

The 2015 FBC Inter-Seminar Congress @ Keio University, Hiyoshi Campus,

What Determines *Anime* Pilgrims' Visit Intention and Destination Loyalty?

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English Academic Writing Project Team

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Introduction



Question

Do you know these places?



Introduction

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Conclusion

Answer



These are all *anime seichi* in Chichibu!

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Conclusion

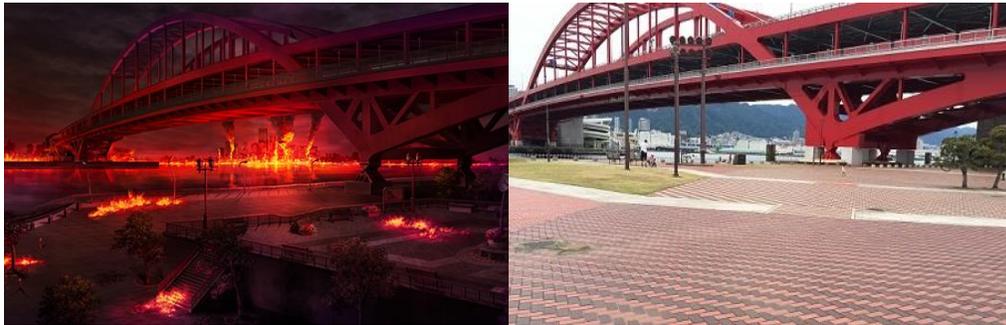
Other Examples



“Lucky☆Star” (Saitama)



“Keion!” (Shiga)



“Fate/ Stay Night” (Hyogo)



“Kimi ni Todoke” (Hokkaido)

Many anime fans visit anime seichi in Japan!

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Research Question



Why do people visit/revisit
these ordinary places?

『Lucky☆Star』 (Saitama)

『Keion!』 (Shiga)

『Fate/ Stay Night 』 (Hyogo)

『Kimi ni Todoke』 (Hokkaido)

Many anime fans visit anime seichi in Japan!

Introduction

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Conclusion

Two Studies



Study 1: What determines visit intention?

Study 2: What determines destination loyalty?

Introduction

Study 1

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Conclusion



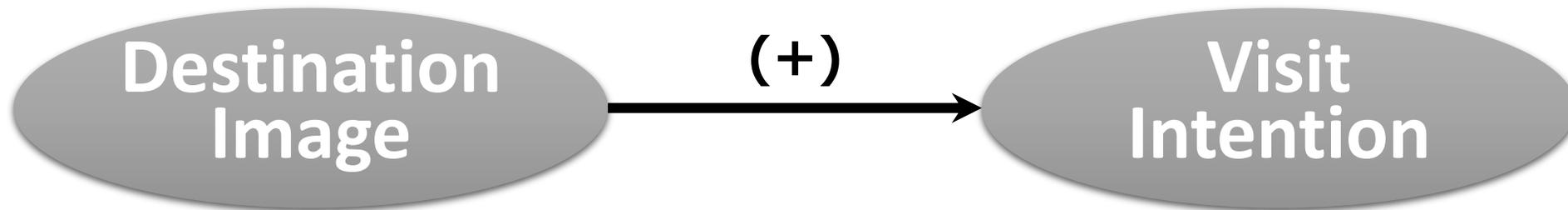
Study 1



The First Category of Determinants

Destination image affects visit intention.

Destination image consists of destination attributes such as nature, climate, relaxation, accessibility, and safety. (Baloglu and McCleary, 1999)



Destination image may or may not affect **visit intention** in the context of *anime* pilgrimage.

Introduction

Study 1

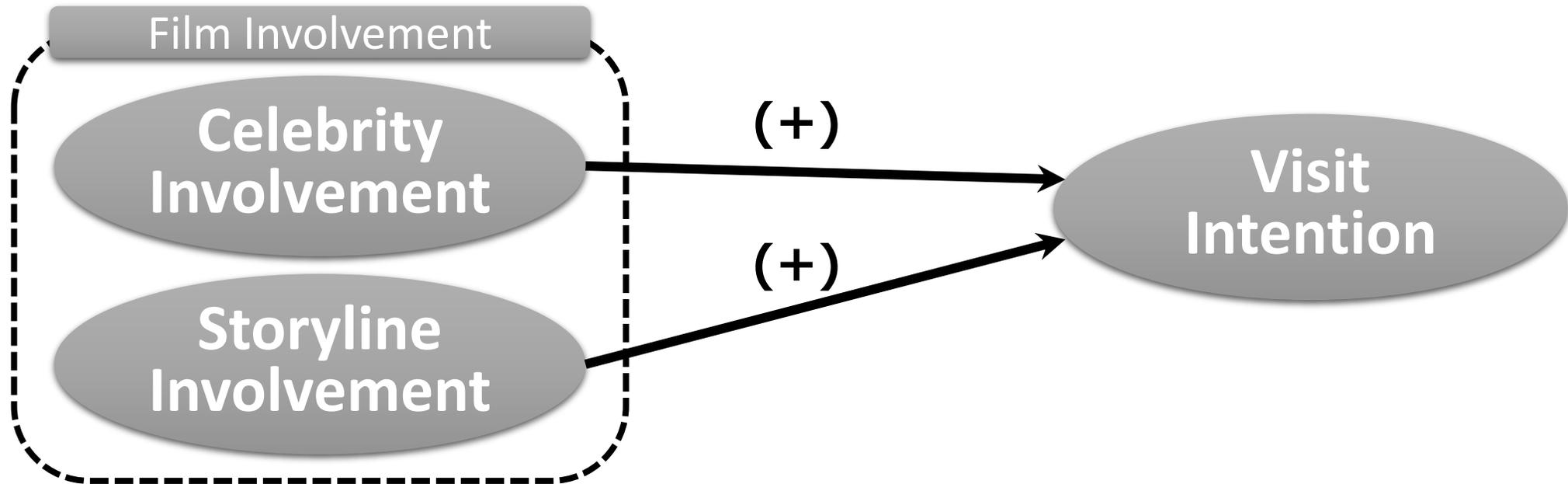
Study 2

Conclusion

The Second Category of Determinants

Celebrity involvement affects visit intention (Lee, *et al.*, 2008).

Storyline involvement may also affect visit intention (Riley, *et al.*, 1998)



Introduction

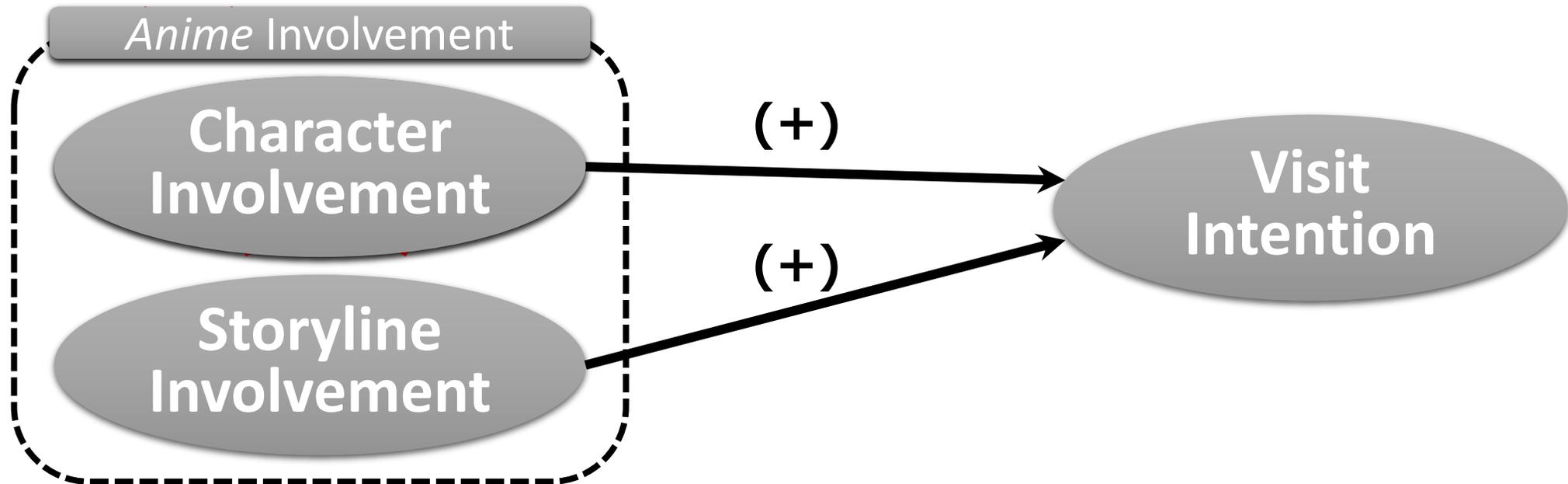
Study 1

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Conclusion

The Second Category of Determinants

Celebrity involvement should be replaced by **character involvement** when we model the determinants of *anime* pilgrims' visit intention.



***Anime* involvement may affect visit intention.**

Introduction

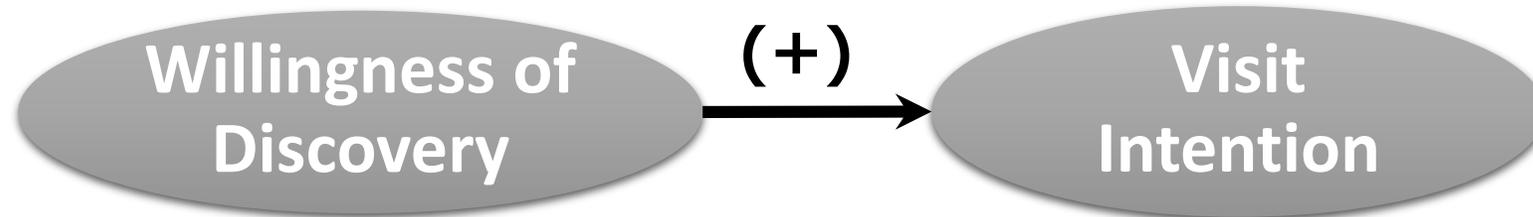
Study 1

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Conclusion

The Third Category of Determinants

Some *anime* fans called “location seekers” are eager to **discover** the locations.
(Okamoto, 2009)



Willingness of discovery may positively affect **visit intention**.

Introduction

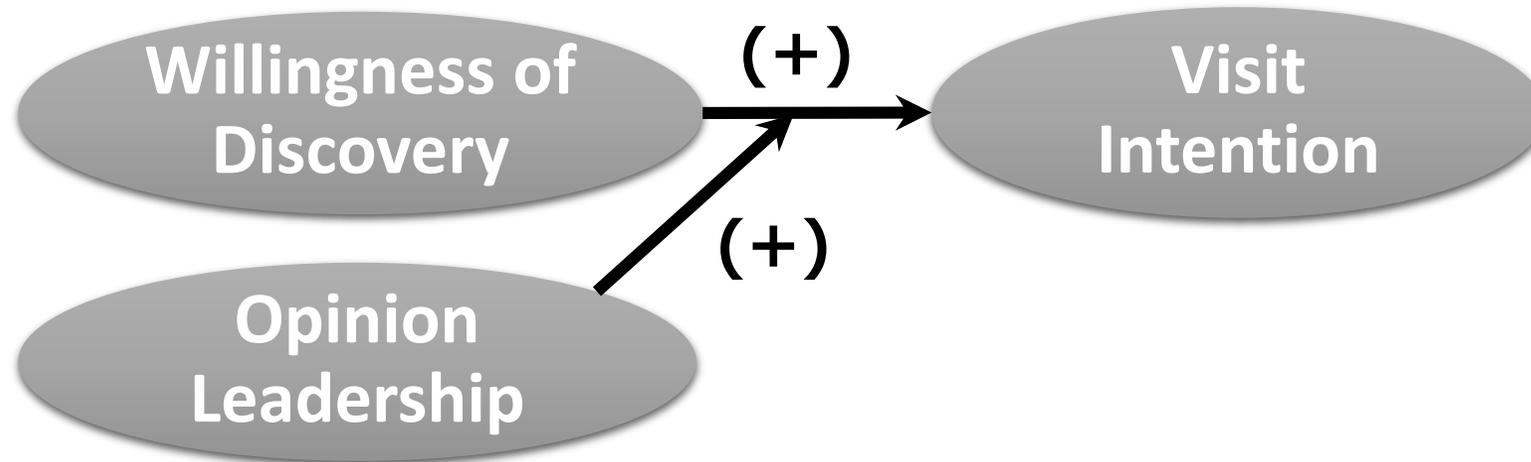
Study 1

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Conclusion

The Third Category of Determinants

Some *anime* fans called “location seekers” are eager to **discover** the locations. They are opinion leaders in the *anime* nerd community. (Okamoto, 2009)



Opinion leadership may accelerate the positive relationship between **willingness of discovery** and **visit intention**.

Introduction

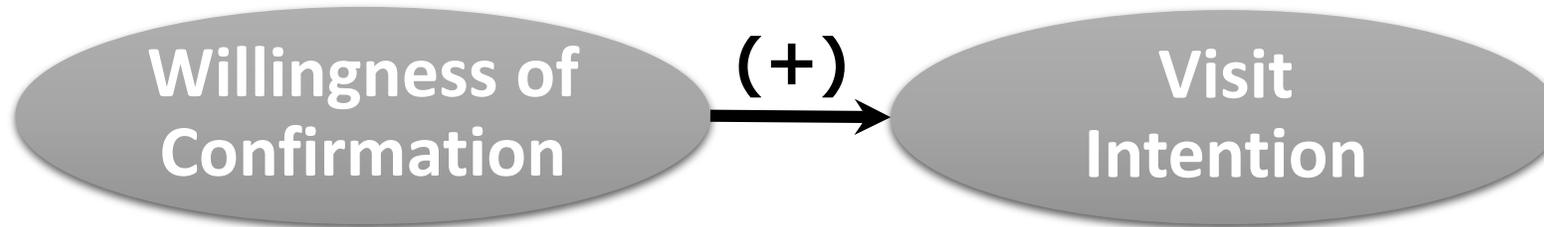
Study 1

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Conclusion

The Third Category of Determinants

Other *anime* fans are more likely to **confirm** whether the locations resemble particular scenes in an *anime* piece. (Okamoto, 2009)



Willingness of confirmation may positively affect **visit intention**.

Introduction

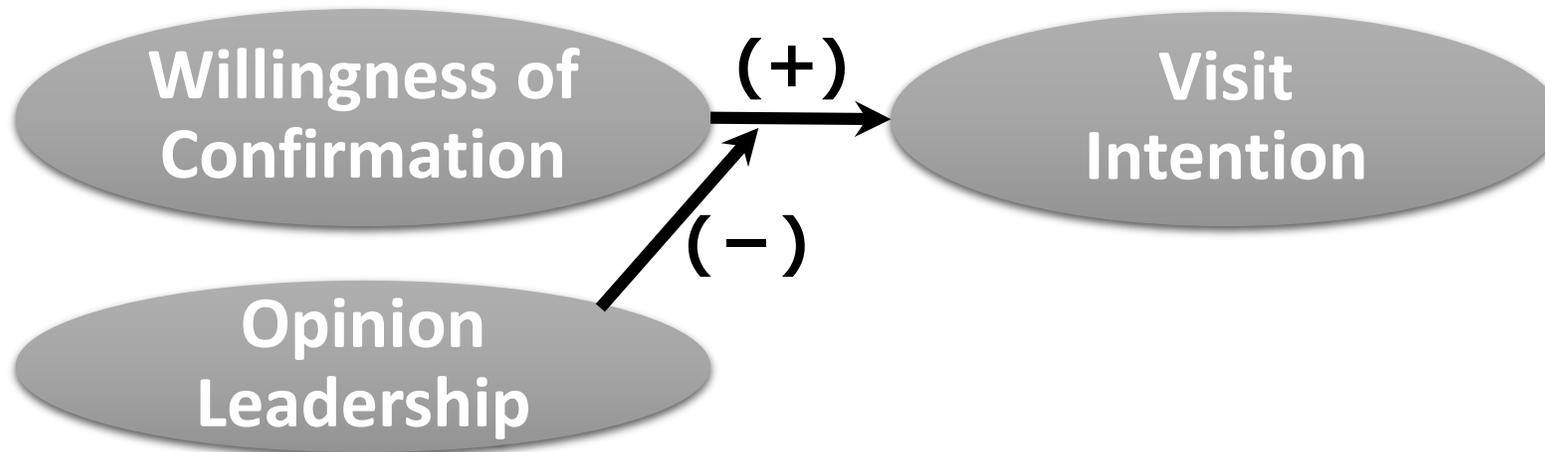
Study 1

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Conclusion

The Third Category of Determinants

Other *anime* fans are more likely to **confirm** whether the locations resemble particular scenes in an *anime* piece. They are followers. (Okamoto, 2009)



Opinion leadership may impel the positive relationship between **willingness of confirmation** and **visit intention**.

Introduction

Study 1

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Methodology



Sample	Potential tourists in four districts in the Tokyo metropolitan area (e.g. Akihabara)
Size	190 (of 94% were valid) (males: 71.9%, female: 28.1%, age varied from 14 to 54)
Analytical Method	A hierarchical multiple regression analysis

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Results

	Standardized Coefficients					
	Model 1		Model 2		Model 3	
	β	t-value	β	t-value	β	t-value
β_1 : Image 1 (Landscape)	0.355***	3.23	0.337***	3.12	0.276***	3.19
β_2 : Image 2 (Relaxation)	-0.124	-1.10	-0.156	-1.40	-0.173*	-1.97
β_3 : Image 3 (Social Interaction)	0.086	0.98	0.083	0.97	0.117*	1.74
β_4 : Image 4 (Information)	0.273***	3.13	0.267***	3.14	0.146**	2.12
β_5 : Image 5 (Accessibility)	0.053	0.37	0.095	0.67	0.247**	2.20
β_6 : Image 6 (Various Activities)	-0.157	-1.62	-0.158*	-1.68	-0.202***	-2.68
⋮	⋮	⋮	⋮	⋮	⋮	⋮
β_{20} : Image 20 (Safety)	0.149	1.59	0.122	1.33	-0.010	0.13
β_{21} : Area Dummy (Akihabara)	-0.105	-0.39	-0.205	-0.77	0.038	0.18
β_{22} : Area Dummy (Mita)	-0.197	-0.75	-0.323	-1.24	0.135	0.64
β_{23} : Area Dummy (Chichibu)			-0.091	-0.48	0.056	0.38
β_{24} : Character Involvement			0.158*	1.79	0.200***	2.70
β_{25} : Storyline Involvement			0.105	1.23	-0.057	-0.81
β_{26} : Opinion Leadership (Lead)					0.319***	4.00
β_{27} : Willingness of Discovery					0.116	1.28
β_{28} : Willingness of Confirmation					0.176**	2.26
β_{29} : Willingness of Discovery × Lead					0.120*	1.69
β_{30} : Willingness of Confirmation × Lead					-0.262***	-3.71
R ²		0.305		0.350		0.616
F value		2.94***		3.29***		8.18***
ΔR^2				0.046***		0.265***

Model 3 had the strongest explanatory power!

Note: ***p<0.01, **p<0.05, *p<0.10.

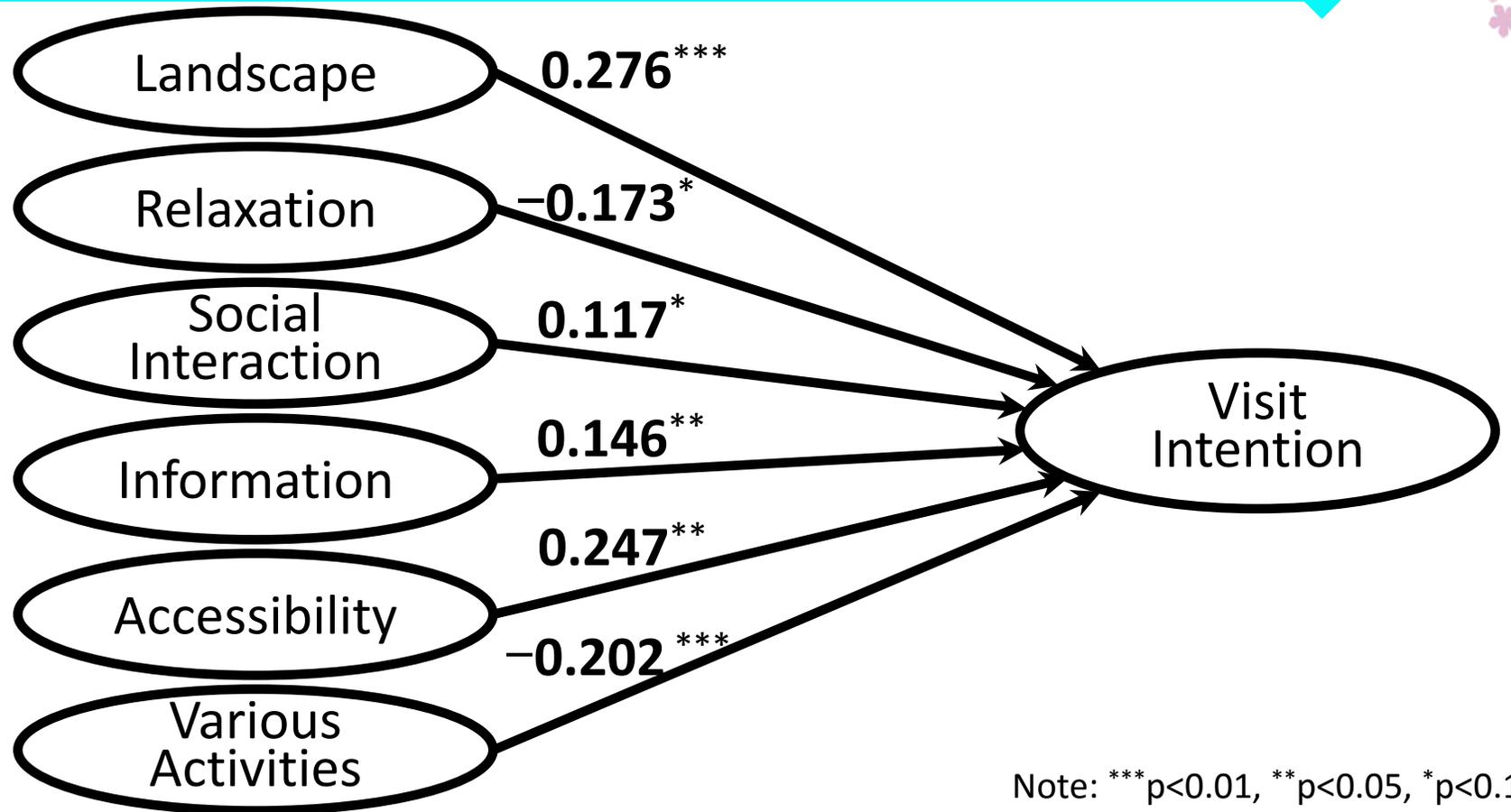
Introduction

Study 1

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Conclusion

Results: The First Category



Note: ***p<0.01, **p<0.05, *p<0.10.

Six of twenty destination attributes affect visit intention!

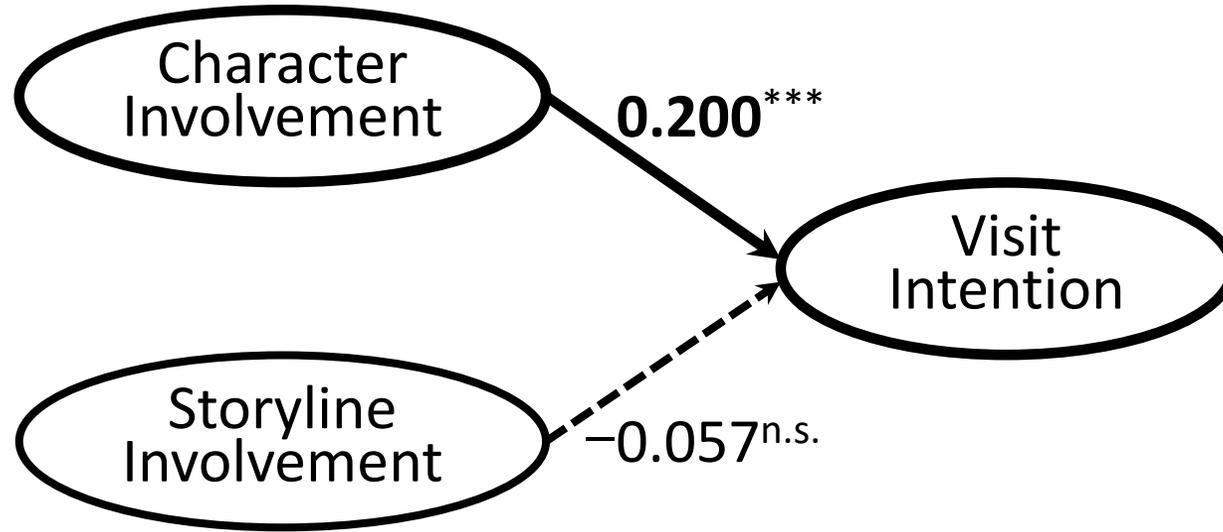
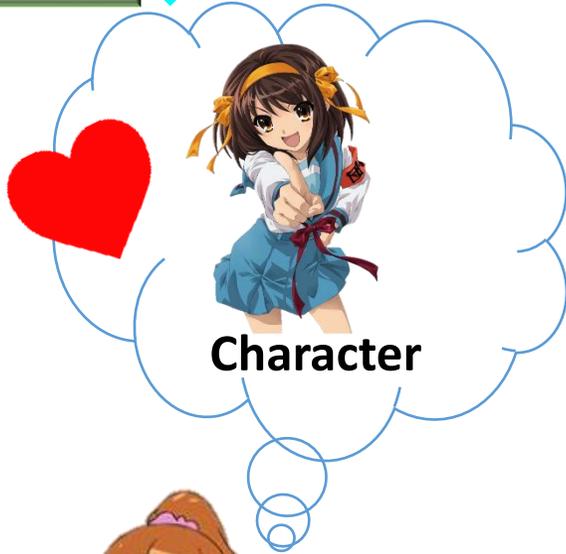
Introduction

Study 1

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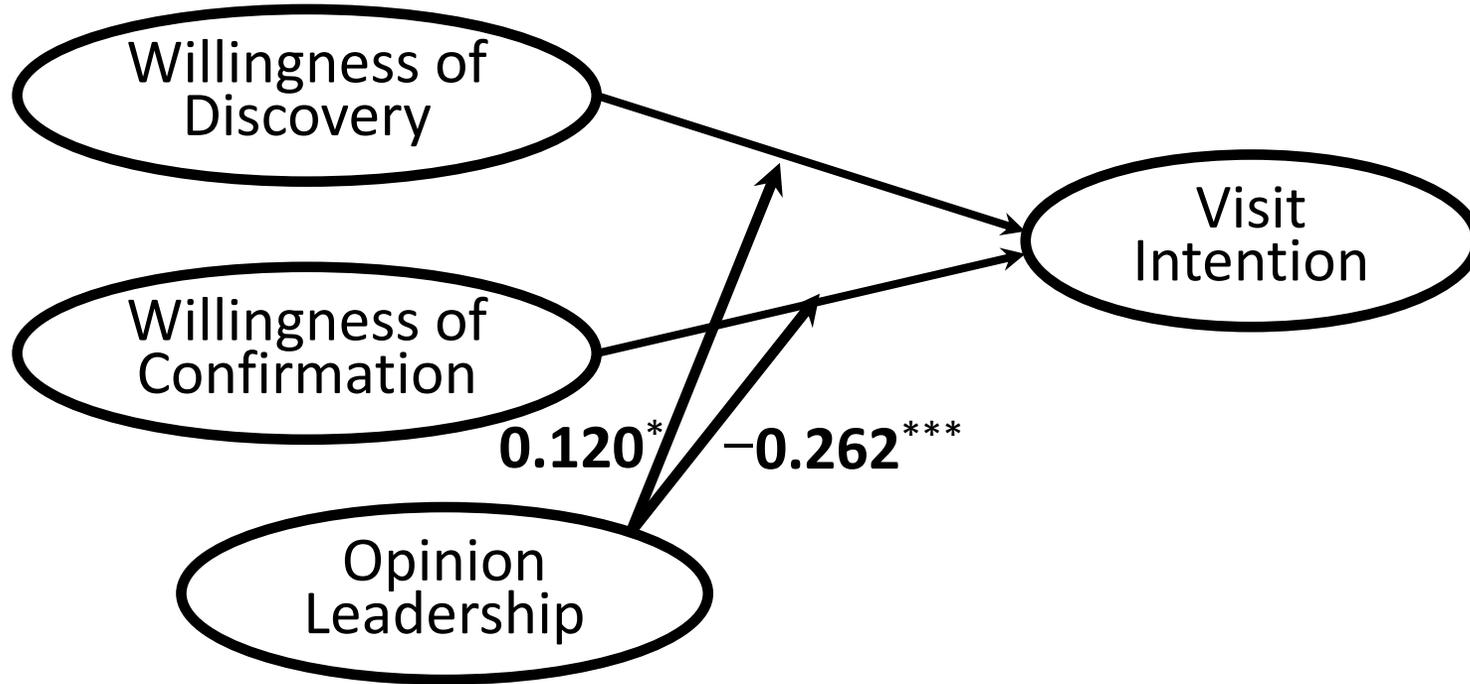
Conclusion

Results: The Second Category



Note: ***p<0.01, ^{n.s.} is insignificant.

Character involvement had a significant effect on visit intention.



Note: ***p<0.01, *p<0.10.

Social influences play an important role in forming visit intention!

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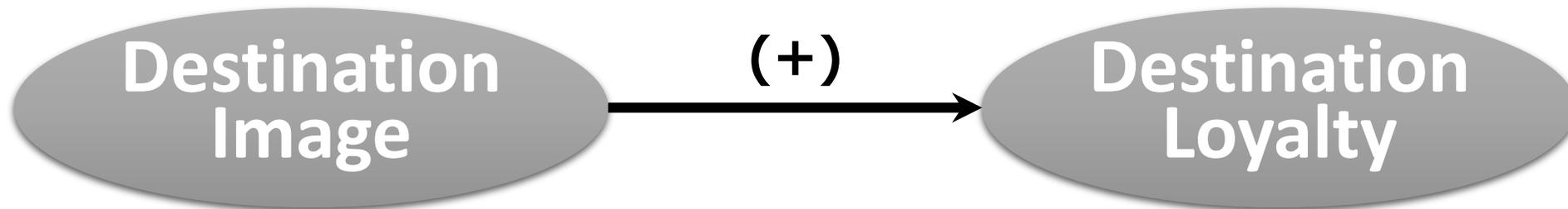
Study 2



The First Category of Determinants

Destination image affect destination loyalty.

Destination image consists of destination attributes, such as nature, climate, relaxation, accessibility, and safety. (Zhang, et al., 2014)



Destination image may or may not affect **destination loyalty** in the context of anime pilgrimage.

Introduction

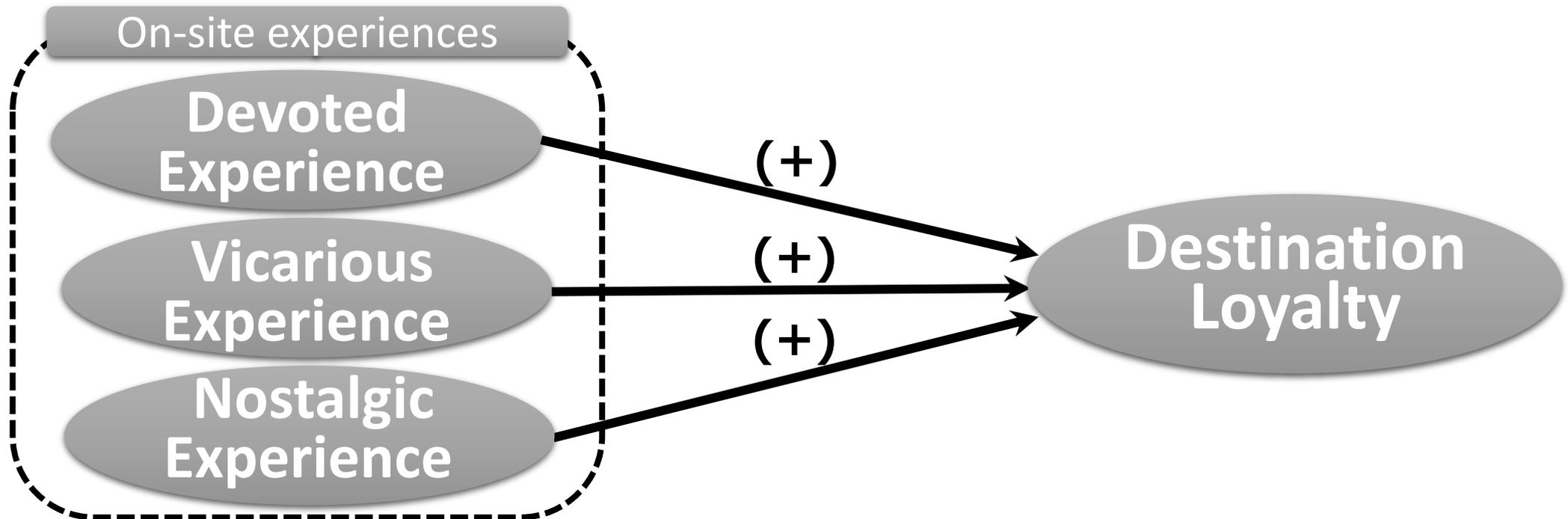
Study 1

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The Second Category of Determinants

Film tourists' on-site experiences can be classified into three types; **devoted experience, vicarious experience, and nostalgic experience.** (Kim, 2012)



On-site experiences may affect destination loyalty.

Introduction

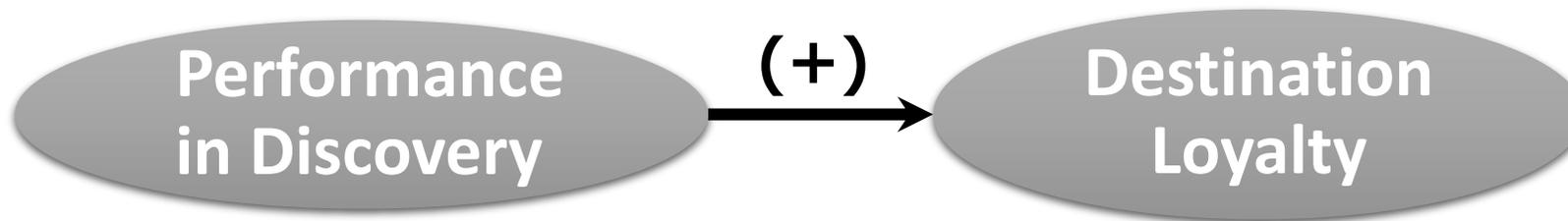
Study 1

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The Third Category of Determinants

Some *anime* fans called “location seekers” regard **performance in discovery** as important. (Okamoto, 2009)



Performance in discovery may positively affect **destination loyalty**.

Introduction

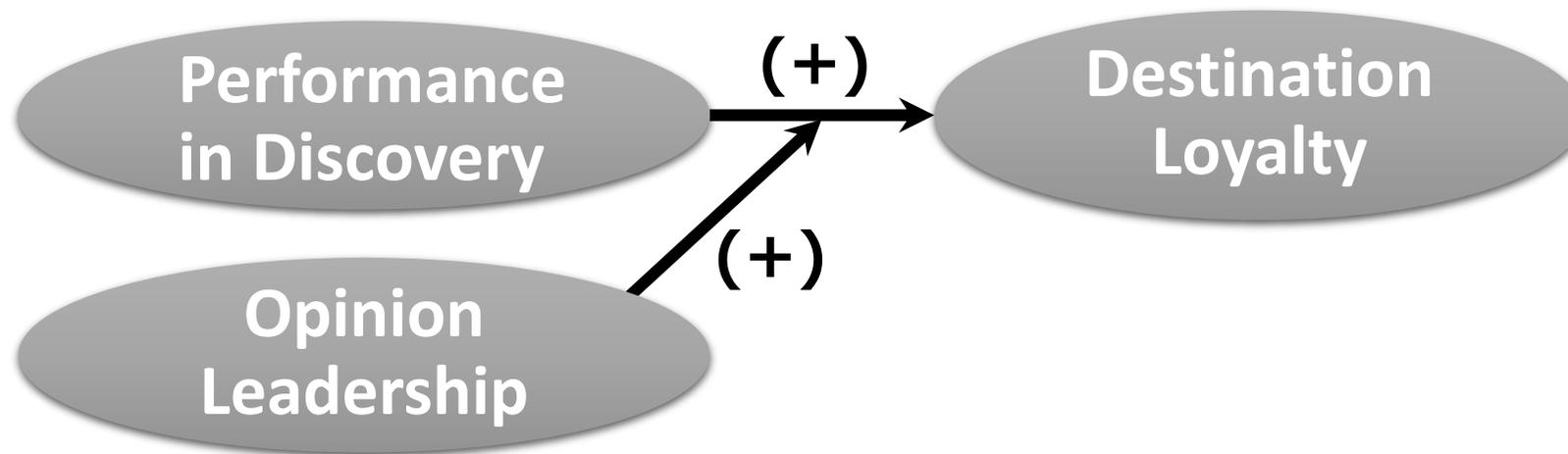
Study 1

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Conclusion

The Third Category of Determinants

Some *anime* fans called “location seekers” regard **performance in discovery** as important. They are **opinion leaders** in the *anime* nerd community. (Okamoto, 2009)



Opinion leadership may accelerate the positive relationship between **performance in discovery** on **destination loyalty**.

Introduction

Study 1

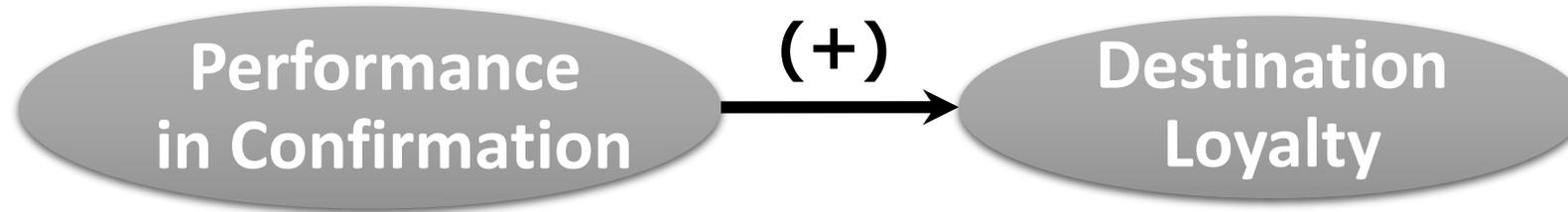
Study 2

Conclusion

The Third Category of Determinants

Other *anime* fans regard **performance in confirmation** as important.

(Okamoto, 2009)



Performance in confirmation may positively affect **destination loyalty**.

Introduction

Study 1

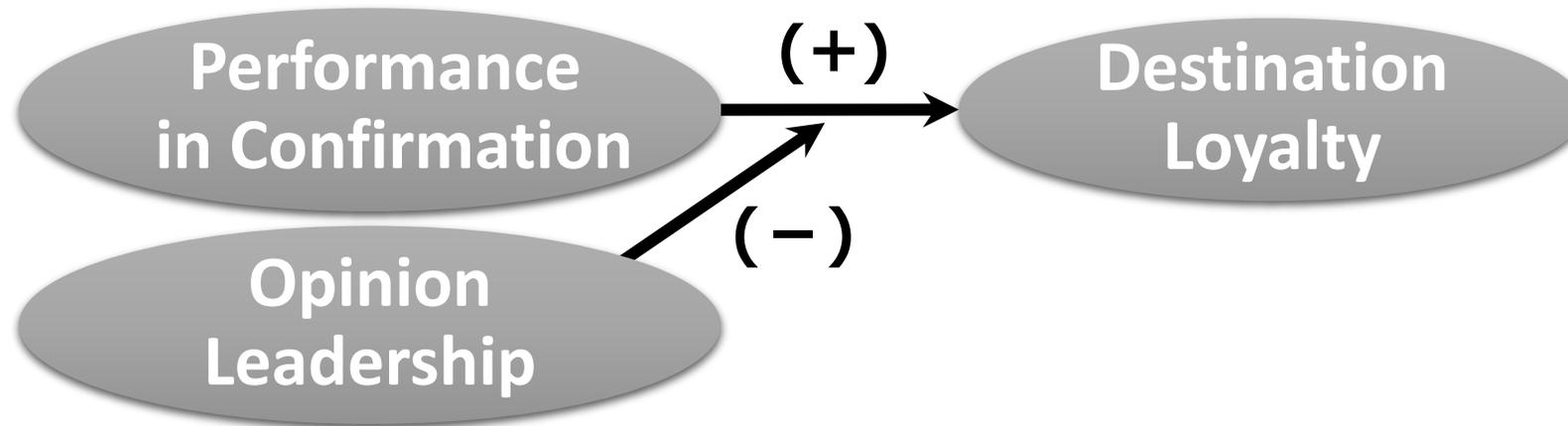
Study 2

Conclusion

The Third Category of Determinants

Other *anime* fans regard **performance in confirmation** as important.
They are followers.

(Okamoto, 2009)



Opinion leadership may impel the positive relationship between **performance in confirmation** and **destination loyalty**.

Introduction

Study 1

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Methodology



Sample	Tourists who are travelling in Chichibu (79.6%) and Hanno (20.4%)
Size	199 (of 98% were valid) (male: 81.1%, female: 18.9%, age varied from 15 to 61)
Analytical Method	A hierarchical multiple regression analysis

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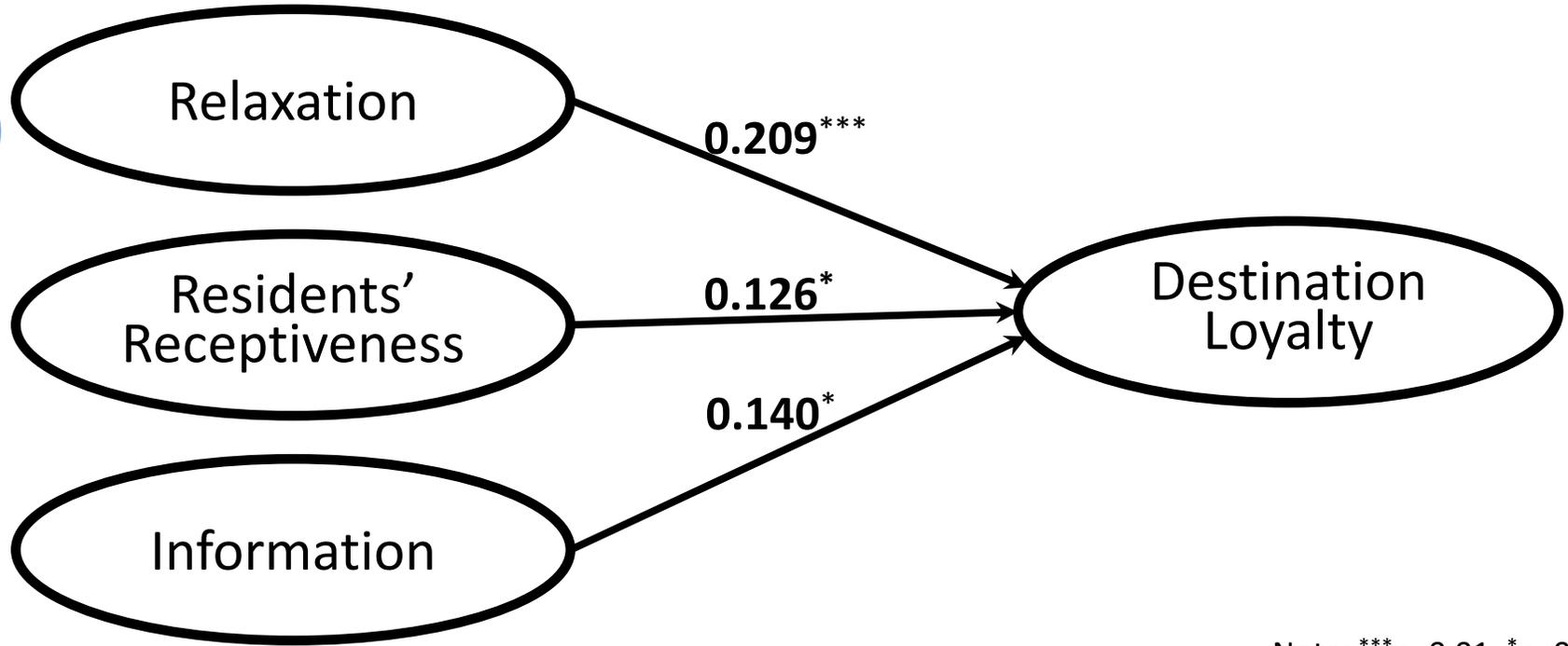
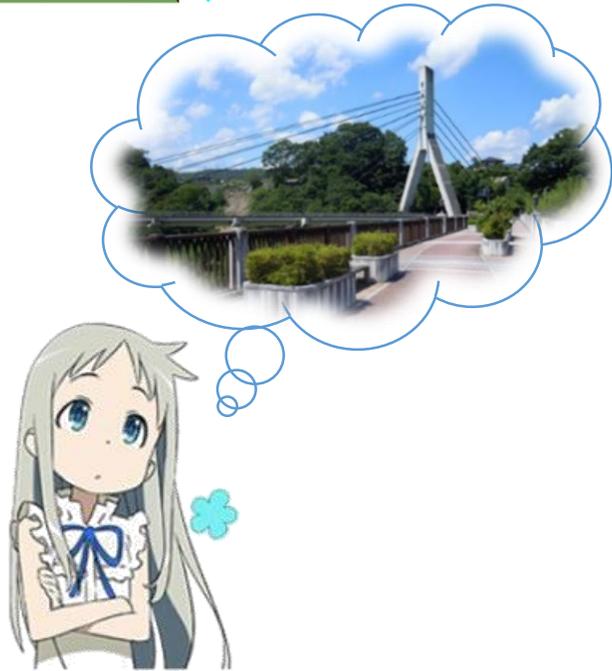
	Standardized Coefficients					
	Model 1		Model 2		Model 3	
	b	t-value	b	t-value	b	t-value
β_{31} : Image 1 (Landscape)	0.199**	2.24	0.086	1.11	0.056	0.81
β_{32} : Image 2 (Relaxation)	0.210**	2.42	0.145*	1.95	0.209***	3.17
β_{33} : Image 3 (Social Interaction)	-0.021	-0.23	-0.013	-0.16	-0.040	-0.54
β_{34} : Image 4 (Information)	0.156*	1.92	0.108	1.57	0.140*	2.29
β_{35} : Image 5 (Accessibility)	-0.146	-1.19	-0.116	-1.12	-0.101	-1.08
β_{36} : Image 6 (Various Activities)	0.101	1.38	0.098	1.58	0.079	1.44
β_{37} : Image 7 (Residents' Receptiveness)	0.124	1.32	0.075	0.92	0.126*	1.70
⋮	⋮	⋮	⋮	⋮	⋮	⋮
β_{50} : Image 20 (Safety)	-0.020	-0.25	-0.005	-0.08	0.003	0.05
β_{51} : Area Dummy (Akihabara)	-0.034	-0.52	0.006	0.11	-0.035	-0.18
β_{52} : Devoted Experience			0.357***	4.24	0.167*	2.07
β_{53} : Vicarious Experience			0.078	0.81	0.061	0.71
β_{54} : Nostalgic Experience			0.193**	2.29	0.089*	1.12
β_{55} : Opinion Leadership (Lead)					0.219***	3.36
β_{56} : Performance in Discovery					-0.006	-0.09
β_{57} : Performance in Confirmation					0.241***	3.66
β_{58} : Performance in Discovery × Lead					0.111**	2.15
β_{59} : Performance in Confirmation × Lead					-0.263***	-5.04
R^2		0.355		0.549		0.664
F value		4.53***		8.64***		11.26***
ΔR^2				0.194***		0.115***

Model 3 had the strongest explanatory power!

Note: *** is $p < 0.01$, ** is $p < 0.05$, * is $p < 0.10$.



Results: The First Category



Note: ***p<0.01, *p<0.10.

Three of twenty destination attributes had significant effects on destination loyalty!

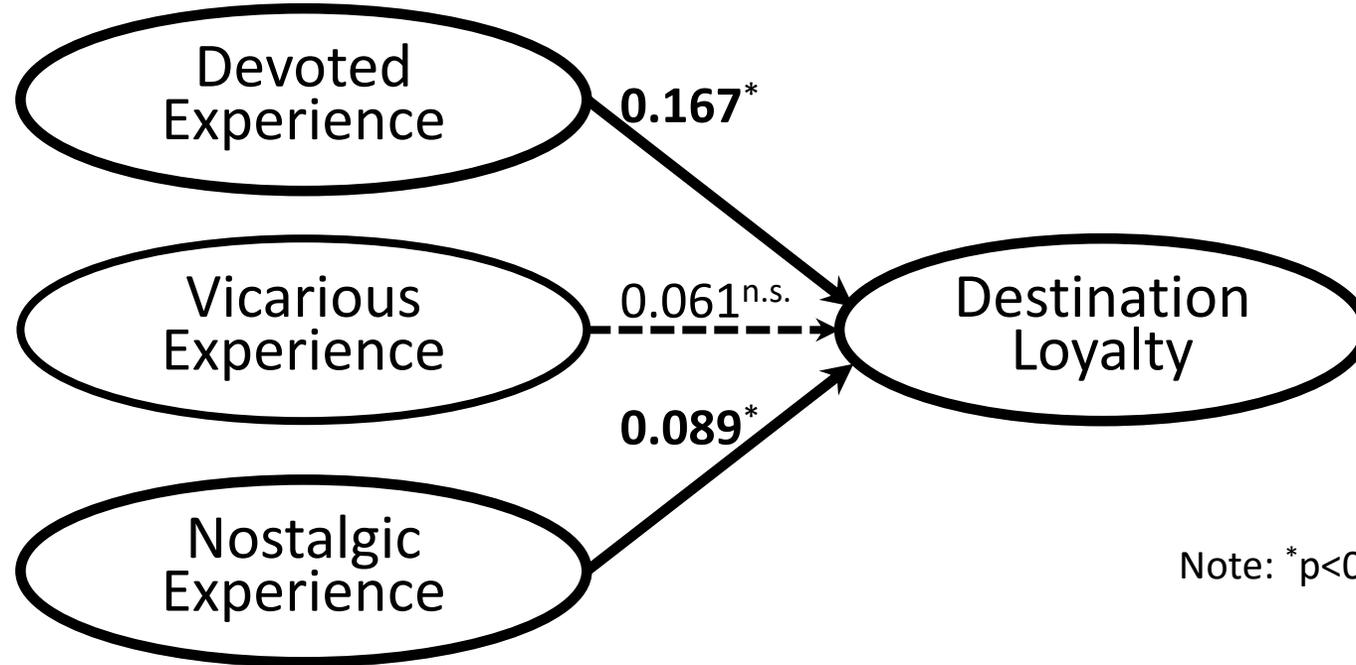
Introduction

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Results: The Second Category



Note: *p<0.10, n.s. is insignificant.



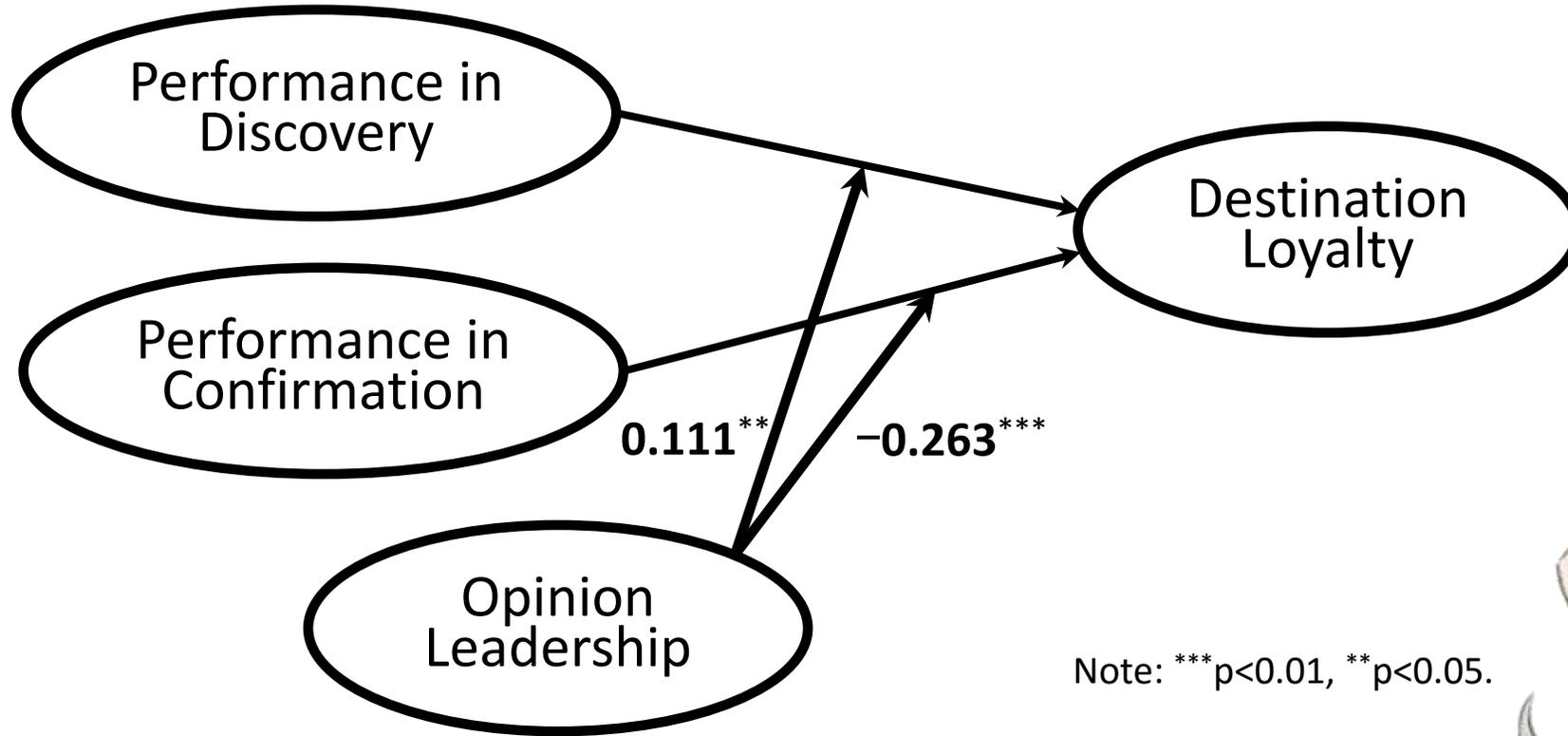
Devoted experience and nostalgic experience had significant effects on destination loyalty.

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Social influences play an important role in establishing destination loyalty!

Conclusion

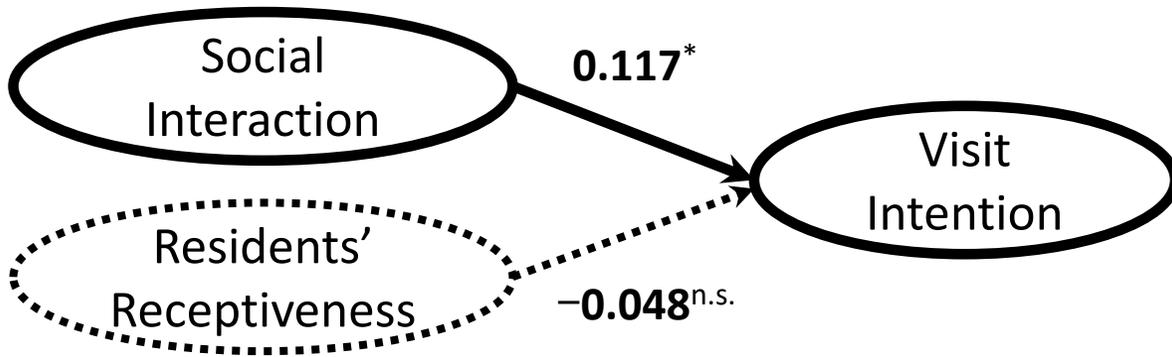
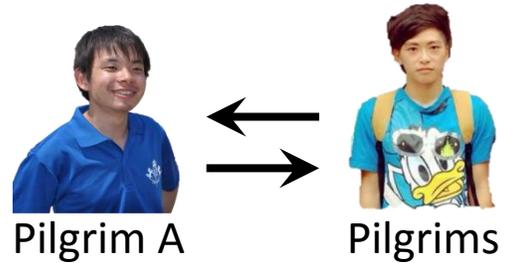


Finding 1

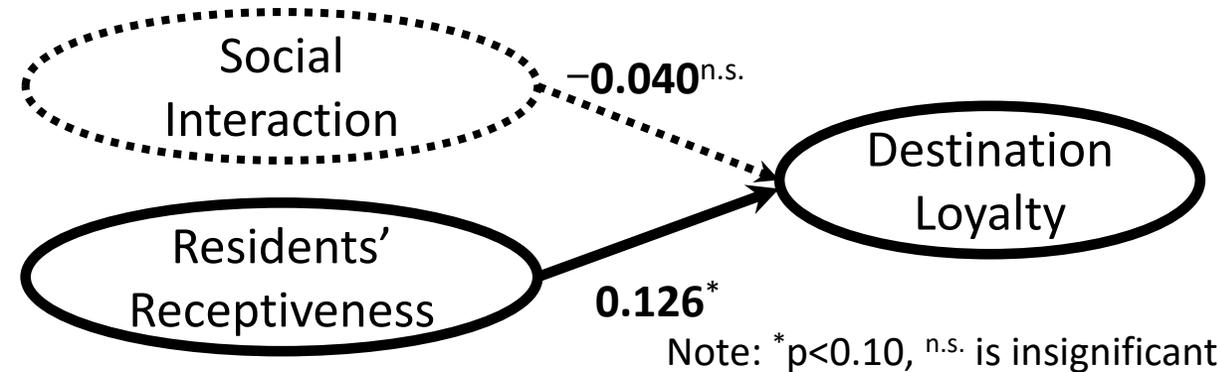
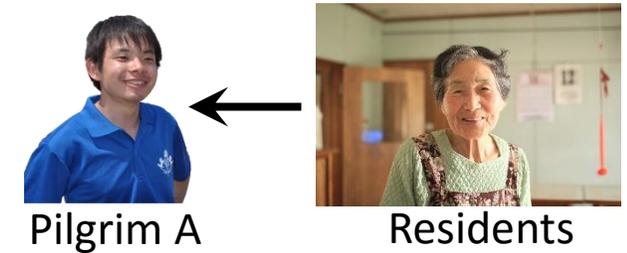
1. Destination Attributes: Residents' Receptiveness

The purpose of *anime* pilgrims' visit was the social interaction with other pilgrims. However, after their visit, they formed destination loyalty due to the residents' receptiveness.

Study 1



Study 2



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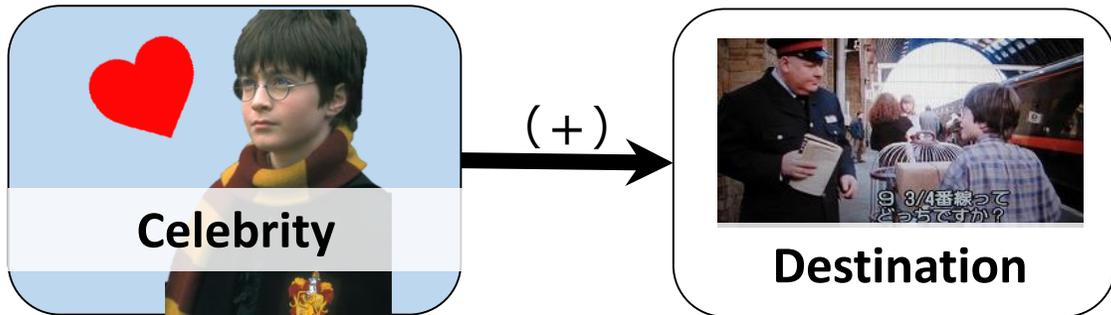
Finding 2



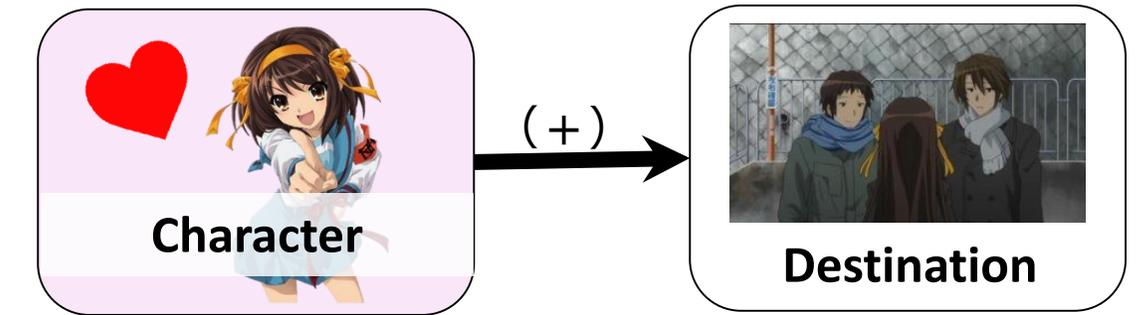
2. *Anime* Involvement / On-site *Anime* Experience: Relationship with “film tourism”

In this paper, we succeeded in applying the findings from film tourism research to *anime* pilgrimage.

In film tourism



In *anime* pilgrimage



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Finding 3



3. Social Influences: Discovery and Confirmation

In this paper, by introducing social influences into the models, we succeeded in drawing good estimation results.



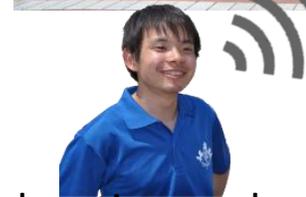
I am the first man to discover this location!

location seeker



I came here and confirmed this location!

follower



location seeker



follower

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Implications

Theoretical Implication

This paper incorporates social influences in the models, and found that they are the **keys** to understand *anime* pilgrims' behavior.



Managerial Implication

Destination managers **should not promote** that the locations resemble particular scenes in an *anime* piece because *anime* fans would like to discover/confirm them by themselves.



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Limitations

Limitation ①

The **sample size** was too small considering the number of independent variables.

Limitation ②

The survey of Study 2 was conducted **at only two *anime seichi***.

But!

This paper is of value to the researchers studying tourist behavior.



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References

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- Riley, Roger, Dwayne Baker, and Carlton S. Van Doren (1998), "Movie-induced Tourism," *Annals of Tourism Research*, Vol. 25, No. 4, pp. 919-935.
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- Zhang, Hongmei, Xiaoxiao Fu, Liping A. Cai, and Lin Lu (2014), "Destination Image and Tourist Loyalty: A Meta-analysis," *Tourism Management*, Vol. 40, pp. 213-223.

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Thank you for listening!



Appendix

Items on Destination Image

Image 1 (Landscape)	γ_1 : There is a beautiful landscape at the destination.
Image 2 (Relaxation)	γ_2 : There is a relaxing place at the destination.
Image 3 (Sport Facilities)	γ_3 : There are many facilities to play sports at the destination.
Image 4 (Shopping)	γ_4 : You can enjoy shopping at the destination.
Image 5 (Gastronomy)	γ_5 : You can eat delicious food at the destination.
Image 6 (Value)	γ_6 : You can have valuable experiences at the destination.
Image 7 (Climate)	γ_7 : You can have fun at the destination no matter how the weather is.
Image 8 (Social Interaction)	γ_8 : You can interact with other tourists at the destination.
Image 9 (Residents' Receptiveness)	γ_9 : The local people accept you at the destination.
Image 10 (Accommodation)	γ_{10} : There is a decent accommodation at the destination.



Appendix

Items on Destination Image

Image 12 (Cultural Attraction)	γ_{11} : There are cultural attractions at the destination.
Image 12 (Information)	γ_{12} : It is easy to gather information on pilgrimaging at the destination.
Image 13 (Service Quality)	γ_{13} : You can enjoy the heartwarming hospitality at the destination.
Image 14 (Nightlife)	γ_{14} : There are many shops open in the evenings at the destination.
Image 15 (Originality)	γ_{15} : You can have a unique local experience at the destination.
Image 16 (Transportation)	γ_{16} : There are many transportation at the destination.
Image 17 (Accessibility)	γ_{17} : The destination is easy to access.
Image 18 (Various Activities)	γ_{18} : There are many tourist attractions not related to anime at the destination.
Image 19 (Nature)	γ_{19} : The destination is full of nature.
Image 20 (Safety)	γ_{20} : The destination is safe.



Appendix



Items on *Anime* involvement

Character Involvement

γ_{21} : *Anime* character is highly attractive to me.

Storyline Involvement

γ_{22} : *Anime* storyline is highly attractive to me.



Appendix



Items on Willingness of Discovery/Confirmation

Willingness of Discovery

- γ_{23} : I want to discover unexplored *anime seichi*.
- γ_{24} : I don't mind spending time to discover *anime seichi*.
- γ_{25} : I watch the anime piece several times to discover *anime seichi*.
- γ_{26} : I want to become the first one to discover *anime seichi* in my community.

Willingness of Confirmation

- γ_{27} : I am interested in looking at whether the location regarded to be *anime seichi* resemble the actual scene of anime.
- γ_{28} : I am interested in *anime seichi* which is a hot spot among my friends or peers.
- γ_{29} : I want to confirm whether the location regarded to be *anime seichi* resemble the actual scene of anime.
- γ_{30} : I became interested in the destination from looking at the information about *anime seichi* online.



Appendix



Items on Opinion Leadership

Opinion Leadership

Y₃₁: I talk to my friends and neighbors about *anime*.

Y₃₂: I give a great deal of information when I talk to my friends and neighbors about *anime*.

Y₃₃: I have told a number of people about *anime* during the past six months.

Y₃₄: Compared with my circle of friends, I am very likely to be asked about *anime*.

Y₃₅: In a discussion of *anime*, I would be most likely to convince my friends of my ideas.

Y₃₆: In discussions of *anime*, I often tell my friends about *anime*.

Y₃₇: Overall in all of my discussions of *anime* with friend and neighbors, I am often used as a source of advice.

Y₃₈: Other people consider me as “*Anime* pilgrimage” with respect to home delivery of goods.

Y₃₉: I have pioneered some new and different ways for *Anime* pilgrimage.

Y₄₀: I have suggested to my *anime* community some new and different ways for *anime* pilgrimage.

Y₄₁: I have participated in offers by my *anime* community in new and different ways for *anime* pilgrimage.

Y₄₂: I have come up with some new and different solutions to meet my needs for *anime* pilgrimage.



Appendix



Items on Visit Intention

Visit Intention

γ_{43} : I am likely to visit *anime seichi* in next 12 months.

γ_{44} : I have an intention to visit *anime seichi* in next 12 months.

γ_{45} : I want to visit *anime seichi* in the future.



Appendix

Items on Destination Image

Image 1 (Landscape)	γ_1 : There was a beautiful landscape at the destination.
Image 2 (Relaxation)	γ_2 : There was a relaxing place at the destination.
Image 3 (Sport Facilities)	γ_3 : There were many facilities to play sports at the destination.
Image 4 (Shopping)	γ_4 : You could enjoy shopping at the destination.
Image 5 (Gastronomy)	γ_5 : You could eat delicious food at the destination.
Image 6 (Value)	γ_6 : You could have valuable experiences at the destination.
Image 7 (Climate)	γ_7 : You could have fun at the destination no matter how the weather is.
Image 8 (Social Interaction)	γ_8 : You could interact with other tourists at the destination.
Image 9 (Residents' Receptiveness)	γ_9 : The local people accepted you at the destination.
Image 10 (Accommodation)	γ_{10} : There was a decent accommodation at the destination.



Appendix

Items on Destination Image

Image 12 (Cultural Attraction)	γ_{11} : There were cultural attractions at the destination.
Image 12 (Information)	γ_{12} : It was easy to gather information on pilgrimaging at the destination.
Image 13 (Service Quality)	γ_{13} : You could enjoy the heartwarming hospitality at the destination.
Image 14 (Nightlife)	γ_{14} : There were many shops open in the evenings at the destination.
Image 15 (Originality)	γ_{15} : You could have a unique local experience at the destination.
Image 16 (Transportation)	γ_{16} : There were many transportation at the destination.
Image 17 (Accessibility)	γ_{17} : The destination was easy to access.
Image 18 (Various Activities)	γ_{18} : There were many tourist attractions not related to anime at the destination.
Image 19 (Nature)	γ_{19} : The destination was full of nature.
Image 20 (Safety)	γ_{20} : The destination was safe.

Appendix



Items on On-site *Anime* Experiences

Devoted Experience

γ₆₆: I was excited to get close and to touch buildings which appeared in *anime* scenes.

γ₆₇: I was excited to be able to be at the location in person.

γ₆₈: I was excited to see landscapes portrayed in the *anime* scenes in person.

γ₆₉: I gazed at and took pictures of the details of the locations that appeared in *anime* scenes.

γ₇₀: I was excited to take photos with things related to my favorite characters.

Vicarious Experience

γ₇₁: It was a great experience to perform the same action as the characters.

γ₇₂: It was a great experience to find out many behind the *anime* scenes stories about producing the *anime*.

γ₇₃: Alongside experiencing the locations, it was a great experience to know more about the interesting stories on *anime* pieces.

γ₇₄: As if I was the main character, I was so excited to re-enact some *anime* scenes in person.

Nostalgic Experience

γ₇₅: I immediately recognized all the things as they had appeared in the *anime* piece.

γ₇₆: I found myself to be familiar with *anime seichi*.

γ₇₇: The story from the *anime* piece went through my mind as I was here.



Appendix

Items on Performance in Discovery/Confirmation

Performance in Discovery	γ_{78} : I spent my time and money to discover <i>anime seichi</i> .
	γ_{79} : I think I was able to discover unexplored <i>anime seichi</i> .
	γ_{80} : Since I watched the anime piece several times, I was able to discover <i>anime seichi</i> .
	γ_{81} : I think I was the first one to be able to discover <i>anime seichi</i> in my community.
Performance in Confirmation	γ_{82} : I think I was able to visit the <i>anime seichi</i> which was a hot spot among my friends or peers.
	γ_{83} : I was able to confirm whether the location regarded to be <i>anime seichi</i> resemble the actual scene of an <i>anime</i> piece.
	γ_{84} : I think I was able to confirm the extent to which the location regarded to be <i>anime seichi</i> resemble the scene of an <i>anime</i> piece.
	γ_{85} : I think I was able to confirm the information on <i>anime seichi</i> which I found online.



Appendix



Items on Opinion Leadership

Opinion Leadership

Y₃₁: I talk to my friends and neighbors about anime.

Y₃₂: I give a great deal of information when I talk to my friends and neighbors about anime.

Y₃₃: I have told a number of people about anime during the past six months.

Y₃₄: Compared with my circle of friends, I am very likely to be asked about anime.

Y₃₅: In a discussion of anime, I would be most likely to convince my friends of my ideas.

Y₃₆: In discussions of anime, I often tell my friends about anime.

Y₃₇: Overall in all of my discussions of anime with friend and neighbors, I am often used as a source of advice.

Y₃₈: Other people consider me as “Anime pilgrimage” with respect to home delivery of goods.

Y₃₉: I have pioneered some new and different ways for Anime pilgrimage.

Y₄₀: I have suggested to my anime community some new and different ways for anime pilgrimage.

Y₄₁: I have participated in offers by my anime community in new and different ways for anime pilgrimage.

Y₄₂: I have come up with some new and different solutions to meet my needs for anime pilgrimage.



Appendix

Items on Destination Loyalty

Destination Loyalty

γ_{98} : I want to recommend the region which has the *anime seichi* to other people.

γ_{99} : I want to revisit the region which has the *anime seichi*.

