

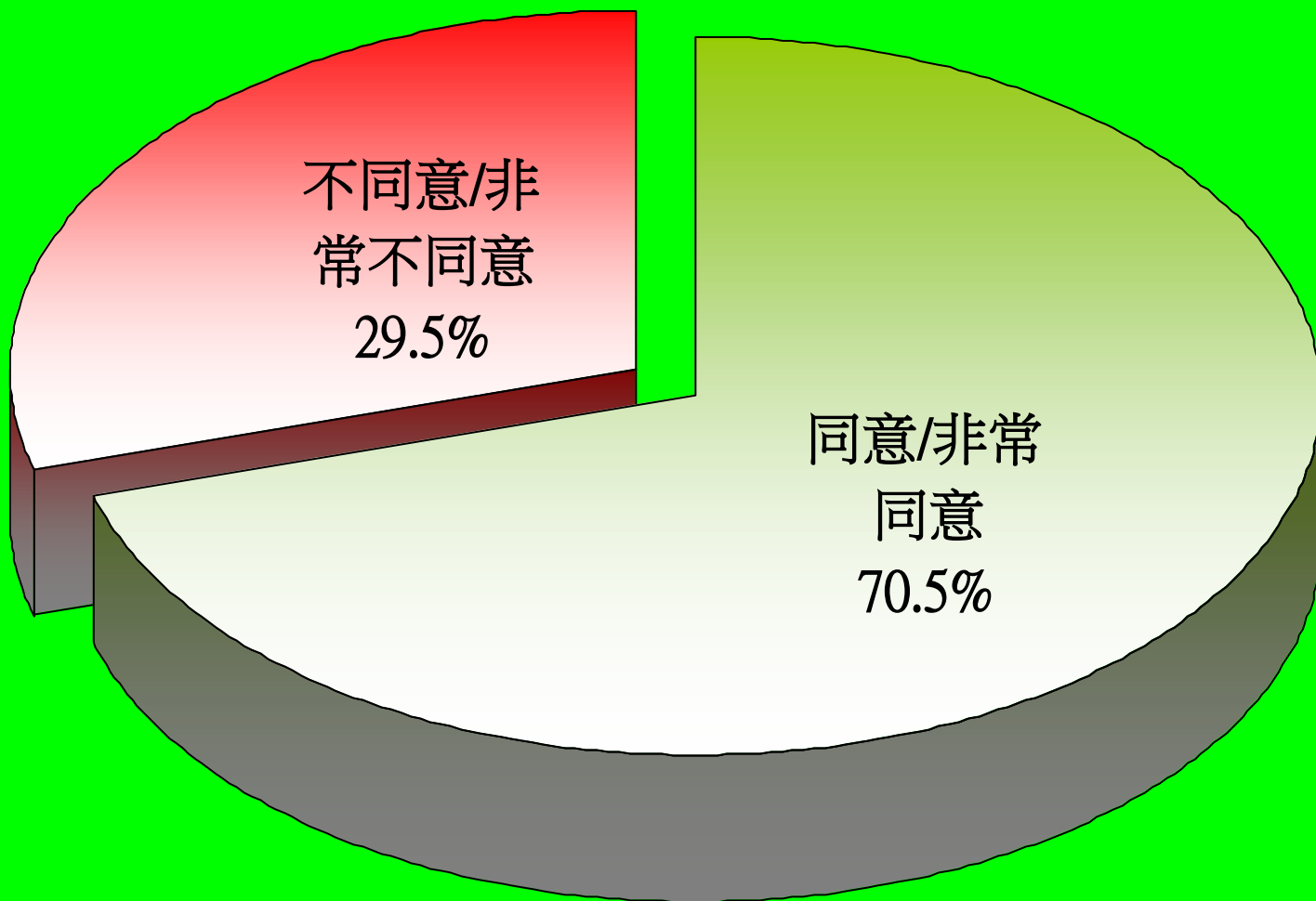
青少年搶購漫畫贈品及 商品行為研究

突破機構

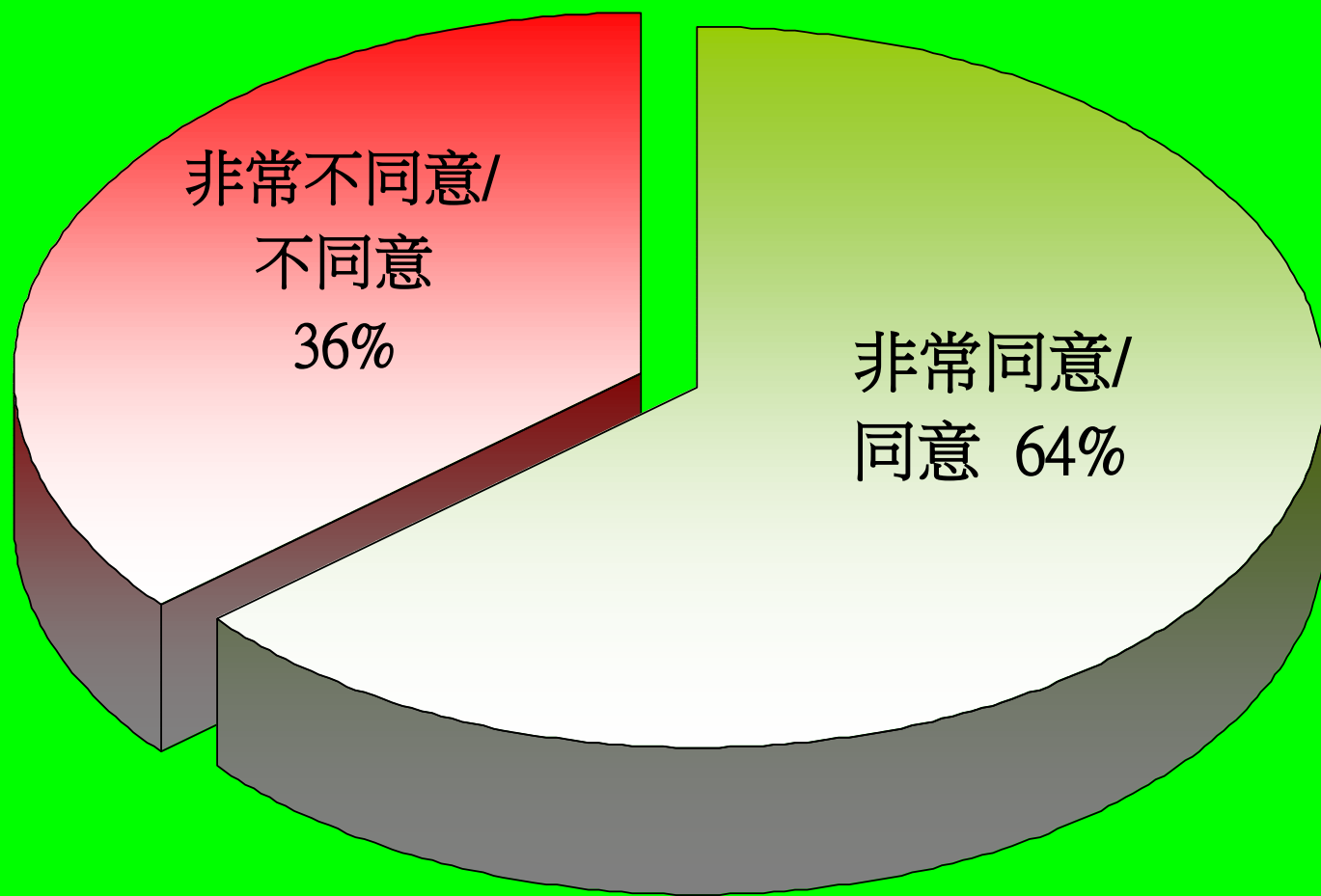
Uzone21.com 資訊研究組



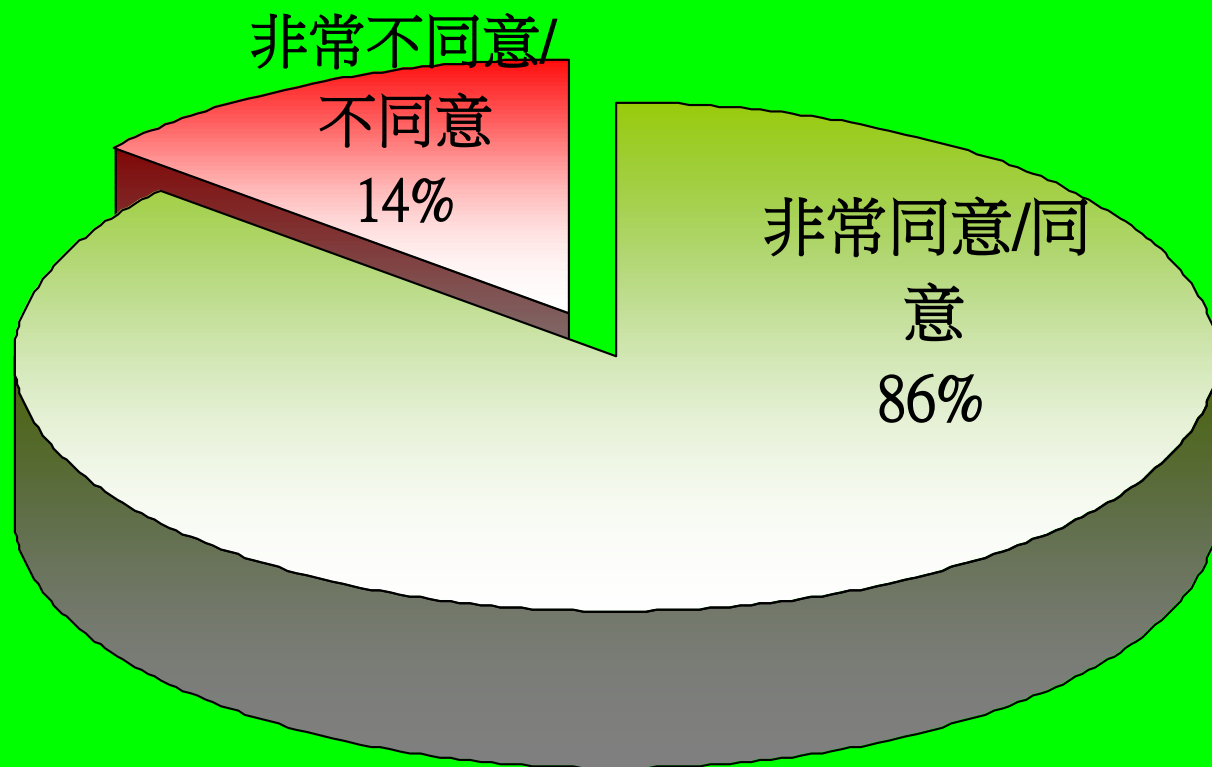
本地創作／出品漫畫，適合青少年閱讀的太少



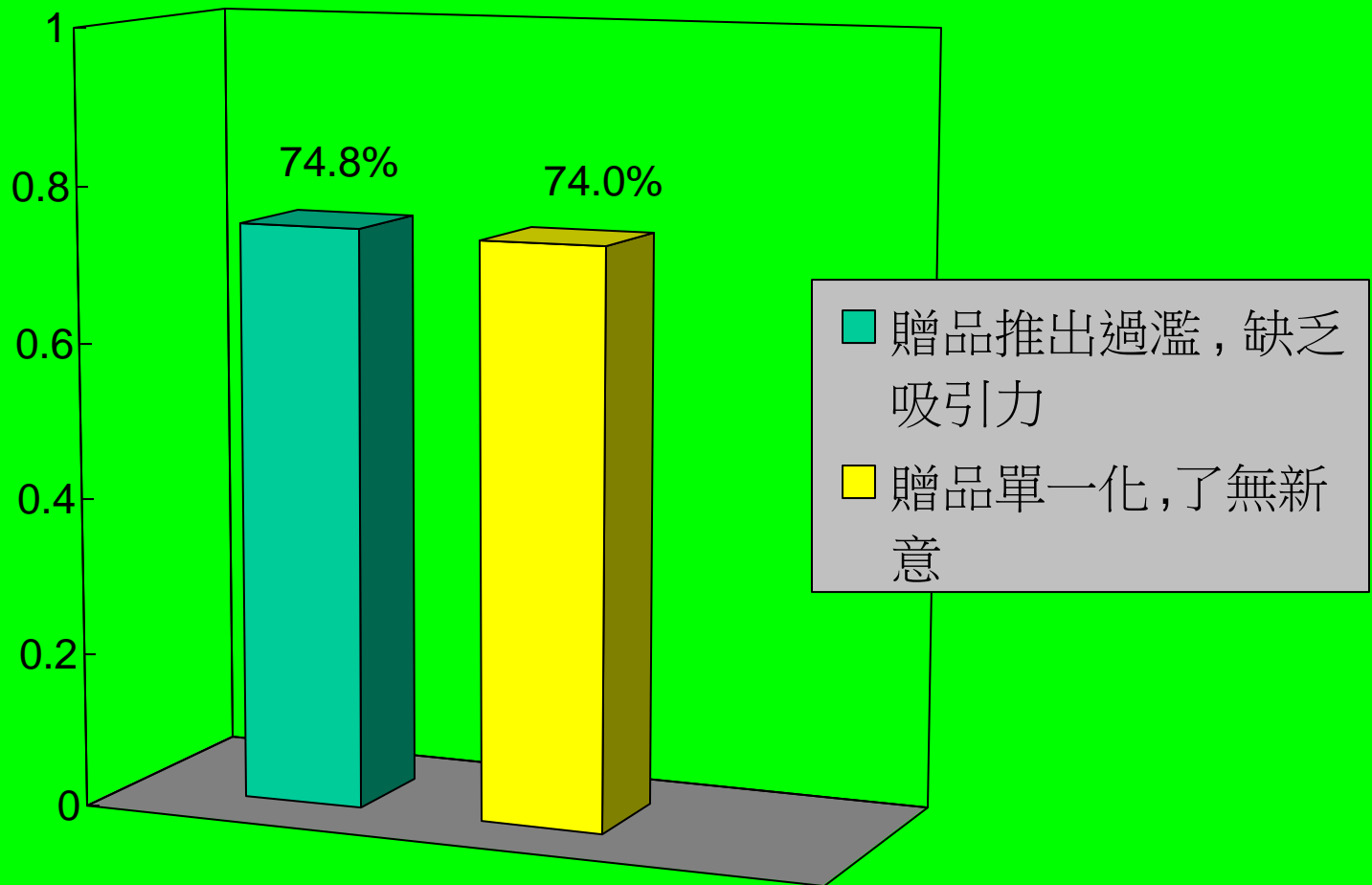
過於注重贈品，忽略故事內容及畫功質素



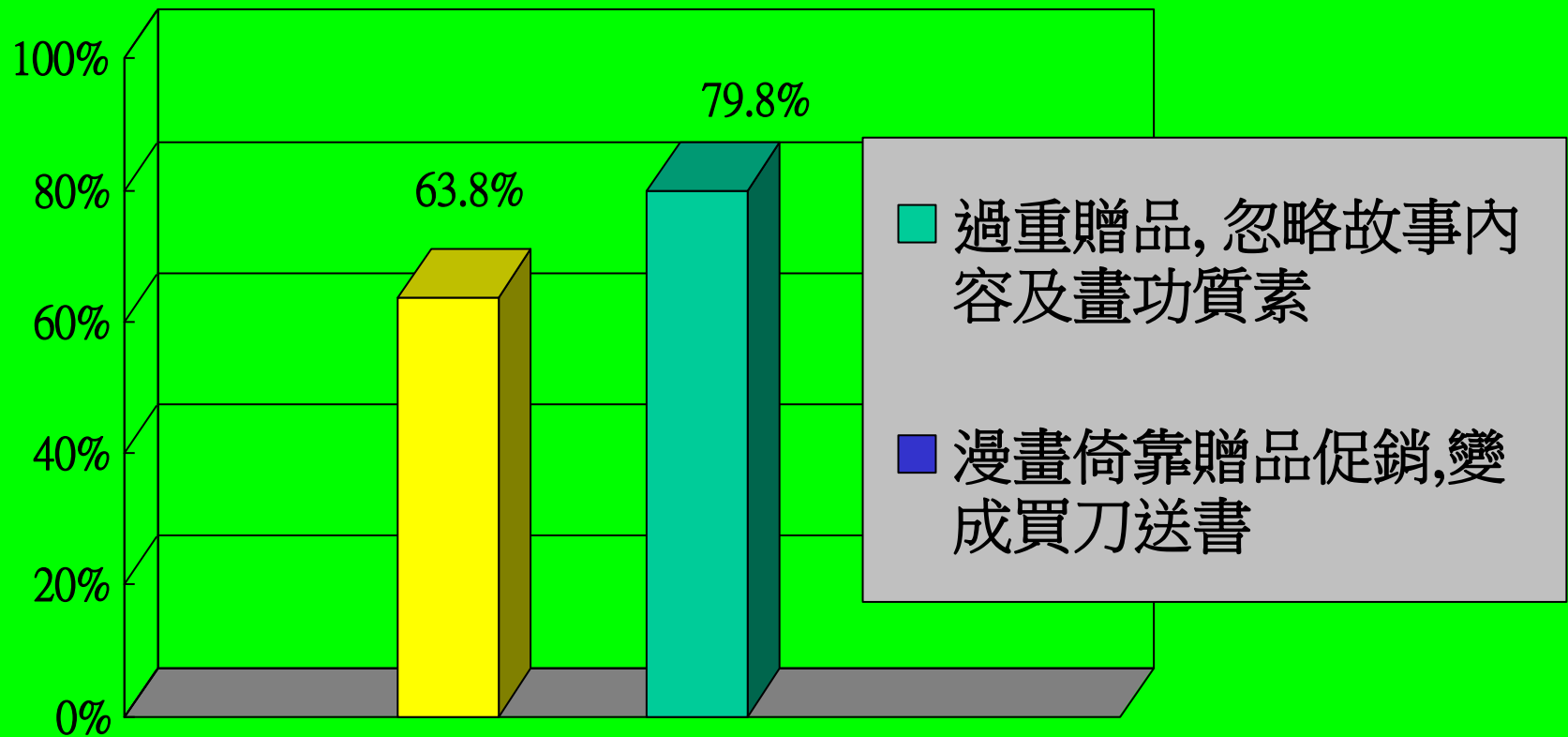
漫畫應加強製作質素，勿倚賴贈品招徠



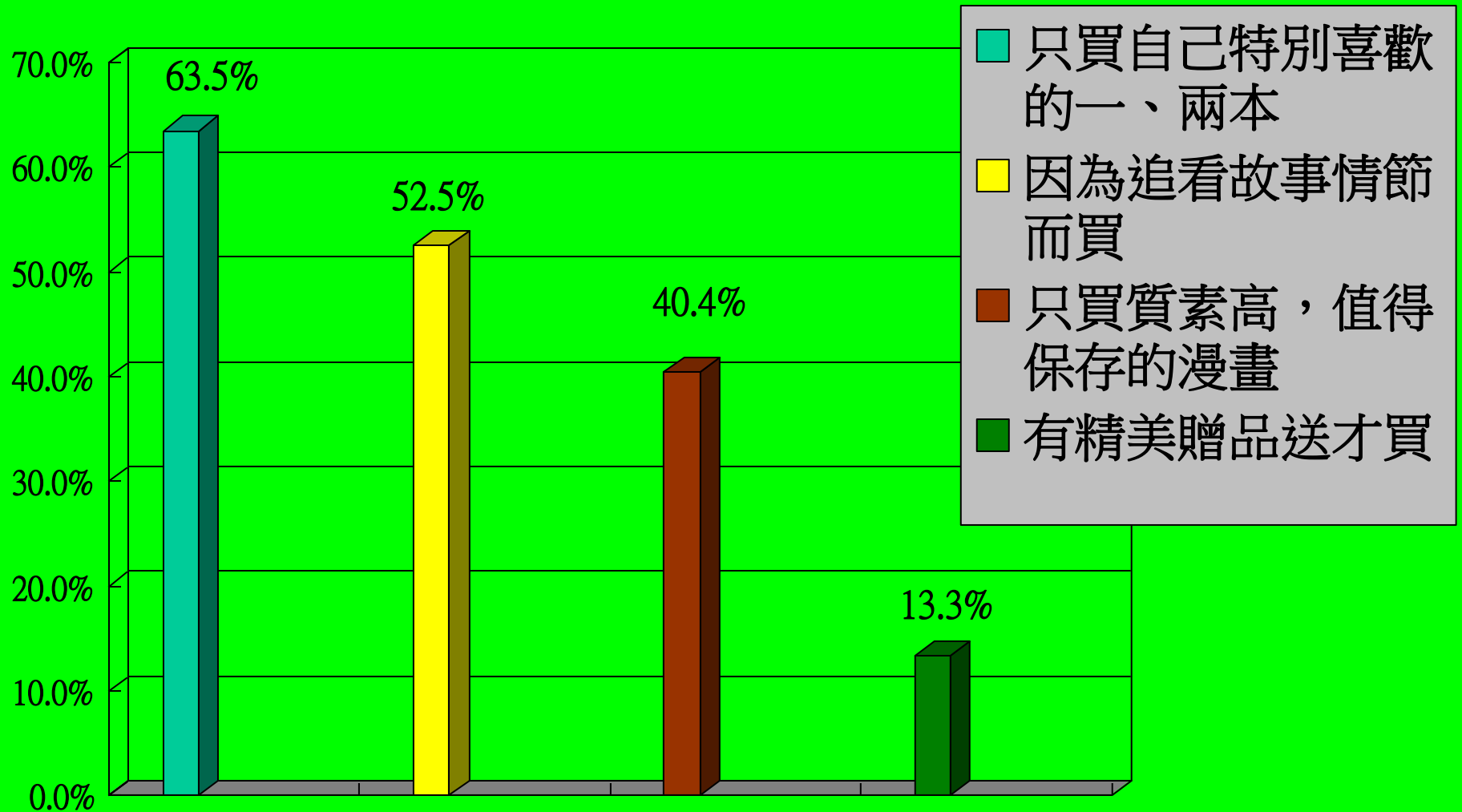
倚靠武器贈品 本末倒置



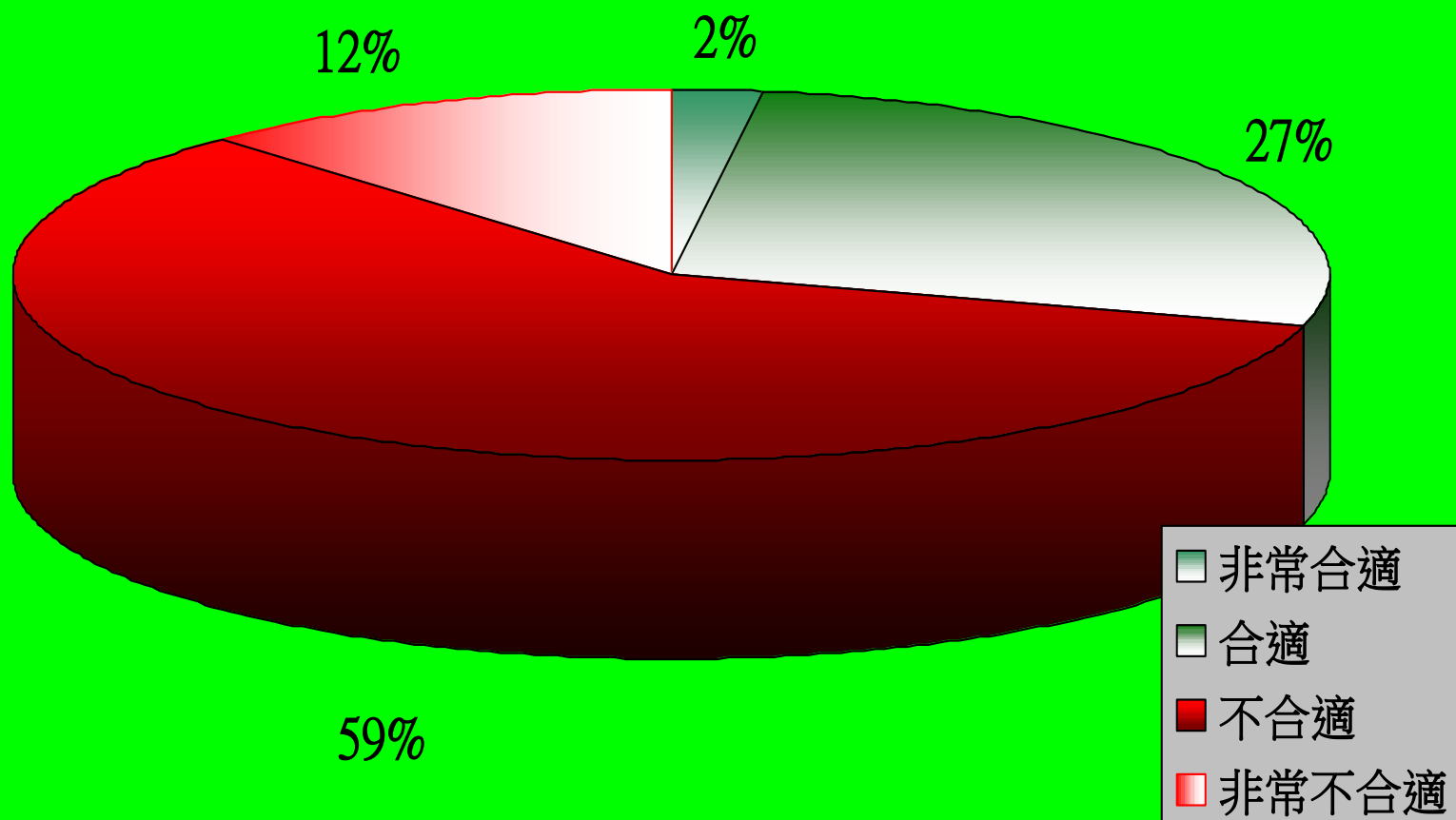
倚靠武器贈品 本末倒置



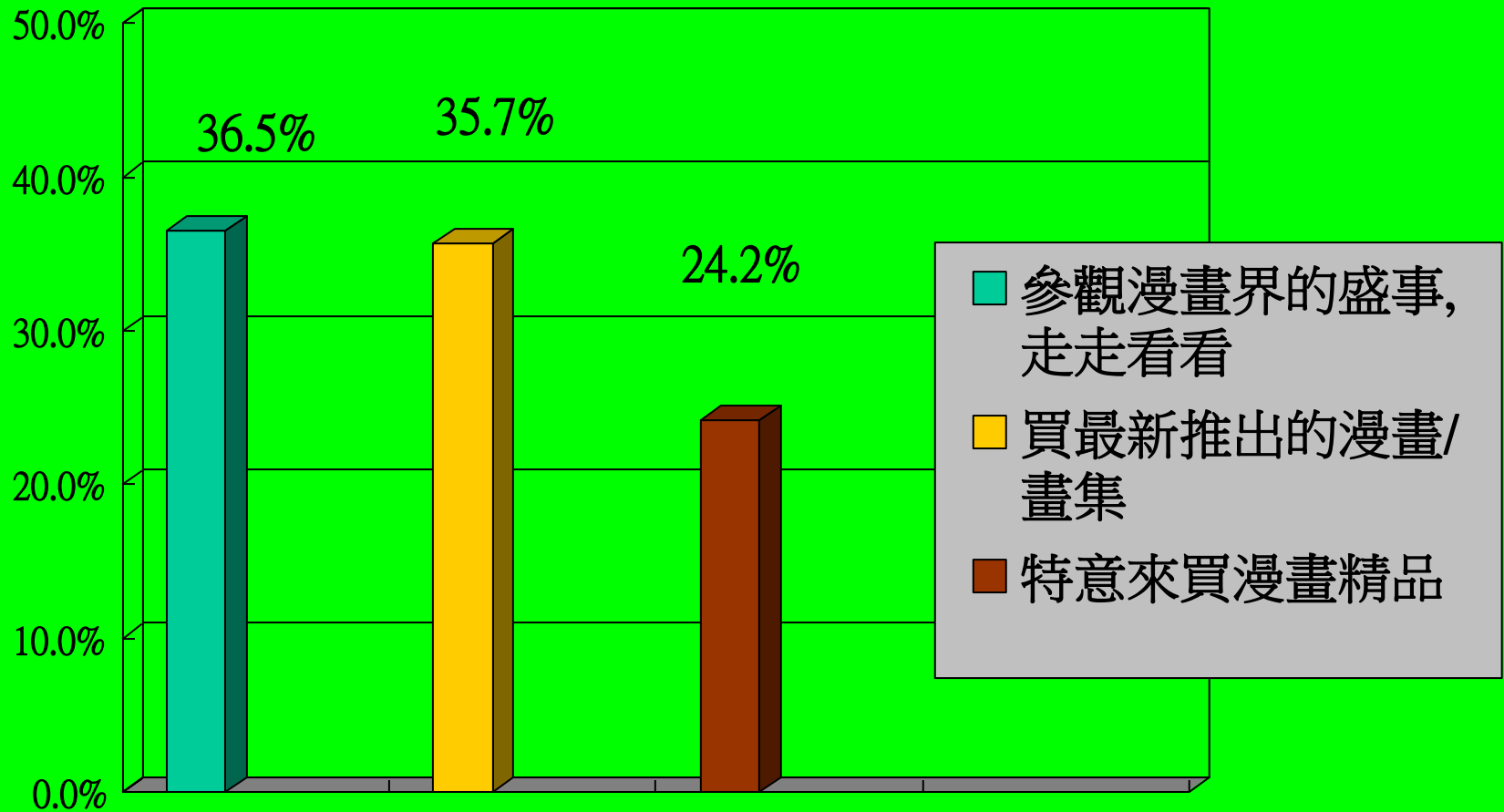
青少年買漫畫的態度



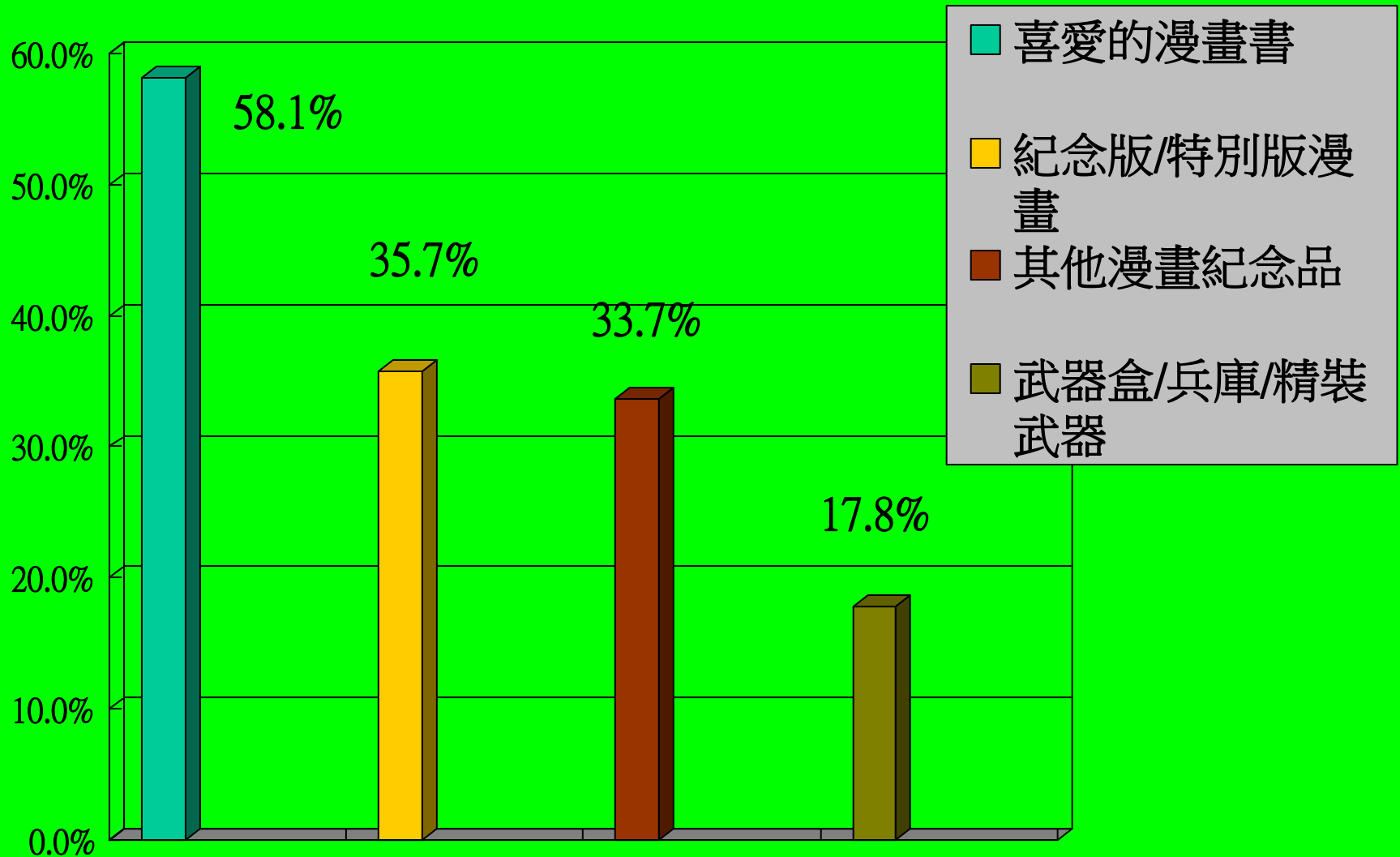
本地漫畫合適青少年程度



青少年到漫畫節之目的



漫畫節之主要購物對象



炒賣風氣不熾熱

你會否變賣收集得來的漫畫相關品？

