Information Management and Business Review (ISSN 2220-3796)
Vol. 16, No. 1, pp. 43-50, March 2024

Investigating Factors Affecting Fans' Intention to Attend Anime Events: Conceptual

*[1]Mashita Abdul Jabar, [1]Shareenie Shera Abdul Hamid, [1]Zaity Akhtar Mukhtar, [1]Nik Rozilaini Wan Mohamed, [2]Shahira Abdul Jabar, [3]Mohd Shafiq Abdul Jabar
[1]Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Melaka, Malaysia
[2]Faculty of Business Management, Universiti Teknologi MARA Cawangan Johor, Malaysia
[3]Centre of Modern Languages, Universiti Malaysia Pahang, Malaysia
*mashita@uitm.edu.my

Abstract: This study proposes a conceptual framework to investigate the factors influencing anime fans' intention to attend anime events. As the popularity of Japanese animation (anime) proliferates globally, anime events have emerged as a distinct tourism market segment. However, academic research on anime event attendance factors is limited. This study aims to address this gap by developing a framework integrating three key factors frequently highlighted in the general event and fan culture literature: event image, travel motivations, and media information. Event image denotes attendees' holistic perceptions encompassing cognitive and affective dimensions. Travel motivations refer to internal and external drivers stimulating the intention to attend, such as escapism, socialization, and novelty-seeking. Media information represents sources informing attendees' perceptions and decisions through platforms like social media and websites. The framework posits that these three factors directly influence fans' intention to attend anime events. A quantitative methodology will be utilized to collect survey data from anime communities and analyse the model via PLS SEM techniques. The framework contributes a theoretical understanding of anime event attendance, validates linkages between factors, and provides practical implications for event organizers and marketers to enhance the appeal and competitiveness of anime events. Further research could extend the model's generalizability, explore causal mechanisms between factors, examine additional variables, and conduct longitudinal studies on evolving attendee behaviour and preferences.

Keywords: *Anime events; event image; travel motivations; media information; intention.*

1. Introduction

The influence of anime has extended beyond the borders of Japan, reaching various countries worldwide. Based on the Anime Industry Report published by the Association of Japanese Animations in 2023, it was found that the Japanese anime industry witnessed remarkable growth, with the global market value of the anime-related sector surpassing 2.74 trillion Yen in the year 2021. The market's international value increased from 2.42 trillion Yen in 2020 to 2.74 trillion Yen in 2021. According to the Association of Japanese Animations (2023), the United States has emerged as the leading country in terms of the overseas expansion of the Japanese anime market, followed by Canada, China and Taiwan. The pop culture phenomenon of anime originated in Japan but has proliferated worldwide, amassing devoted followers across global fan communities. Anime fan events like ComicCon have grown exponentially in scale and popularity, now attracting millions of attendees annually across various nations. For instance, the Anime Expo in Los Angeles drew over 350,000 attendees (SPJA, 2023), reflecting extensive reach and appeal. Anime, as defined by Tung et al. (2017), encompasses Japanese animation and comics, commonly known as manga.

It is distinguished from Western animated films, such as those produced by Disney, Pixar, and DreamWorks, through various aspects, including production creation, budget allocation, artistic style, duration, market media, and audience market value. In addition to comics and video games, anime contributes to the formation of the ACG (anime, comics, and games) subculture and exerts substantial global influence (Tung et al., 2017). The tourism industry has witnessed the emergence of anime tourism as a distinct and specialised market, owing to the growing influence of anime. According to Tung et al. (2017), anime tourism refers to visiting locations either depicted in or associated with anime or manga. Anime fans refer to anime consumers who have a particular affection for certain anime works and possess a higher level of knowledge of the anime world. Anime tourism has emerged as a rapidly growing niche within popular culture tourism, with dedicated anime fans travelling great distances to visit sites featured in their favourite series; however, the sector still faces several issues and challenges impacting its future development and sustainability. Firstly, synchronisation and cooperation between the anime business and the tourism industry.

Anime tourism remains a specialised and inadequately recorded occurrence, resulting in a dearth of information and assistance for enthusiasts seeking to visit the sites featured in anime. Furthermore, the tourism business may possess an incomplete comprehension of the distinct requirements and anticipations of anime tourists, who deviate from the conventional tourist demographic (Mori, 2022). Next, the detrimental effects of anime tourism on the ecosystem and the indigenous culture. Anime tourism has the potential to disrupt and harm the natural and cultural legacy of sites, particularly when these locations are situated in rural areas or on private property. Certain anime tourists may exhibit a lack of regard for the regulations and conventions of the local community or may engage in inappropriate or unlawful conduct (Rehan, 2022). For instance, certain anime visitors may engage in littering, trespassing, or unauthorised photography. This might also lead to confrontations and animosity between anime tourists and local residents, which could have negative implications for the reputation and perception of anime tourism. Moreover, the success of anime tourism relies heavily on the popularity and calibre of anime productions, which might fluctuate over time. Thus, anime tourism is susceptible to the peril of diminishing its allure and demand should the anime productions become obsolete or lose their fanbase. Furthermore, anime tourism may have limited appeal to a broader spectrum of travellers.

As it primarily caters to a specialised demographic of anime lovers, such as otaku or avid anime consumers (Mori, 2022). Hence, it is imperative to enhance innovation and diversification of anime tourist offerings and services, with intensified promotion and marketing of anime tourism to the international market. The impact of Japanese animation on the tourism industry is an emerging research area that requires more in-depth scholarly attention. Although anime and manga are gaining popularity among various segments of society globally, academic studies examining the connection between this phenomenon and tourism are still limited (Kirillova et al., 2018). The success of anime events relies heavily on the attendance and participation of fans. However, the factors that influence fans' decision to attend anime events have not been extensively studied. Much of previous research done on intention to attend events has primarily focused on various types of events such as cultural festivals, music concerts, and sports events. Based on the aforementioned context, the current study aims to investigate the determinants that drive anime fans' intention to attend these events. This study seeks to bridge this gap by proposing a conceptual model synthesizing three salient factors highlighted frequently across literature on events i.e. conventions, festivals, and fan cultures: (1) event image, (2) travel motivations, and (3) media information. By gaining a better understanding of these factors, event organizers and marketers can better meet the needs and preferences of anime fans, ultimately enhancing their event experience and increasing attendance rates.

2. Literature Review

Events: According to Ritchie (1984), events could be world fairs/expos, carnivals/festivals, sporting events, cultural/religious occasions, historical turning points, commercial/agricultural occasions, or political personage occasions. It has repeatedly been discovered that they have the potential to raise a destination's competitiveness in terms of drawing tourists (Getz, 2008). Events have a substantial impact on the appeal of a place, the satisfaction of visitors, and the general growth of tourism. Tourism events involve a diverse array of activities, such as cultural festivals, sporting tournaments, commemorative events, and entertainment gatherings. These events have a crucial impact on recruiting tourists, shaping the destination’s image, and contributing to the economic and social growth of the host area (Getz, 2008). Event tourism highlights the significance of events as attractions, drivers of infrastructure growth, and enliveners of public areas, hence enhancing the overall attractiveness and competitiveness of a destination (Getz, 2022).

Events have a multidimensional impact on tourism, since they play a crucial role in motivating travel, affecting the behaviour of visitors, and contributing to the entire tourism experience (Presenza & Sheehan, 2013). Events are perceived as catalysts for the development of tourism destinations, drawing in various groups of visitors and improving the overall experience for visitors (Presenza & Sheehan, 2013). Furthermore, events have a crucial role in fostering emotional involvement and dynamic involvement, enabling tourists to generate distinctive and unforgettable experiences (Folgado-Fernández et al., 2021).

Moreover, events are essential to administrating destinations and play a pivotal role in marketing and developing those destinations. Efficiently organising and carrying out events is crucial for improving the

competitiveness of a location and adding to its overall attractiveness (Pivac et al., 2019). The societal ramifications of events are also a crucial factor in the process of tourist planning and policymaking. Inadequately organised and disruptive events can result in unfavourable experiences for both local populations and tourists, underscoring the significance of assessing the social consequences of events for efficient destination management (Wallstam et al., 2018).

Events in tourism have a diverse and important role, serving as attractions, accelerators for development, drivers of destination competitiveness, and contributors to the total tourism product. Events significantly influence destination marketing, visitor experience, and social development, making them essential components of the tourism sector.

Event Image: The definition of event image is the cumulative interpretation of consumers' meanings or associations attributed to events (Gwinner, 1997). In other words, the event image depends on the type of event, the event's features, and individual factors. The similarity between an event's image and a destination has been extensively discussed in academia. Affective and cognitive components from the destination image may also be present in the event image (Kaplanidou and Vogt, 2007). If anime events are considered attractions for tourism, similar to destinations for vacations, the concept of event image can closely resemble the idea of destination image. This means that event images can be evaluated holistically, taking into account overall perceptions, just like destination images (Baloglu & McCleary, 1999). In this context, holistic or global image perceptions encompass both cognitive and affective aspects. This holistic approach can provide a more efficient way to understand how the image is evaluated.

The effects of anime event images are significant in enhancing visitor revisit intention and creating a positive perception of the event and the destination. The image of an event plays an important role in increasing the intention of visitors to revisit a regular event. Additionally, using a dramatized event by a promotional film positively affects spectators' attitudes towards the destination as well as the event itself (Zamir et al., 2018). The ability of the comic image to overcome cultural barriers and the importance of the anime culture for the economy highlights the need for optimal strategies to promote manga and anime products in the market (Ananda et al., 2016).

Furthermore, the way an event is perceived by potential attendees can greatly impact their interest in participating. For instance, if an event is regarded as prestigious and well-organized with a strong track record of delivering high-quality experiences for attendees, fans are more likely to be drawn towards it. This positive image instils a sense of excitement and anticipation among potential attendees, increasing their motivation to attend. Event organizers invest considerable effort into crafting attractive event images through promotional materials such as posters, flyers, and online advertisements. These visuals create an initial impression on individuals, which can shape their perception of the event.

As there is a lack of specific studies addressing the event image of anime events, it becomes necessary to draw insights from the existing literature on the event image of other types of events, such as sports events, and international mega-events. A positive event image generates excitement and anticipation among fans. When an event is perceived as well-organized, immersive, and aligned with fans' interests, it becomes a highly anticipated gathering that fans eagerly intend to attend. Wang and Butkouskaya (2022) revealed that a favourable event image positively influences tourist behavioural intention in sport tourism. Another study uses a cultural festival as a case study to explore the impact of event images on attendees' satisfaction and behavioural intentions. The findings reveal that a positive event image significantly influences attendees' satisfaction and behavioural intentions (Eddosary et al.,2015). This suggests that individuals' perceptions and emotions towards an event can influence their intention to attend. Thus,
H1: Event image will have a significant, positive influence on fans' intention to attend anime events.

Travel Motivations: Travel motivations have a significant impact on the intention to attend anime events. The desire to interact with other anime fans, the wish to visit new locations, and the opportunity to interact with local people are important motivators for anime fans to attend anime events (Akinori et al., 2020). Veronique et al. (2022) emphasised that motivation for novelty and the desire to experience something new and different are key factors that drive pop culture fans to attend pop culture events, including anime events. Moreover,

watching anime series enhances the purchase intention of anime fans, leading to a higher likelihood of attending anime events.

Motivation, which emerges from a state of need and compels individuals to take specific actions to achieve satisfaction, is crucial in guiding human behaviour towards desired goals. Kirillova et al (2018) found three central motivation factors that came to the forefront of anime attendees. Firstly, attendees are drawn to these events by the opportunity to blend reality with fantasy. The immersive experience of stepping into the fantastical worlds of their favourite anime can be a powerful motivator. Secondly, the sense of social belonging within the anime community plays a significant role. Attendees often seek to connect with like-minded individuals who share their passion, creating a sense of belonging and camaraderie. Lastly, and perhaps most intriguingly, is the motivation for self-development. Anime events offer attendees more than just entertainment; they provide opportunities for personal growth and development, making self-development the most prominent motivation factor.

Building on Kirillova's foundation, Liu et al. (2020) study developed a comprehensive anime tourism motivation scale with five distinct dimensions. This scale encapsulates a broader spectrum of motivations, including the quest for authentic anime experiences, the pursuit of novelty, the need for relaxation and escape, the desire for socialization with fellow fans, and the exploration of anime culture. These dimensions offer a more comprehensive understanding of the diverse motivations that drive anime tourists. Different individuals may have varying motives for attending such gatherings. For some fans, attending an anime event provides an opportunity to immerse themselves in their favourite series or characters. They may be motivated by the chance to meet voice actors or participate in cosplay competitions where they can showcase their creativity and passion for the anime culture. Others may view these events as opportunities for networking within the community or discovering new merchandise related to their favourite shows or manga series. Thus,
H2: Travel motivations will have a significant, positive influence on fans' intentions to attend anime events.

Media Information: Information sources greatly impact fans' decision-making when considering whether to attend an anime event. Media sources provide information shaping awareness and perceptions of events for potential attendees (Lee et al., 2014). In today's digital age, information is readily available at our fingertips through platforms such as social media and dedicated websites. Fans rely on these sources to gain knowledge about upcoming events, the lineup of guests, panel discussions, and other interactive activities. Communicated via platforms like advertisements, websites, brochures, social media, and fan community channels, information can influence fans' event image and decisions. Content about activities, access, and community contextualized to the target audience can motivate participation. Interactions frequently occur on anime fan networks like forums and group chats that could encourage attendance through shared experiences. The availability of detailed and accurate information is crucial for fans in making informed decisions about attending an event. Moreover, positive feedback or reviews from previous attendees can enhance the credibility and desirability of a particular anime event.

The impact of media information on the intention of anime fans to attend anime events is complex and has multiple aspects. Evidence from research indicates that social media, when utilised as a marketing tool for events, significantly influences the choices of fans to attend those events (Harb et al., 2019). These findings indicate that utilising social media platforms to disseminate information and promote anime events can substantially influence the inclination of anime enthusiasts to participate in these events. Moreover, it is essential to comprehend the travel motives of enthusiasts of popular culture to fully capitalise on the advantages of attending events and stimulate a willingness to take action (Labuschagne & Burger, 2022). Hence, media content pertaining to travel and cultural encounters conveyed through several platforms, can impact the inclination of anime enthusiasts to participate in events.

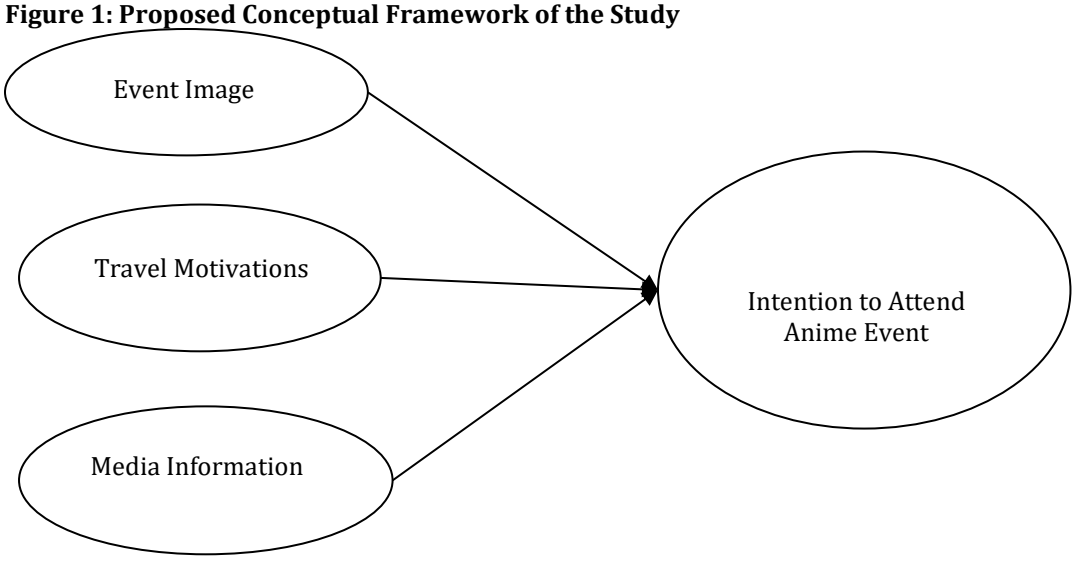
In addition, cosplayers are driven to engage in anime fandom due to a range of motives, including a sense of belonging, aesthetic admiration, and the desire to escape from reality (Reysen et al., 2018). Media content that emphasises these features and promotes the distinctive experiences provided at anime events can influence the inclination of anime enthusiasts to attend. Moreover, the utilisation of attitude functions, self-efficacy, and norms as predictors of attitudes and intentions to utilise mobile devices for accessing social media while attending sporting events highlights the importance of media information in influencing fans' attitudes and

intentions towards participating in such events (Wang, 2014). These findings indicate that tailored media content pertaining to anime events can influence the attitudes and intentions of those who are anime lovers. Furthermore, an analysis of fans' motivations for fictional texts indicates that both hedonic and eudaimonic objectives are linked to participating in fan behaviours that include deep engagement with the text (Taylor, 2021). This observation emphasises the significance of media content that addresses the many motivational aspects of anime enthusiasts, which could impact their inclination to participate in anime events. Ultimately, media information significantly influences the inclination of anime enthusiasts to participate in anime events by moulding their attitudes, motivations, and aspirations through focused promotion, travel incentives, and the depiction of distinctive encounters.

Few research studies provide insights into the influence of media information, particularly through social media, on fans' intention to attend events. Woojin and Paris (2013) found that knowledge-sharing through social media platforms like Facebook, can influence users' intentions to attend special events. Another study showed that fans' decisions to attend events are strongly influenced by their behavioural intentions towards using social media (Harb et al., 2019). This indicates that effectively utilising social media platforms can attract and engage fans, ultimately increasing their intention to attend anime events. While the studies may not directly focus on anime events, the underlying principles and findings can be applied to understand how media information influences fans' intention to attend anime events. Thus,
H3: Media information will have a significant, positive influence on fans' intention to attend anime events.

In short, anime events are cultural and entertainment activities that attract fans of Japanese animation (anime) from different countries and regions. These events offer various opportunities for fans to enjoy anime-related products, services, performances, and interactions. However, there have been limited efforts to conceptualize a model that can lead to a better understanding of the relationships among the key constructs influencing fans' intention to attend anime events. Therefore, this study proposes a conceptual framework that consists of three main factors: event image, travel motivations, and media information. Event image refers to the overall impression and perception that fans have about an anime event, based on cognitive and affective perceptions of the event's emotional, organizational, environmental, physical, and social aspects. Travel motivations refer to the internal and external factors that stimulate fans' intention to travel to an anime event. Travel motivations can include the opportunity to blend reality with fantasy, a sense of belonging, a need for escape and novelty. Media information refers to the sources and channels that fans use to obtain and share information about an anime event, such as websites, social media, blogs, magazines, or word-of-mouth. Media information can influence fans' awareness, interest, attitude, and behaviour towards an anime event. The proposed conceptual framework assumes that these three factors are interrelated and have direct effects on fans' intention to attend anime events. The relationships among these factors are shown in Figure 1. The arrows indicate the direction and strength of the causal links between the factors.

Figure 1: Proposed Conceptual Framework of the Study



3. Methodology

To evaluate the proposed model, quantitative data will be collected through an online survey, which will be posted on major anime online communities in Malaysia (e.g. Malaysia Anime Fanclub Facebook). Given that the population of interest – anime consumers (rather than actual tourists) – is a highly specialized interest group for which no sampling frame exists, online data collection was deemed the most appropriate method. According to Roscoe (1975), the most suitable and acceptable sample size in research is between 50 to 500 respondents. Thus, as many as 200 data of respondents will be collected. This is supported by Sekaran and Bougie (2019), who state that a sample size of more than 30 and less than 500 respondents is relevant for most social science research. A non-probability, convenience sampling technique will be used to select respondents. The descriptive data will be analyzed with SPSS software.

Besides the descriptive analysis, the data will be analyzed via PLS as the primary test of the hypotheses underlying the model. PLS-SEM is utilised to estimate intricate models of cause-and-effect relationships involving latent variables, and it is extensively employed in several fields of study. The method uses path coefficients to ascertain the magnitude and statistical significance of proposed connections between underlying components. PLS-SEM is a significant approach for forecasting, which emphasises the measurement of the variability in dependent variables by assessing the overall variability in observable indicators, rather than solely focusing on the correlations between all variables (Al-Romeedy, 2019). PLS-SEM has been widely employed in business research and is acknowledged for its efficacy in examining the connections between latent variables and indicators (Kock, 2016). Furthermore, PLS-SEM examines research hypotheses and analyzes data across diverse disciplines, such as healthcare, sociology, and economics (Kim et al., 2016; Mahfudzi & Fitri, 2022). The method is also utilised to investigate the correlation between consumer happiness, brand attitude, brand choice, and purchase intentions.

PLS is a variance-based, multivariate technique used in the analysis of causal or structural equation modelling (SEM) and estimates both the structural (or inner) relationships as well as the measurement (or outer) relationships (Hair, Hult, Tomas, Ringle, & Sarstedt, 2017). PLS facilitates the analysis of multiple dependent and independent construct relationships, empirically estimates the relative contribution of multiple construct measures, accommodates unobservable constructs, and is ideal for the early stages of theory building and testing where the research objective is to explain the variance of the endogenous constructs such as examining factors affecting fans' intention to attend anime events.

4. Conclusion and Recommendations

This study proposed a conceptual framework for examining the factors influencing fans' intention to attend anime events. The framework consists of three main factors: event image, travel motivations, and media information. The study hypothesized that these factors have direct effects on fans' intention to attend anime events. The study also aimed to test the validity and reliability of the framework using quantitative data collection and analysis techniques. The main contributions of this study are as follows:

(A) It provides a comprehensive and systematic understanding of the phenomenon of anime event attendance from the perspective of fans. Anime events are a form of cultural tourism that attracts millions of fans from different countries and regions every year. By exploring the motivations, expectations, satisfaction, and loyalty of fans who attend anime events, this study reveals the complex and dynamic nature of fan behaviour and preferences.

(B) It develops and validates a novel conceptual framework that integrates different factors. The framework incorporates the antecedents and outcomes of fans' intention to attend anime events. The framework will be empirically tested using data collected from 200 anime fans who have the intention to attend the Anime Festival. The anticipated results hopefully will show that the framework has a good fit and explanatory power and that all the hypotheses are supported.

(C) It offers practical implications and suggestions for anime event organizers, marketers, and policymakers to enhance the attractiveness and competitiveness of anime events. Based on the expected findings, this study

will provide recommendations on how to design, promote, and manage anime events to meet the needs and expectations of fans, as well as how to foster fan loyalty and retention. Moreover, this study highlights the potential benefits of anime events for the tourism industry and the local economy, such as generating income, creating jobs, and promoting cultural exchange and diversity.

(D) It opens new avenues for future research on anime fandom, culture, and tourism. Based on the findings and limitations of this study, the following recommendations are made for future research: (1) to extend the scope and generalizability of the framework by applying it to different types of anime enthusiasts such as otaku or general anime consumers; (2) to explore the causal mechanisms and interactions among the factors in the framework using advanced statistical methods, such as multilevel modelling; (3) to examine the impact of other factors that may affect fans' intention to attend anime events, such as personality traits, social norms, or perceived risks; and (4) to conduct longitudinal studies to investigate the changes and trends in fans' behaviour and preferences over time.

References

Aicher, T. J., Karadakis, K. & Eddosary, M. (2015). Comparison of sport tourists' and locals' motivation to participate in a running event. *International Journal of Event and Festival Management,* 6, 215-234.

Akinori, Ono., Sumiaki, Kawamura., Yasuto, Nishimori., Yuki, Oguro., Ryosuke, Shimizu. & Sari, Yamamoto. (2020). Anime pilgrimage in Japan: Focusing Social Influences as determinants. Tourism Management, 76, doi: 10.1016/J.TOURMAN.2019.06.010

Al-Romeedy, B. S. (2019). The role of job rotation in enhancing employee performance in the Egyptian travel agents: the mediating role of organizational behavior. *Tourism Review*, 74(4), 1003-1020. https://doi.org/10.1108/tr-10-2018-0153

Ananda, Sabil, Hussein. (2016). How Event Awareness, Event Quality and Event Image Creates Visitor Revisit Intention?: A Lesson from Car Free Day Event. Procedia. Economics and finance, doi: 10.1016/S2212-5671(16)00049-6

Baloğlu, Ş. & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research,* 26, 868-897.

Folgado-Fernández, J. A., Duarte, P. & Mogollón, J. M. H. (2021). Tourist's rational and emotional engagement across events: a multi-event integration view. *International Journal of Contemporary Hospitality Management*, 33(7), 2371-2390. https://doi.org/10.1108/ijchm-09-2020-1098

Getz, D. (2008). Event tourism: Definition, evolution, and research. *Tourism Management,* 29, 403-428.

Getz, D. (2022). Event tourism. Encyclopaedia of Tourism Management and Marketing, 158-161. https://doi.org/10.4337/9781800377486.event.tourism

Gwinner, K. P. (1997). A model of image creation and image transfer in event sponsorship. *International Marketing Review,* 14, 145-158.

Hair, J. F., Hult, G., Tomas, M., Ringle, C. M. & Sarstedt, M. (2017). A primer on Partial.

Harb, A., Fowler, D., Chang, H., Blum, S. & Alakaleek, W. (2019). Social media as a marketing tool for events. *Journal of Hospitality and Tourism Technology*, 10(1), 28-44. https://doi.org/10.1108/jhtt-03-2017-0027

Harb, A., Fowler, D. C., Chang, H. J., Blum, S. C. & Alakaleek, W. (2019). Social media as a marketing tool for events. Journal of Hospitality and Tourism Technology.

Kaplanidou, K. & Vogt, C. A. (2007). The Interrelationship between Sports Events and Destination Image and Sport Tourists' Behaviours. *Journal of Sport & Tourism,* 12, 183 - 206.

Kim, M., Yang, Y. & Ha, T. (2016). Application of train u-health system focusing on moderating effect of health privacy information. *Journal of Digital Contents Society*, 17(6), 537-543. https://doi.org/10.9728/dcs.2016.17.6.537

Kock, N. (2016). Non-normality propagation among latent variables and indicators in PLS-SEM simulations. *Journal of Modern Applied Statistical Methods*, 15(1), 299-315. https://doi.org/10.22237/jmasm/1462076100

Ksenia Kirillova, Cheng Peng. & Huiyuan Chen. (2018). Anime consumer motivation for anime tourism and how to harness it, Journal of Travel & Tourism Marketing, DOI:

Labuschagne, V. & Burger, E. (2022). Understanding the travel motivations of pop culture fans. *Enlightening Tourism a Pathmaking Journal*, 12(1), 243-271. https://doi.org/10.33776/et.v12i1.5464

Lee, C., Mjelde, J. W., Kim, T. & Lee, H. (2014). Estimating the intention–behavior gap associated with a mega event: The case of the Expo 2012 Yeosu Korea. *Tourism Management,* 41, 168-177.

Liu, S., Lai, D., Huang, S. & Li, Z. (2020). Scale development and validation of anime tourism motivations. *Current Issues in Tourism,* 24, 2939 - 2954.

Mahfudzi, A. A. B. & Fitri, R. (2022). The influence of family environment on generation z's entrepreneurial intention through self-efficacy. *Journal of Economics, Finance and Management Studies,* 05(10). https://doi.org/10.47191/jefms/v5-i10-29

Mori, H. (2022). The Power of Anime: A New Driver of Volunteer Tourism. *Tourism and Hospitality,* 3(2), 330-344. https://doi.org/10.3390/tourhosp3020022

Paris, C. M., Lee, W. & Seery, P. (2010). The Role of Social Media in Promoting Special Events: Acceptance of Facebook 'Events'. Information and Communication Technologies in Tourism.

Pivac, T., Blešić, I., Kovačić, S., Besermenji, S. & Lesjak, M. (2019). Visitors' satisfaction, perceived quality, and behavioral intentions: the case study of exit festival. *Journal of the Geographical Institute Jovan Cvijic*, *SASA,* 69(2), 123-134. https://doi.org/10.2298/ijgi1902123p

Presenza, A. & Sheehan, L. (2013). Planning tourism through sporting events. *International Journal of Event and Festival Management*, 4(2), 125-139. https://doi.org/10.1108/17582951311325890

Rehan, M. (2022, January 12). The impact of anime on the Japanese tourism industry – a brief insight. The Edition. https://edition.mv/business/23713

Reysen, S., Plante, C., Roberts, S. & Gerbasi, K. (2018). Motivations of cosplayers to participate in the anime fandom. https://doi.org/10.31235/osf.io/embg4

Ritchie, J. R. (1984). Assessing the Impact of Hallmark Events: Conceptual and Research Issues. *Journal of Travel Research,* 23, 2-11.

Roscoe, A. M., Lang, D. & Sheth, J. N. (1975). Follow-up Methods, Questionnaire Length, and Market Differences in Mail Surveys. *Journal of Marketing,* 39, 20 - 27.

SPJA. (2023). *AX Anime Expo*. https://spja.org/project/anime-expo

Taylor, L. (2021). Eudaimonia, hedonia, and fan behavior: examining the motives of fans of fictional texts. *Psychology of Aesthetics Creativity and the Arts*, 15(2), 264-271. https://doi.org/10.1037/aca0000270

The Association of Japanese Animation. (2023). Anime Industry Data https://aja.gr.jp/english/japan-anime-data

Tung, V. W. S., Lee, S. & Hudson, S. (2017). The potential of anime for destination marketing: Fantasies, otaku, and the kidult segment. Current Issues in Tourism, 114. doi:10.1080/1368500.2017.1368462

Veronique, Labuschagne. & Elizna, Burger. (2022). Understanding the travel motivations of pop culture fans. Enlightening Tourism: A Pathmaking Journal, doi: 10.33776/et.v12i1.5464

Wallstam, M., İoannides, D. & Pettersson, R. (2018). Evaluating the social impacts of events: in search of unified indicators for effective policymaking. *Journal of Policy Research in Tourism, Leisure and Events*, 12(2), 122-141. https://doi.org/10.1080/19407963.2018.1515214

Wang, J. & Butkouskaya, V. (2023). Sustainable marketing activities, event image, perceived value and tourists' behavioral intentions in sports tourism. *Journal of Economics, Finance and Administrative Science*.

Wang, X. (2014). Using attitude functions, self-efficacy, and norms to predict attitudes and intentions to use mobile devices to access social media during sporting event attendance. *Mobile Media & Communication*, 3(1), 75-90. https://doi.org/10.1177/2050157914548932

Zamir, Lior. & Levy, Nathan, Henri. (2018). Event-based image feature extraction.