



Anime – Not Just for Entertainment

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Abstract

In Japan, if we look closely, we will see that they give their people the freedom to express themselves. It is not free; it is just that their people have more freedom than other countries. Japanese people can express anything through their work, whether through dressing, books, animation, etc., especially "Animation" or "anime" favored by people worldwide.

Online media, anime, and games are favorite things that are popular worldwide. In Japan, their people had full rights to create their work, show their skill, and even they were supported by their government. They also spread their culture and traditions through their work. These reasons are why Japan's animation industry continues to grow even in the covid-19 outbreak, and it also affects other related factors, such as cosplay, figure, book, novel, and other influences.

Keyword: animation anime manga collectibles sentimental value



1. Introduction

1.1 Animation

Suppose we search about the figure's origin except that it was made first time in 1936s, in English. We cannot refuse to say that most collectibles have models from "animation." Pictures are projected at very high speed and cause an illusion. Anime, cartoons, games, and movies also have something that relates to animation. If we say it efficiently, "animation" is everything we see, and it can move.

1.2 Manga - Anime

"Manga", known as a Japanese comic, is famous worldwide but has a long story behind it. "Manga", known as a Japanese comic, is famous worldwide but has a long story behind it. It is fascinating that Manga has a rich history dating back to World War II. Popular American comics such as Popeye, Mickey Mouse, and Superman were introduced to Japan during this period. Japanese Manga artists adopted Western concepts and drawing styles and continued to develop their craft, eventually becoming Manga after being exposed to American popular culture after the war. To truly appreciate Manga and its cultural significance in Japan and worldwide, providing more context and detail about its history is essential. Furthermore, earlier defining of crucial terms such as "animation" can assist readers in comprehending the subject matter. Manga is a massive business in Japan; it is the leading entertainment and is consumed by nearly all range ages of people [1].

Recently, a popular culture called Manga (Japanese comics) has been popular in many countries for decades. As a newcomer in the market, Japanese Manga has been so successful. However, Manga should be distinct from Anime, another powerful entertainment medium. After Manga became extremely popular, which occasionally happened, and time passed from weekly and monthly manga magazines, it was able to rise to Anime status in color instead of black and white, became an animation, and this is different between "manga" and "Anime"[1].

1.3 Human Need and Collectibles

In the present, humans will have "things" that they love at least once, such as a character we watch on television or the internet, and familiar things such as a car, tree, or place they have visited. Some of those people want to have "thing" their love, but they cannot, which is why we have collectibles, it for dealing with "Human Need". Collectibles can be classified as "works of art" valuable for some people. We cannot judge its value by deciding only how well it is made because it has sentimental value, which is the main reason for having them on our side.

A Collectible is a model made by humans for collecting by using a model from a famous person or character. Even ordinary things, such as cars and anything with sentimental value, can be modeled, and essential places or vacation destinations are also included. Collectible precision, how it looks like a real thing, will be decreased because it is a model, not a natural thing, but it also depends on how skillful that craftsman or company is. In addition, the collectible price can grow up to a very high or go down to a meager price, but most of every collectible has "sentimental value." It depends on each people and how they think about it.

We will see that anime or manga not only affect people feeling or only entertain humans in daily life, but they also make more "Human Needs." Some anime had a significant impact on the economy and people's behavior. After searching the information and reading about the trend the time have passed, we have several examples of anime, characters, and the evolution of trends that can affect the economy.

The first example most popular 2019 anime, “Kimetsu No Yaiba”.

“Kimetsu no Kaiba” is a dark fantasy anime produced by Koyoharu Gotouge and ufotable studio. This anime was very successful in 2019. It has positive comments all around the world. Whatever, from graphics to voice. Storyline, character, and how to present a story to the consumer that is not different from the original [2]. This anime is even a dark fantasy blood, but with beautiful graphics, even a child who is not 18 can watch. This also influences people buying behavior, especially children 10-20 years old such as wearing cloth like characters in anime. Another reason this anime made it more popular is “popular culture” Not every people will like anime like this. It is something that people at that time give the most attention and favorite with it. It effected with people around, makes them interested and makes them want to know and start to study about that thing.



Figure 2: Kimetsu no yaiba [2]

A success character “Hatsune miku”

Even anime will be famous worldwide, but it is only a short time. However, the arrival or birth of some anime or character affects the economy and market. Such as Hatsune Miko. The birth of virtual singers such as Hatsune Miku spawned new products, especially in terms of merchandise, album, or single track [3]. Hatsune Miku, which was the production of Crypton Future Media company as a second project in 2007. Miku was initially produced only in Japanese voices, and after that began in Korean, Mandarin, and English. On September 12, 2007, after debuting at Nico-Nico Douga Network, Amazon Japan released Hatsune Miku sales report of 57.5 million yen. July 2008, sales totaled 40,000 units, with sales per week on average reaching 300 units. In January 2011, sales reached 60,000 units.



Figure 3: Hatsune Miku in collab with little pony event [4]

Vtuber – Virtual Youtuber

It was impressive that virtual sing could succeed like this. However, today we have seen a new arrival trend. It a virtual like Hatsune miku but not AI. It is a “Virtual Youtuber,” or we call them “Vtuber.” It a creator content on the Youtube platform; they use imaginary body instead of their natural body; most of their character body will look like anime characters, focus on live streaming/playing games with the audience, and gain money from super chat [5]. Some Vtuber has gained many followers and is very popular across their country; after that, they will start creating new products that relate to Vtuber for sale, such as a cup, cloth, photo with sign, etc.



Figure 4: Hololive EN Gawr Gura [6]

2. Collectibles

2.1. Type of collectibles

They are many things that we use as collectibles. If we look at anime, one character's equipment can be used to produce a collectible as a model. For example, Hatsune Miku has a large fanbase, and she focuses on singing. Then the product that comes with her will be an album, CD video, soundtrack, and anything that relates to her, even her hairstyle and favorite people. If that is people that popular, “Sign” of popular people can highly increase value of product, depend on HOW popular of that person is. There are many collectibles; however, we will focus on the figure, a popular collectible related to most anime, games, and manga.

2.1.1 Figure type

A figure is a work of art that uses a character in anime, manga, cartoon, or famous people, use them to be a model and produce a figure for collecting. Figures also have divided into different types.

2.1.1.1 Scale figure

This type of figure often has a model that takes from characters in anime and games and has a different pose. Scale figures have a variety of sizes other types, from minimal size and size that gradually grows to the size of a natural person. It has a size range from 1/20, which is the smallest, to 1/1, the size that gives the most equality to a real person. The average price of size 1/20 – 1/2 will be 1000 – 10000 baht, but in size 1/1 will be 100,000 baht or more [7].



Figure 5: Gura 1/1 size figure [8]

2.1.1.2 Statue

The statue type comes with very high quality; it is a "work of art". This type we cannot change its pose or move its part; it is made for collection only. It is also made in deficient numbers in each work, making it a "limited" product. We can assemble and disassemble each part of the figure, but we cannot change its pose. This type will have a size around 1/3 and 1/4 in normal, and its price is relatively high. Price will be grown depending on quality, characters that used to be models, color and pose, and material.



Figure 6: Dragon statue from the Monster Hunter series [9]



2.1.1.3 Action figure

Action figures, it make figures that can move and change poses, such as hands, legs, and head can move. We also can find and change some parts.

2.1.1.4 Figma

This is the same as the action model before, but it has more add-ons and more connected parts and is smaller than the action model.

2.1.1.5 Nendoroid

This small figure can hold only one hand; it is not only made for collection; we can play with them to change its pose.

2.1.1.6 Gashpon

Gashpon is a small figure contained in the egg for the cabinet minigame. We usually see them in department stores or collection stores.

2.2 Target and behavior

We will focus on the customer quiet, particularly the group ages 20-30 and Gen Y and Z. We will have only a small group of customers in our country but not our partner country.

In Japan, there is a word called "Otaku" (オタク); it is a name used to call people who love to watch cartoons, play games, and spend money on collectible things. Most of them are introverted, prefer to stay home more than go out, and love to stay alone more than meet with others. They spend most of their time with anything they love and do not even care what other people will say or gossip about them. They spend money on anything they love with no regret.

3. Buying decision

Price will be the first factor before we purchase anything. And then we will start to think about product information, what series, what it is made from, what it is about, it is genuine. Or not? After we have information, we will go to a discussion state that we will decide to purchase it.

For example

From Zetra Iez Zaputra and Budi Permadi Iskandar's research about the factor before people decide to buy a Gundam plastic model



Figure 7: Buying Decision Factors [10]

Their chart shows us a calculation of factors before buying a plastic Gundam model, the first factor is price, then will be information such as pose, part, and each point of the model, then they will say what series Gundam is in [10].

The research and chart can be adapted to use with other products, not just the Gundam model; they use nearly most of the same factors.

4. Conclusion

Our daily life in the present is always full of entertainment media; for 15-30 years, most people have loved to watch anime, read manga, or do online entertainment more than offline, but if we look at older people, they read manga the same as ordinary people. However, it will be offline or manga in the book more than on the online website. However, reading manga books has several influences. It is another way to support the author; they can keep that manga, and it will become collectible; collectibles' sentimental value will grow as time passes; more old and genuine also means more value for the collector. An excellent example is Virtual singer Hatsune Miku; even though time has passed many years since she still is the second project of Crypton future media company, there still have people that use and develop by use Miku as a model, even change the color of Miku's hair can make another character and new character also mean new product may come up with them.

The arrival of one character or anime can cause many affected. Such entertainment also affects people's minds and behavior in some way; for economy or marketing, one popular anime or character may come up with an excellent product for consumer and buying behavior in a short time, as we have seen in the past like Miku or anime Kimetsu no Yaiba nowadays that cause a significant impact to people buying behavior.

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