A Study to Determine the Impact of Movies on Travel Intention: Anime Movies and Japan Sample

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The link between film/drama-induced tourism and purchase intention has been studied for a long while. By using the Internet to promote the destination apart from cinema hall and television, cost-efficient promotion tools were shaped. Anime consisting of digital drawing techniques has been one of the most remarkable examples in terms of promotion of destination and culture as well. In this paper, to evaluate the travel intention of watchers in Turkish anime forums to Japan, open ended questions based on the model of purchase intention were presented to members and followers in two popular anime forums via the Internet. The responses of 31 participants were analyzed. The results demonstrated that participants' purchase intention has been enhanced as the consequence of watching anime series.

Keywords: film tourism, anime tourism, travel intention

Introduction

After the Industrial Revolution which was generated in the second half of the 18th century, technological developments have spread all around the world from European countries especially starting from the first quarter of the 20th century. One of these developments, the World Wide Web, was used primarily for military communications during the first years of cold war. At the end of the 1980s, commercial internet service providers were developed and finally in the 1990s, internet has become open to personal usage. As a result of those developments which happened until today, changes have been realized at web-based marketing applications as well. From tourism aspect, it is observed that those applications include web advertisements, movies, TV series and cartoons. The development of technology has implied popular new trends such as movies and TV series. Diversification of cartoon production has created anime movies which not only excite the attention of kids but also of adults. As the continuation of manga, published as books and magazines, animations of Japanese cartoon characters have been broadcasted first on TV channels and then on the internet, so anime productions original to Japan have been developed. In Japanese anime movies, cultural elements of Japan like kimono (traditional costume), sushi (traditional food), sake (national drink), tea ceremony, ikebana (flower growing), or origami (art of paper folding) can be seen. Besides using cultural elements, since the 2000s, anime production companies

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have showed touristic destinations that anime fans would like to visit, by using photos of real venues as background of the anime with benefits of developing digital techniques (Jang, 2015). Accordingly, a new term "Anime Pilgrim" has been created by anime fans. As a result of digital developments, the opportunity to reach information rapidly stimulates people's sense of wonder and affects purchase intention in tourism sector. As sense of wonder becomes more effective, changes occur in promotion operations. Especially, it is observed that researchers have realized how travel intentions are forming the tendency of touristic behavior of individuals or masses. Kotler and Armstrong (2012) evaluated purchase intention under four titles: cultural, social, personal and psychological. In this context, the buying behaviors of consumers rely more on the need of a buying behavior than on the need of product. To determine the need of buying behavior, it is necessary to know the factors which affect individuals' choices. This shows that personal, cultural, social, and psychological differences are important to influence the behaviors of consumers. Mediators such as advertisements, internet, word of mouth marketing, TV series and movies are used to influence the behaviors of consumers. Anime tourism has started with the occurrence of potential tourists who would like to go to Japan because of one to one or similar usage of real venues in the drawings from manga, anime and Japanese video games (Lin, 2015). Yamamura (2011; as cited in: Seaton & Yamamura, 2015) mentioned three important periods for Japan. First one is the 1990s when manga, anime, and video games demonstrated a rapid increase; second one is the first half of the 2000s when digital products were created with internet and the possibility to share with a public emerge and the last period refers to the second half of the 2000s till our time when local people have been evaluated as a media by their own since they have directly joined in the marketing and production topics. In the direction of this period, many researches have been conducted and many connections related to tourism have been found. This research aims to evaluate the travel intention from Turkey to Japan of anime movies watchers. With this scope, anime films, film tourism, and consumer behavior studies have been mentioned.

Literature Review

In the study, for better understanding the effects of anime on the intention to buy, first studies about post-modern marketing have been examined. There is an opinion as a basis of post-modern marketing that people perform buying behavior not only for their economical values and needs but also for their desires and emotional commitments. In the 2000s, the concept of post-tourism has started to occur and touristic products which have been created with the basis of individualism, surrealism, surreal experience and virtual reality have started to emerge (Akoğlan Kozak, Evren, & Çakır, 2013). Horton and Wohl (1956) indicated that in the virtual reality, people make differences in their lives as they are affected from virtual images, movie characters, movie destinations or stories. Surrealism, one of the postmodernist terms, is defined as blurring of the difference between real and unreal (Kayaman & Armutlu, 2003). Modern individuals, showing tendency to live with virtual simulations, prefer to live with surreal or in other words virtual reality at thematic centers like Disneyland, Planet Hollywood, Euro Disney instead of existing reality (Avcıkurt, 2015). Areas which were shown in movies like "Shire Hobbit Village in New Zealand" (Yılmaz & Yolal, 2008) and "Harry Potter Hogwarts Railway in Yorkshire Gothland, England" (Karpovich, 2010), can gain value with special thematic arrangements.

It is seen that factors influencing the intention are focused in other researches done on purchase intention which is one of the basic terms related to labor, "When physical products are discussed, purchase intention is measured by asking people if they would like to buy a specific product in a future date" (Altuna & Arslan,

2014). To put a finer point on it, during post-marketing process to create products which target not only physical but also psychologic, affective and sensational experiences of people, would be effective in both personal and public promotion operations (Kabadayı & Alan, 2014). Considering personal promotion extent, touristic characters which are influential on purchase intention are classified as demographic, psychographic and product oriented. In the scope of psychographic classification, grouping is done by examining person's life style, priorities, special personal interests and using common values (Cook, Yale, & Marqua, 2006).

Kotler and Armstrong (2012) divided factors influencing purchase intention into two: attractive and repellent factors and examined these factors under four titles. Those four dimensions which come forward in personal affective marketing are defined as personal, psychologic, social and cultural and additionally, each one can be grouped in itself (Kotler & Armstrong, 2012). It is one point that needs attention, that person does not always act according to his/her purchase intention. Although there is a purchase intention, factors like insufficient economic situation enough to buy the product, having other priorities or no need to have the product cause the intention not to be realized (Odabaşı & Gülfidan, 2008).

Movies and TV series are mass media which make differences in people's senses (Şahbaz & Kılıçlar, 2009). Transformation of many destinations which were mentioned in movies or TV series, to touristic destinations at the same time, shows the effect of movies and TV series on tourism (Iwashita, 2006). Within the aim of the study, studies which were done over movie and TV series tourism related to purchase intention are examined. As a result of the research, starting from the 2000s, massive increase in the number of studies including movie and tourism topics as content is observed (Connell, 2012).

Connell and Meyer (2009) evaluated movie tourism from five different perspectives in the study to review the literature for movie tourism industry. These perspectives are definitions of movie tourism, to demonstrate its effect on the destinations' restatement, usage of movies to create image, to evaluate the motivation of movie tourists and quantification of movie tourists' experiences and intention to revisit again (Connell & Meyer, 2009). Reviewing especially studies in recent years points out the domination of three different perspectives. First perspective is the effect of movies on the destinations' image creation (Croy, 2010; Çakmak, Karadağ, & Solmaz, 2012; Sahbaz & Kılıçlar, 2009; Yanmaz, 2011). The other perspectives are sustainable movie tourism and within this context; planning, development and identification of the partners' roles (Beeton, 2010; Connell, 2005; Hudson & Ritchie, 2006; Saltık, Coşar, & Kozak, 2010; Tanskanen, 2012) and the effect of movies on purchase intention, to figure out the motivations of movie tourists (Beeton, 2010; Busby, Huang, & Jarman, 2012; Heitmann, 2010; Karpovich, 2010; Kim, 2012; Nuroğlu, 2014; Shani, Wang, Hudson, & Gil, 2009; Yılmaz, 2015; Yılmaz & Yolal, 2008).

When studies related to movie tourism are analyzed, it is observed that movies create desire to go to the destination shown in the movies and enhance the desire to buy (Shani et al., 2009). In a similar way, in the research of Yılmaz and Yolal (2008) which was done to quantify the effect of movies on the destination choices of students, positive motivation of movies on the purchase intention is emphasized. In the study of Nuroğlu (2014), the result which shows that TV series presented in international market, like Binbir Gece (1001 Nights), Kurtlar Vadisi (The Valley of Wolves) have an impact on the destination choices of the tourists travelling to Turkey from Middle East and Balkan countries, is reached. According to the study of Şahbaz and Kılıçlar (2009) which was done in Mardin, it is observed that the cultural images which are used in movies and TV series create curiosity towards the destinations and are effective on the intentions of tourists.

Visiting intention to theme parks which inspired with TV series is created with people's emotional tie with characters based on wondering about the cultural structure and desire to learn the traditions by experiencing (Kim, 2012). Similarly, Busby et al. (2012) reached the result in their study that Padstow, one of the attraction points of England, gained gastronomic value after a famous food show and the reason that tourists prefer to visit this place is the critics of the chief. In addition to this, the town has been started to be called Padstein instead of Padstow within that period. In another study realized on this topic, because of a movie called Lukki from Finland which is bearing many cultural values and showed in Finnish and Japanese, it is found out that Finland is perceived more attractive by Japanese tourists (Tanskanen, 2012). All of these studies show that movies are effective on the choice of destinations.

Anime, one of the movie types having wide audience, is a reflection of commercial and cultural cross-border activities which carry properties of current media and include many sectors, by websites connected with each other (Condry, 2013). In the studies related to cultural events, it is stated that anime viewers develop the desire to learn Japanese (Spindler, 2008), and the Japanese culture transfers to the viewers from other countries by anime (Brenner, 2007; Poitras, 2008). Moreover, in the previous studies about the relation between anime and tourism, terms like "Otoku (fan of anime) Tourism", "Anime Tourism" and "Anime Pilgrim" were used (Denison, 2010; Okamoto, 2005). According to Okamoto (2014) in the recent years, the touristic behaviors of anime fans have shown an increase. This increase is investigated in the study of Yamamura (2015a) using numeric data. While the number of the participants to Toyako Manga Anime Festa event was 3,000 in 2010, it is mentioned that this number had increased till 57,000 in 2014.

Besides supply-side activities related to anime, the term, anime pilgrim, which was created by anime fans, is started to be used in literature. In some anime, the real venues are used either as exact or representative drawings (see Figure 1). In this sense, communicating via internet sites, anime fans choose the pilgrim venues to visit from the destinations that they see in anime (Yamamura, 2008).

Figure 1. One to one usage of places in anime. Source: http://sgcafe.com/.

According to the study of Yamamura (2015b), investigating the effect of pilgrim on tourism, the number of visitors in Washinomiya Shrine which was around 90,000 before the screening of "Lucky Star" anime, showing this place, has dramatically increased after screening to 300,000 in 2008, to 420,000 in 2009 and to 450,000 in 2010 with the contribution of the local communities.

In light of all this information, in this study, Turkish anime fans' intention to travel to Japan is surveyed by adhering Kotler's purchase intention scheme which was developed respected to customer behaviors.

Methodology

Sample and Data Collection

Altogether, 36 people have participated in the study. However, after the evaluation due to the improper answers of five participants to the questionnaire, evaluation stage has been realized involving 31 participants. In the analyze stage of the study, first the answers of 31 participants are coded and then the themes on which all researchers agree have been created. The time factor and variety of regions from where participants are coming since anime is watched via the internet are evaluated as the restrictive factors of the study.

In this study using a qualitative research method, open-ended questionnaires which can be answered freely by participants have been prepared to examine intentions of anime followers in Turkey to travel to Japan. Questions have been sent to the websites http://turkanime.tv/ and disqus.com via the internet. It is aimed that participants can express their thoughts under no influence. In the evaluation of the data, descriptive analysis and content analysis together with triangulation method are used by giving attention to the validity and reliability of the study.

Research Methods

In the descriptive analysis, obtained information is summarized under the titles earlier decided and quotes are given from data sources for the reliability of the study. Based on cultural, social, psychologic and personal factors, the questions of descriptive analysis are prepared about buying behaviors and intention to visit, referring to studies of Kotler and Armstrong (2012), Kim, Agrusa, and Chon (2007), Kim, Jogaratnam, and Noh (2006) and Soliman (2011).

Content analysis is done to show the emphasis intensity and interpretation of it according to the frequency of repeating some terms in the obtained data (Kozak, 2015). In this sense, in the content analysis which is used in the study, the terms which participants have emphasized most were noted.

Researchers' objectivity principle comes into prominence to provide the reliability of qualitative studies. To provide inner reliability which is one of the elements emerging the reliability term, writers should protect objectivity by using direct quotes as much as possible. In this context, providing inner reliability is aimed by giving direct expressions of participants in this study. On the other hand, the other element, outer reliability is related to the generalizability of the research (Karataş, 2015). Since there is no consideration for reaching statistically generalizable number of chosen samples in qualitative researches, the important point is that choosing sample to reach enough number of participant essential knowledge level (Türnüklü, 2000). In this sense, in the study interviews were done with people who are proper to the aims of the research and open-ended questions were used to understand the participants. The fact that findings show similarities with the ones belonging to previous studies points out the high outer reliability of the research.

In a scientific study, another term which is as important as validity is reliability. Qualitative research reliability term has got a complex character due to the changeability in attitudes towards fact and acts respect to time and place (Yıldırım & Şimşek, 2011). In the study, triangulation method is applied to provide the reliability in qualitative research techniques (Başkale, 2016). In this content, for providing reliability, researcher triangulation method is used. While one researcher was following the answers given via the internet by administrators and members of different websites which have got many users, other two researchers played an active role in data collection process by following correspondences related to the questions in the discussion platforms of the same websites. Yet, considering the researcher triangulation, more than one researcher has been assigned for data analysis and data evaluation processes. In data analysis section, writers have created the themes in different settings to increase the reliability. In this sense, participants' comments have recalled the same codes and themes for each writer.

Result and Discussion

Obtained data are grouped by using coding and theme creation methods for open ended questions. Descriptive statistics belonging to participants of the study are shown in Table 1.

Table 1

Indicative Statistics

		Number
Gender	Male	25
	Female	6
	Total	31
Type of living	Family	21
	Friend	4
	Alone	3
	Other	3
	Total	31
Monthly income	Under 1,300 TL	17
	1,300 TL-2,399 TL	3
	2,400 TL-3,399 TL	5
	3,400 TL-4,399 TL	2
	4,400 TL and more	4
	Total	31
Education level	Primary school	5
	Secondary school	9
	Graduate	15
	Postgraduate	2
	Total	31
Number of watched anime	1-100	14
	101-500	12
	501-1,000	3
	Total	29
Duration of anime watching	Less than 1 year	1
	1-5 years	14
	6-10 years	12
	11 years and more	4
	Total	31

According to Table 1 which shows the descriptive properties of the participants, 25 of answerers are consisted of males. As for income, 17 participants' income is under minimum wage and their education levels are respectively 15 graduate and 9 secondary education. Especially, the majority of the participants are from graduate or postgraduate levels showing the higher educational level of participants in general. It is determined that almost all of the participants have been watching anime for a long period. The number of participants who have just started to watch is only one. On the other hand, it is observed that the ones who have been watching anime for six years or more constitute almost half of all participants. Following evaluated factors after the descriptive statistics, common properties of Turkish and Japanese cultures are shown in Table 2.

Table 2

The Common Properties of Japanese and Turkish Cultures

Cultural properties	Number
Respect to the elders	9
Hospitality	6
Traditionalism	5
Family structure	4
Belief	3
Language	3
Food	2
Nationalism	2
Kindness	1
Cleanliness perception	1
Social structure	1

According to the data belonging to participants who have commented on the common properties of Turkish and Japanese cultures, shown in Table 2, respect to the elders is seen as a prominent cultural value for both countries. Other than respect to the elders, the most indicated common cultural values can be sorted as hospitality, traditionalism, family structure, belief, language and food. Besides a participant who interpreted the common property of family structure, as existence of the paternalistic character in both countries, there are participants who emphasized properties as taking of shoes before getting in the house, using home slippers and same language family as origin of both countries' languages which are pronounced as written. The information, directing the Japanese perception of participants who have commented on the common cultural properties for two countries, is shown in Table 3.

Table 3

Cultural Perception Created by Japan

Cultural values	Number	Cultural elements
Visual culture	24	Anime, manga
Food	18	Sushi, ramen, rice balls
Martial arts	11	Ninja, samurai, sumo
Clothing	9	Kimono
Events	4	Ikebana, festival, Olympiad, cosplay
Language	4	Japanese language structure
Personal values	3	Respect, honour
Cultural symbol	3	Sakura, Onsen

It is revealed that the perception created by Japan on the participants is toward the cultural direction. In the content of cultural values given in Table 3, the visual culture which is created by anime and manga is the first cultural value which comes to mind. Respectively, food culture including ramen, sushi and rice balls, martial arts including ninja, samurai and sumo wrestling and traditional costumes seen frequently in anime are the most evoking cultural elements after visual culture. The data related to the reasons to watch anime which is one of the most effective elements for perception of Japan are shown in Table 4.

Table 4

Reasons to Watch Anime

Content	Number	Elements of content
Scenario	9	Authenticity, variety, duration
Character	6	Painstaking, personal involvement
Artwork	4	Anime, manga
Music	2	Melody
Culture	2	Food, way of life, tradition, custom, historical places

According to Table 4 which includes the reasons for participants' anime watching, participants emphasized that anime is interesting due to the content and especially scenarios, characters and drawings are the main reasons to watch. As to one participant:

> The main property of anime is their scenarios, even there are not better scenarios in Hollywood movies. Moreover music, characters and sense of humor of anime are really good.

Another member of forum who has got similar thoughts has shown another approach to the characters and drawing factors as the reason for watching anime by declaring that:

> Since in anime series all characters are created by drawing, there is no risk of bad acting and not able to reflect the real emotions.

The answers related to the ways that participants of the study became aware of anime are shown in Table 5.

Table 5

The Situation to be Aware of Anime

Reference groups	Number
Television	13
Friend	9
Internet	7
Family	2

According to Table 5 which includes information about how participants became aware of anime, members indicated that they were informed especially by screenings of anime on TV channels. The effect of TV is indicated by a participant as:

> In my childhood Moon Warrior and Candy Candy used to be televised with Turkish dubbing. Many years later when I was searching for these series in internet, I found many more anime and I have started to watch them as well.

Again, according to the information in Table 5, it is seen that as foremost reference groups for the situation to become aware of anime, circle of friends and internet are coming after television. The effects of anime on participants and the reactions of participants to these effects are shown in Table 6.

Table 6

Effects of Anime and Reactions of Participants

	Expressions	Yes
Effects of anime	Creation of curiosity about Japan by anime	27
	Creation of desire to travel to Japan by anime	24
	Causing changes in the life style of anime	24
	Situation of Japanese culture reflected by anime	20
Reactions of participants	Joining discussions in forum about anime	17
	Watching anime as life style	15
	Situation of being aware of cultural events	7
	Situation to attend to events	3

According to Table 6 including the effects of anime and the reactions formed by participants, almost all of the participants have given positive answers about anime's effect on creating the curiosity about Japan. It is shown that 27 of the participants have indicated that anime is effective for the creation of enthusiasm to visit Japan. One of the participants has shared personal view while indicating the effect of the watched anime over the intention to travel, as "I wish I could walk in the old streets of Kyoto and taste some food from street peddlers". Another participant has explained the existence of mutual affection between anime watching and the desire to travel to Japan with expressions below:

Actually, I can say that both my curiosity about Japan enhanced my interest in anime and my curiosity about anime enhanced my interest in Japan. Because of my graduate department while I was making researches about the soft power of Japan, by coincidence I started to watch anime and this enhanced my interest both in anime and in Japan.

According to other information in Table 6, it appears that more than half of the participants join the discussions about anime in forums, in the direction of reactions. Limited attendance to cultural events, although being aware of them, is seen. It is understood that watching anime makes changes in life style. It is observed that changes in their life style are shown in different ways, through the expressions of the participants. One participant has stated the changes created in his life style anime as: "I become a more *bel esprit* person; I can communicate with people more easily". Another participant emphasized that he/she has started to go to Japanese restaurants more often and another one used the expression, "Sometimes it helps me to approach the acts from a different point of view". The factors seen in anime which affect the intention to travel to Japan are shown in Figure 2 prepared by considering the elements of anime and the influences of these elements.

When Figure 2 which contains factors affecting participants' travel intention, is examined; culture (15) and environment (13) are seen as leading factors. Food and life style from cultural factors are the main elements which create the desire to visit Japan, on the other hand another factor, the way how the environment element is represented as city views, natural beauties and architectural beauties in anime, causes this desire. After culture and environment, the other two factors which affect travel intention in a positive way, are described as modernity and events. Festivals and characters' high standard of living as seen in anime, create desire to travel to Japan.
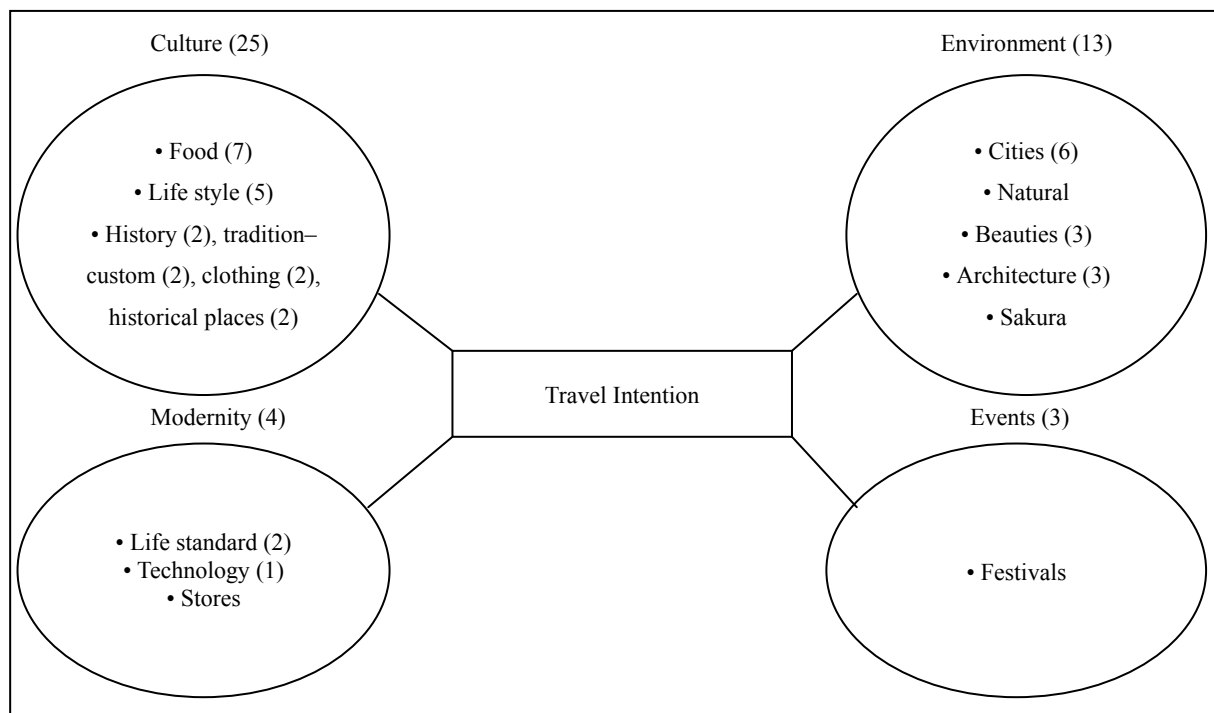
Figure 2. Factors affecting intention to travel to Japan.

Conclusions

The data interpretation of this study, done over anime watching participants' intention to travel to Japan, indicates the findings that desire to visit Japan is created on the people who watch anime. With reference to these findings, considering environmental, social and cultural factors which affect travel intention, cultural factors are the leading ones for the creation of this desire. Finding Turkish and Japanese cultures similar, cultural perception of Japan influences the audience, cultural elements special to Japan shown in the content of anime are composing the prominent factors within the cultural ones. From another point of view, participants refer to various cultural elements in anime related to gastronomy, clothing, sense-making and events like "kimono, sakura, onsen, sushi, ikebana". The creation of these codes shows the active role of anime in the presentation of Japanese culture.

The low amount of disposable income which is the basic need for travelling makes the transformation of participants' purchase intention to action more difficult.   In other words, it is seen that income level is under the middle-class and this situation creates possible economic barrier for travelling to a costly destination like Japan even though participants have got desire to visit.

Among the other factors which influence the travel intention of participants, popular content of anime, including scenarios and artworks, creating curiosity over Japan and causing transformations in the life styles of the audience take part. It is seen that most of the participants are frequent anime followers for years. Moreover, changes created in the life styles of the participants by anime watching, emphasizing particularly cities, natural beauties, shown in anime, as factors for travel intention, show the possible effect on increasing the interest in anime pilgrim, a type of anime tourism.

It is determined that most of the participants are not aware of anime events and the attendance of the ones who are aware is at very low levels. Not hearing about these events points out the insufficient publicity. In this sense, promoting attendance of website forum members and particularly moderators can support reaching the larger masses in the future events.

Parallel to the previous studies, extrapolating that the relation between purchase intention and movies is in positive direction (Beeton, 2010; Busby et al., 2012; Heitmann, 2010; Karpovich, 2010; Kim, 2012; Nuroğlu, 2014; Shani et al., 2009; Yılmaz, 2015; Yılmaz & Yolal, 2008), the findings in this study show the existence of a positive connection between anime and intention to travel to Japan as well. In future studies, how effective the anime is as an element of cultural representation can be investigated by reaching more people. Additionally, manga which is one of the leading perceived elements creating a Japan image can be evaluated in the studies about travel intention together with anime since manga is the comic magazine version of anime.

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