

This final chapter presents the conclusion, and practical recommendations based on the study's findings. It revisits the research objectives and provides answers to the research questions through a review of key results. The chapter also discusses implications for marketers, businesses, and policymakers, followed by suggestions for future research to expand upon the current study.

5.1) Conclusion

This research aimed to examine the factors that influence university students in Thailand to purchase anime figures, focusing specifically on how Japanese anime viewing habits impact their behavior. By applying Theory of Planned Behavior (TPB), the study examined the roles of attitudes, subjective norms, and perceived behavioral control, while also considering cultural interest as a supporting variable. The results provide a clear picture of how anime fandom shapes consumer choices within this niche market.

1. How does the frequency of anime viewing influence university students' decision to purchase anime figures?

The findings indicate that students who frequently watch anime are more emotionally engaged with the characters and stories, which leads to a stronger desire to own related merchandise. Regular exposure to anime content creates familiarity and emotional attachment, making students more likely to view figures as meaningful and worth purchasing.

2. What role does emotional attachment to anime characters play in the purchasing choices of university students?

The study confirms that emotional satisfaction is a key motivator. Many participants agreed that anime figures bring happiness and allow them to feel connected to their favorite characters. This emotional connection supports TPB's concept of attitude, showing that personal feelings and perceived value greatly affect purchasing decisions.

3. How do demographic factors, such as age, gender, and academic background, impact the purchasing behavior of anime figures among university students?

The results show that while both male and female students actively purchased anime figures, males formed a slightly higher portion of the participants. Most buyers were aged 20–25 and enrolled in bachelor's or master's programs. While demographic factors alone were not the main focus of the analysis, they provided valuable context and helped to define the target consumer group of young adults with strong engagement in anime culture.

4. What types of anime figures are most preferred by university students, and what factors influence these preferences?

The data revealed that students preferred figures such as PVC, Nendoroid, and scale models. Factors influencing these preferences included design quality, emotional connection to specific characters, and affordability. Students tended to purchase figures that represented their favorite characters or moments from anime they deeply enjoyed, highlighting how storytelling influences buying decisions.

In conclusion, the study confirms that anime figure purchasing behavior is not a random act of consumption, but a meaningful decision shaped by emotional, social, and practical factors. Attitudes and peer influence were the strongest predictors of behavior, while perceived control and cultural interest also played important roles. This behavior reflects how deeply integrated anime is in students' lifestyles and identities. It also shows that anime figures are more than just products, they are symbols of personal expression, community belonging, and cultural fascination. This conclusion supports the value of TPB in explaining consumer behavior and demonstrates that anime fandom creates both emotional and economic impact in today's youth market.

5.2) Recommendation

Based on the study's findings and the results of hypothesis testing, several recommendations are proposed for marketers, figure producers, cultural institutions, and future strategic planners. These suggestions aim to enhance consumer engagement, strengthen market positioning, and align with the motivations of university student buyers in Thailand.

5.2.1) Strengthen Emotional Engagement

Since attitudes, including enjoyment, emotional fulfillment, and perceived value, had a strong positive influence on purchase behavior, marketers should emphasize storytelling and emotional branding. Marketing campaigns should highlight how anime figures serve as emotional connections to beloved characters and memorable moments. Using emotional content in advertisements, fan testimonials, or limited edition releases tied to specific anime scenes can boost buyer motivation.

5.2.2) Leverage Peer Influence and Community

The study shows that peer influence plays a key role in students' purchasing decisions. Brands and retailers should build or support anime figure fan communities, both online and offline. Encouraging user generated content, hosting giveaways for group purchases, and creating loyalty programs based on referrals or social sharing can help capitalize on group behavior. Anime themed events or figure exhibitions at university campuses may also attract peer driven engagement.

5.2.3) Improve Accessibility and Affordability

Although many students know where to buy anime figures, concerns over affordability remain. Businesses should consider offering a wider price range of products to accommodate

students with limited budgets. Flexible payment options, student discounts, bundle deals, or smaller scale figure models could make the products more financially accessible. Retailers should also ensure both online and physical store availability to increase ease of purchase.

5.2.4) Connect with Cultural Motivation

While cultural interest shows a weaker influence, it still significantly impacted purchase behavior. Businesses and cultural organizations should consider integrating Japanese cultural themes with figure marketing. Collaborations with language schools, anime themed travel packages, or educational events could attract consumers driven by a fascination with Japan. Anime figure shops might also promote cultural experiences, such as pop up events with Japanese snacks, cosplay, or mini language workshops to strengthen brand appeal.

In summary, these recommendations emphasize the importance of emotion, social belonging, economic consideration, and cultural interest. By addressing all key factors supported by the study's hypotheses, businesses and educators can better connect with this unique consumer group and enhance their long term engagement in the anime figure market.

5.3) Implication

The findings of this study offer useful implications for marketers, businesses, and policymakers.

- Marketers: Students are influenced by their emotions and friends when buying anime figures. Marketers should focus on emotional advertising and build fan communities online. Promotions that highlight character stories or offer exclusive items can attract more attention.

- Businesses: Many students are interested in buying figures but worry about cost. Businesses should offer affordable options, student discounts, and easier access to products both online and offline. Including cultural themes or Japanese-style experiences in stores may also appeal to fans.

- Policymakers: Anime can support tourism and education. Since many students want to learn Japanese or visit Japan because of anime, policymakers can promote anime-themed travel, support language programs, or organize cultural exchange activities. These efforts can strengthen interest in Japanese culture and benefit the local economy.

In summary, anime is not just entertainment, it shapes interests and buying behavior. Understanding this can help create better marketing, business plans, and cultural programs for young people.

5.4) Further Research

While this study provides useful insights into anime figure purchasing behavior among university students in Thailand, there are some areas that future research can explore further.

- Wider Sample Groups: This study focused only on university students in Thailand. Future research could include high school students, working adults, or international fans to compare behaviors across different age groups and backgrounds.
- Qualitative Research: Since this study used only quantitative methods, future research could use interviews or focus groups to explore deeper feelings, motivations, or personal stories behind anime figure collecting.
- Other Anime Products: Researchers can also study other types of anime merchandise, such as manga, clothing, posters, or cosplay items, to see if buying behavior is similar or different from figures.
- Long-Term Buying Habits: A future study could track how buying behavior changes over time, such as what keeps fans loyal or why they stop collecting.
- Impact of Influencers and Online Communities: Social media and anime influencers may play a big role in purchasing behavior. Future studies can explore how much online content affects fans' decisions to buy anime figures or related products.

By exploring these areas, researchers can gain a more complete understanding of anime fandom and its effect on consumer behavior in Thailand and beyond.

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APPENDIX

Title: The Influence of Japanese Anime on Anime Figure Purchasing Behavior Among University Students in Thailand

Dear Respondent,

The MBA program at Siam University has conducted a survey on The Influence of Japanese Anime on Anime Figure Purchasing Behavior Among University Students in Thailand. This questionnaire is designed to collect such data. Please help answer all the questions. Please be assured that all information will be kept confidentially. Only aggregate data will be analyzed, and the results will be used for educational purposes only.

Thank you in advance for your kind cooperation.

Please choose the most corresponding to yourself and your opinion.

For the scale questions, the scale consists of five points:

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.

Overview of Respondent's Background: Demographics
1. What is your gender? ☐ Male ☐ Female
2. What is your age? ☐ Under 19 ☐ 20-25 ☐ 26-28
3. What is your current educational level? ☐ Bachelor ☐ Master ☐ Doctorate
4. Have you ever watched anime series? ☐ Yes ☐ No
5. Have you ever purchased an anime figure?

☐ Yes ☐ No

Attitudes Toward Purchasing Anime Figures

6. I enjoy collecting anime figures.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

7. Anime figures are worth buying for me.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

8. Buying anime figures brings me happiness.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

9. I believe anime figures are good for decoration or display.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

Subjective Norms Toward Purchasing Anime Figures

10. My friends also collect anime figures.

☐ Yes ☐ No

11. I feel more connected with my peers when I buy anime figures.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

12. People around me support my interest in anime figures.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

13. I want to buy anime figures when my friends do.

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
Perceived Behavioral Control Toward Purchasing Anime Figures
14. Anime figures are affordable for me. ☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
15. I know where to buy anime figures (online or in store). ☐ Yes ☐ No
16. I always have enough money to buy anime figures when I want. ☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
17. It is easy for me to buy anime figures in Thailand. ☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree
Watching Anime & Purchasing Behavior
18. How often do you watch Japanese anime? ☐ Never ☐ Rarely ☐ Sometimes ☐ Usually ☐ Always
19. How often do you buy anime figures? ☐ Every month ☐ Every 3 months ☐ Every 6 months ☐ Every 9 months ☐ Once a year
20. What types of anime figures do you usually buy? *(PVC figures are made of plastic and not poseable. Nendoroid are small figures with big heads often including extra faces and parts. Figma are poseable action figures with joints. Revoltech are also*

poseable like Figma with special joints to move and pose easily. Scale figures are high-detail figures made to size like 1/7 but not poseable.)

☐ PVC figure ☐ Nendoroid ☐ Figma ☐ Revoltech ☐ Scale figures

21. How much do you usually spend on one anime figure?

☐ Under 500 THB ☐ 600 - 900 THB ☐ 1,000 - 2,900 THB

☐ 3,000 - 4,900 THB ☐ Over 5,000 THB

Language & Culture Interest

22. Are you interested in learning the Japanese language?

☐ Yes ☐ No

23. Do you watch anime with Japanese audio and subtitles?

☐ Yes ☐ No

24. Does watching anime motivate you to learn Japanese?

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree

25. Are you interested in traveling to Japan because of anime?

☐ Yes ☐ No

26. Do you plan to visit Japan mainly because of anime related interests (e.g., Akihabara, Ghibli Museum)?

☐ Yes ☐ No

Thank You!