STATISTICAL CONSIDERATIONS UPON THE RESULTS OF A SURVEY REGARDING THE ANIME CULTURE IN ROMANIA

Adrian Nicolae Cazacu
PhD Student, Academy of Economic Studies, Bucharest

Abstract:Recent studies have shown the opening of a new market for anime culture products in Romania. This culture revolves around the Japanese animation called anime. The anime fans acquire a wide range of anime themed products from manga to toys and dolls, fashion accessories and products needed for cultural events such as cosplay. Currently these products are acquired mainly through participation in anime conventions and via the internet. The entire advertisement and transmission of information about anime culture, the performance of anime conventions and the sale of anime-themed products takes place in the online environment, which represents the eMarketing of these products.
For this reason, I consider it important to study the correlations between the data obtained from an online survey on the presence of anime culture in Romania.

Keywords: anime, manga, culture, survey, eMarketing

Introduction

Starting from the year 2007, a new market has been opened in Romania, the market for the anime culture products. This has been the result of a long process of assimilation of this culture, a process that began as early as 1989, with the broadcasting of the first anime series by Romanian Television.

Anime is the generic name for Japanese animation. These animations were first localized in the United States in the '70s in English. The growing popularity they enjoyed later in the 1980s and 1990s in the United States and other countries, along with the phenomenon of globalization have led to the public's contact with the anime(MacWilliams & Wheeler, 2008),

Over time, the anime fan acquires his own cultural identity that leads him to buy products and participate in cultural activities, specific to anime culture or otaku culture(Denison**,** 2010; Ito, 2012).

Japanese animation became very much loved by the Romanians, which resulted in the broadcasting by Romanian TV stations such as TVR, PROTV, ANTENA 1 and others of many anime series and movies in the 1990s and early 2000s. Among these are Sailor Moon, Candy Candy, Sandi Bell, Saber Raider, Macron, Samurai X, Full Metal Alchemist, Pokemon, Dragonball, Digimon, Evangelion, Full Metal Jacket and more.

Around the year 2000, the TV station A + specialized in anime broadcasting appeared, which was later replaced with Animax. As a result, in 2007, the first Romanian **anime convention** named Nijikon took place in Bucharest where visitors had the opportunity to meet for the first time, exhibitors selling anime products, namely: manga, figurines, dolls, fashion accessories, cosplay accessories, posters , games, playing cards and more.

Cosplay is the cultural activity of anime fans who dress up as their favorite characters and perform them as well.(Lamerichs, 2013)

In other countries where the anime culture market is properly exploited, there are cosplay shops, in Romania, fans prefer to make their own costumes, using various commercial materials, hoping that participating in these conventions will enable them to buy costumes or other anime products.

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This convention has been held since then every year and gathers thousands of participants, alongside other similar conventions such as Otakufest, Asiafest and many others. Most of these events take place in Bucharest.
The advertising of these events is done exclusively in the **online environment through the anime and facebook discussion forums in Romania.**
These groups discuss the new anime, manga and games, impressions are exchanged, and productions that are appreciated by most are promoted across the community.
The members of these groups, mostly young people, at highschools and faculties, bring a new culture into Romania, that is passed thru the filter of the traditional Romanian culture and not knowing they are some sort of cultural ambassadors of new born sub-culture that is spread thru means of eMarketing.Everything is happening on the facebook social network.
This eMarketing is not planned, allthou it resembles the eMarketing done by firms and companies, in this this case the information flows free.
Within these groups, events with anime theme are announced and gather participants from all over the country. Also, the exhibitors who attract their clients in the aforementioned events opened their stores with virtual stores, having as clients especially the members of facebook groups with the anime theme.The most notable of these groups is **Anime Romania**, which currently has over 20,000 members.
The subject of this study is a survey conducted between the members of these discussion groups.

1. Research model

Returning to the functional model proposed by the author in a previous article (CCI4, CAZACU, 2016), we made some changes, focusing more on the impact of the new cultural trend, the anime among media entertainment consumers, and simplifying the model , we also highlighted the interactions between the exogenous influences and the anime fan's preferences as a goal of the research.

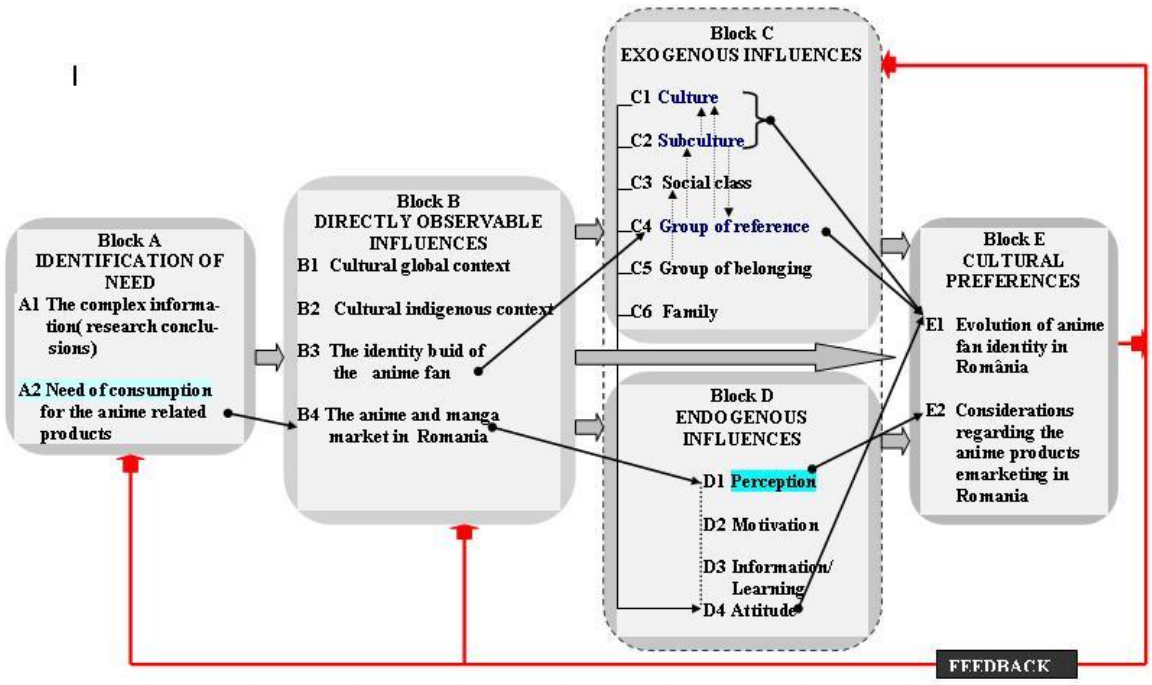


Figure no. 1 The proposed model for the complex influences upon the cultural preferences

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Legend

Main functional relationships 

Secondary functional relationships 

Retroactive curves 

The proposed model is composed from a morphological point of view of five functional and constituent blocks. Through its structure, the proposed model contains three types of relationships (Class S3): main, secondary, retroactive.
According to the scheme presented, the model includes the following functional blocks:

- Block A – *The identification of need* - has the following components: A1-complex information, A2-consumer need for derived products of anime culture;

- Block B – *Directly observable influences* - consists of components: B1 - *global cultural context* (decision environment, situational factors); B2 - the native cultural context; B3 - *the formation of the cultural identity of anime fans in Romania*, especially among young people (demographic factors); B4-*anime and manga market in Romania* (specific factors of the marketing mix).

Block C – *The exogenous influences* - essentially corresponding to the "Veblen model": C1-culture, C2-subculture, C3-class, C4-group of reference, C5- family belonging, C6- and C4 will be analyzed from two perspectives: a systemic approach, following an algorithm specific to open dynamic systems, based on existing data provided by Bloc B, and a cultural-economic approach, synthesizing results from the literature and research of the author.
The reference group (the anime fan) -C4 determines, within block C, the C1-culture, C2-subculture (and reciprocal) components, and C2 subculture influences to a certain extent the cultural component C1. Also, the C5 group can influence the C3-class social component. Exogenous factors, modified by an external disturbance, lead to varying degrees of intensity of the C-D subsystem's final state;

- Block D – *Endogenous influences* - the components of this block, D1-perception, D2-motivation, D3-information / learning / personality, D4-attitude, demonstrate the complex structure of the mainstream media consumer behavior. The questionnaire developed in order to evaluate the influences of exogenous and endogenous factors on the five dimensions of consumer behavior (perception, information, motivation, attitude and resultant, actual manifestation) is designed by the author following the specialized guidelines. The analysis of the obtained results leads to a favorable behavioral dynamics in relation to the anime culture and its derived products;

- Block E – *Cultural preferences* - refers to the dynamics and the evolution over time of the anime culture, the anime identity and the market of gender products, and also the necessity to follow this evolution, especially the components that have a decisive role in forming the decision to buy:

E1- *the evolution of the anime fan's identity in Romania*
E2- *considerations regarding the anime products eMarketing in Romania*

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Regarding the model developed, as shown in the diagram, the functional relations are divided into three classes as follows:

- Main functional relationships, highlighted by dark, thick, full-turn, right-arrow arrows, which refer to the fundamental connections between the blocks.
- Retroactive curves, of red color, represented by thicker, thicker or thiner arrows, as appropriate, if they refer to blocks or their components, to make the connection between the dynamics of gender preferences (Block E) and the other blocks, in a systemic approach specific to the construction of this model.

Regarding the morphological structure of the proposed model, the functional relations describe the mode of operation as follows:

a) *Identifying the need* (Bloc A). The main functional sends to the next block, where there are presented directly observable aspects of the influence on consumer behavior. Secondary functional functions highlight the determination of the need to purchase A2 derivatives and the development of the marketing mix for the anime-B4 market; peration as follows:

b) *Directly observable influences* (Block B), are synthesized in four groups, in which the demographic B3 component is a determining factor: the formation of the anime culture identity in the ranks of youth, which mainly influences the reference group (where the individual falls according to preference), so the C4 component of the next block. Also, factor B4 - the development of anime and manga market, parallel to that of the marketing mix corresponding to this market, directly determines the endogenous endogenous perception factor, D1 component, of block D. The main functionalities send to the subsystem of the C-D blocks, of the exogenous and endogenous influences, accepted and studied by the specialists in the field;

c) *Exogenous influences* (Block C), here the social influences, according to Veblen's theory, have a central role in the functional relationships of the model, as they determine, along with other factors that relate to the personality of the individual, the inner state of the consumer, thus indirectly determining his market preference. Secondary functional relationships mark specific connections. The five components influence the D4 component of the next block. It also highlights the influence of the C1, C2 and C4 reference groups on the E1 component - the evolution of the identity of the Romanian anime fan.

The main functional relationships link the C-D subsystem of the influences deduced by the last block, block E.

d) *Endogenous Influences* (Block D). In order to determine the intensity of the influences exercised by the anime phenomenon on the perception, information, motivation, attitude, and actual manifestation of the anime fan, a survey in the form of questionnair was conducted, whose items refer strictly to these behavioral dimensions. The component of the actual manifestation, determined by the four components of block D, was included as a result in block E. The attitude-D4 component makes the connection between D1-perception and E1-the evolution of the anime fan's cultural identity.

e) *Cultural preferences* (Block E) are determined by the subsystem of exogenous and endogenous influences, in two aspects: from a global perspective, of the main functional relations, and also from the aspect of the secondary functional relationships presented in

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the scheme. For example, perception of anime-D1 derived products, along with other endogenous interdependent components, has been considered a determining factor in the evolution trend of the anime fan (E1).
The retroactive curves determined by Block E, due to the evolution in time of the anime identity and eMarketing of the gender products, reconfigure all other blocks in the sense that it determines:

- Reconsiderations regarding the eMarketing policies for the purpose promoting anime products
- Influences at different levels on components in each block.

A new survey conducted by the same author **(january, 2018)** is addressed, this time, to an eterogen group of **268** people, during only two days, in the winter holidays, a group belonging to the discussion groups related to mass media entertainment .

The information about anime was the objective for the first item of the questionare and proved the existence of those "*knowing the* anime" in the percentage of **97%**(**260** participants). The *attitude* of the anime products buyer is identified in the next item(Item_2), the adjectives that indicate this type of culture as being "*interesting*", that is: **231** of **268**(**87,5%**) This attitude is completed by the results obtained in the third item which refers to the *localization of anime*, in percent of **63,4%(170** of **268** participants)

The *preference* for the derived products of the anime culture was observed and presented by Item_5 of the questionnaire, completed by Item_6, with the *motivation* for purchasing such products. The results are: **63,1%**(**169** participants) have purchased anime products, mostly for themselves(**62,5%**).

The *characteristics of the target group* which we considered in this new survey, was: *the age* , the *biological gender*, the *occupational area*, the *level of education*, even the *modality of living*. The most of the respondents are **young people**, the age between 14 and 25 years, **they finished the high school**(**58,%**), and they **live with their family**(**6,4%**).
As a ***general feedback*** for the realised model:

The identification of the **need** for the derived products of the anime culture (component A_2 in Block A), as a starting point in the decision process of buying, is determined by the cultural preferences, due to the influence exerted by the components of the subsystem C-D.

2.Model validation

For the model validation, we realise a ***test-analyse.*** In the following, we will study the obtained data from the point of the presented model. We will follow the subsystem functional relationships between C-D→E→A , specifically: the secondary functional relationships ***D1,4->E1,E2->A2,*** alsothe secondary functional relationships C_1,C_2,C_4,-> E_1->A_2, and others.

3. Developping the analyse

ITEM_1.*Do you know the anime? If the answer is YES, please continue to browse the questionnaire if the answer is NO, thank you and please have the curiosity to read further for your personal information!*

Table no. 1 The knowledge of anime culture

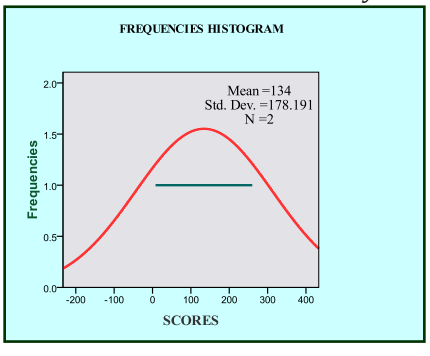
Know the ANIME	Not know the ANIME
260	8

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(≈ 97%)	(≈3%)

Source: statistical survey conducted by the author

a)



b)

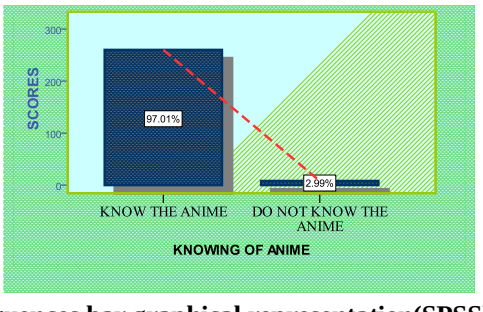


Figure no. 2 a) The frequences histogram; b) The absolut frequences bar graphical representation(SPSS)

The familiarity with the anime (*theinformation*) among the consumers in the media entertainment, leads us to the percentage of 97% respondents which form the *modal group, that is the indicator of the central tendency*.(enlighting the secondary functional relationships $C_1, C_2, C_4 \rightarrow E_1 \rightarrow A_1$)

ITEM_2. *Check adjectives you consider associated with anime.*

Table no. 2 The anime associate adjectives

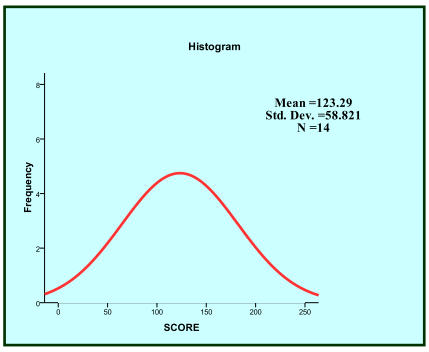
SURP	INTE	DRAM	COLO	ARTI	SUPE	INFE	SPEC	DEOS	SLAB	MINU	INTE	CULT	EDUC
158	231	149	122	170	82	7	148	141	10	123	140	128	117
59,8	87,5	56,4	46,2	64,4	31,1	2,7	56,1	53,4	3,8	46,6	53	48,5	44,3

Source: statistical survey conducted by the author

Regarding the anime's fan *perception*, there were 1726 registered responses, the table has the registered scores under the prefixes of the adjectives, the participants having the opportunity to select multiple characteristics of the anime. Maximum recorded values are favorable adjectives. The ***median*** value is 134, the position is between the "*cultural*" and "*intelligent*" adjectives, in the interval [128;140]. Average score is 123,3 and its position is between the "*cultural*" and "*wonderful*" adjectives. ***(The functional D1-> E2)*** For the adjectives attributed to anime, the distribution of scores is little asymmetrical, if we consider the percentage of precision equal to 99%, because the Skewness is -0,732 that meaning it surpass the permited interval [-0,597; 0,597], the asymmetry negativ, the values are a little bit to the left. Considering the precision of 95%, which is usual used in the social sciences, the Skewness coefficient is included in the permited interval [-1,194; 1,194], so we will accept o symetrical distribution, with an error less than 5%. .

The spread around the average is the atribute of the Kurtosis coefficient, its value 1,192 being also a little bit over the permited interval, for the 99%% precision, but in the permited limits , [-2,308; 2,308], for the 95% precision. Conclusion is we admit a symmetrical mezocurtical scores distribution(nearly gaussian).

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a) 

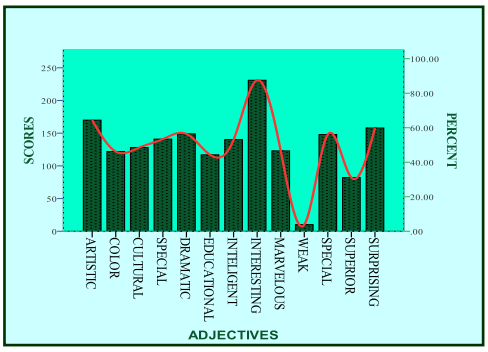
b) 

Figure no. 3 The frequences histogram; b) The absolut frequences bar graphical representation(SPSS)

The segments of the scale for the method of the *semantical differential*, are:

INTERESTING **14 : 13: 12: 11: 10: 9: 8: 7: 6: 5: 4: 3: 2: 1** WEAK

14*231+13*170+12*158+11*149+10*148+9*141+8*140+7*128+6*123+5*122+4*117+3*82+2*10+1*7=15833/1726=**9,17> 7**, so it results a "*favorable image*" relative to this special type of animation.

ITEM_3.*How often do you watch anime subtitled by the fansubbing groups in Romania?*

Table no. 3 The subtitle importance of anime

MANY TIMES	A FEW TIMES	NEVER
170	44	54
63,4%	16,4%	20,2%

Source: statistical survey conducted by the author

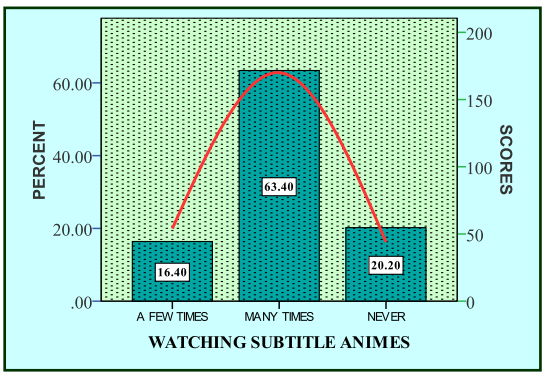


Figure no. 4 The absolut frequences bar graphical representation(SPSS)

The mean value is **89,33** and the median is **54**. he mode value is not single, there are multiple modes. The Skewness coefficient is 1, 692 and the standard error is 1,225. The scores distribution has a little deviation to right, but with 95% credibility, we consider it is a multiple modes symmetrical distribution, as the Skewness value is in the permited limits: [-2,450; 2,450]. The greatest scores are for the subtitled animes, which is the main tendency of the results. The segments of the scale for the method of the *semantical differential*: **MANY TIMES: 3:2:1 NEVER,** leads us also to the conclusion of the subtitling importance: 3*170+2*44+1*54=662/268=**2,47> 2**, that means a **significant importance**. (***the functional A_2->B_4***)

ITEM_4. *Do you usually watch subtitled anime in Romanian or English?*

Table no. 4 The language importance for anime products

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ROMANIAN	ENGLISH	ANY OF THEM
108	88	72
40,3%	32,8%	26,9%

Source: statistical survey conducted by the author

The results of the subtitling preference gives us therelativ *attitude* of the respondents, the percentage of 79,8% in its favor ("*MANY TIMES*" and "*A FEW TIMES*" cumulative). ***(the functional D4> E1)*** As we see, the romanian language is the favorite(40,3%), which represents the main tendency for the results at ITEM_4.

ITEM_5.*Have you ever bought products related to the anime (manga, posters, figurines, playing cards, dolls, clothes and any other products bearing the brand, logo or other distinctive sign in relation to the anime)?*

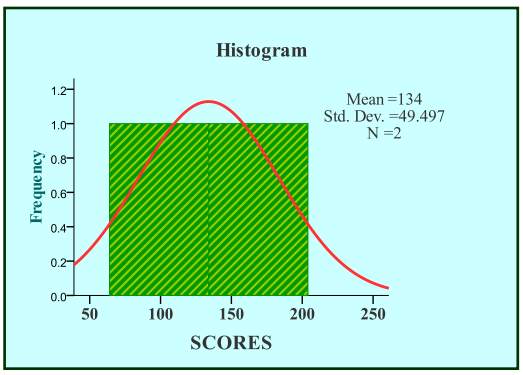
Table no. 5 The language importance for anime products

I BOUGHT ANIME PRODUCTS	I DID NOT A BOUGHT ANIME PRODUCTS
169	99
63,1%	36,9%

Source: statistical survey conducted by the author

For the *preference* relative to the anime culture's derived products, we have registered **63,1%** who bought such products. ***(C_4 , D_4> E_1->A_2)***

a)



b)

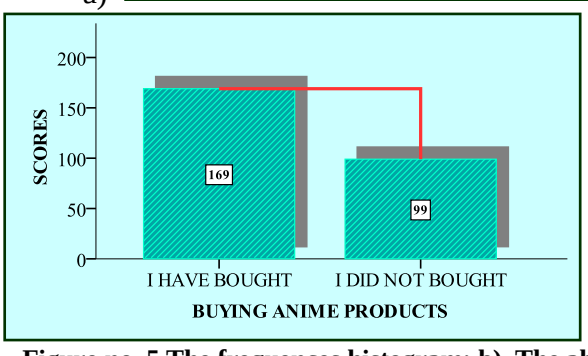


Figure no. 5 The frequences histogram; b) The absolut frequences bar graphical representation(SPSS)

In this case, the mean and the median values are equal(**134**), so the scores distribution is perfectly symmetric, mezocurtical.

ITEM_6.*For what purpose did you buy the goods mentioned in the previous question?*

FOR ME	I DID NOT	FOR A PRESENT

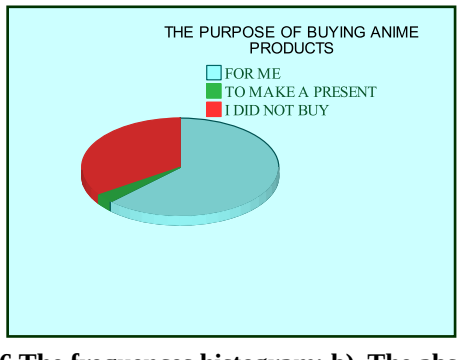
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167	92	8
62.5%	34.5%	3%

products achievement **Table no. 6 The anime purpose**

Source: statistical survey conducted by the author

a)



b)

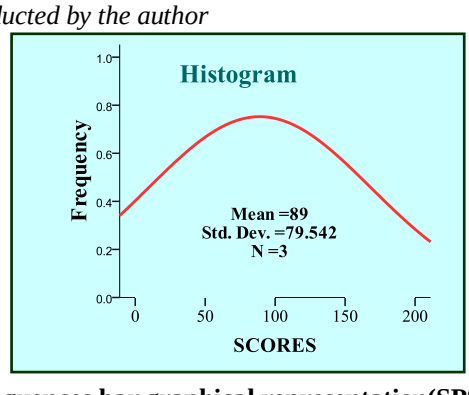


Figure no. 6 The frequences histogram; b) The absolut frequences bar graphical representation(SPSS)

As to *themotivation* for buying such products, the main reason that results was " *forpersonal use*" in proportion of 62,5%. The scores distribution is a symmetrical curve with the precision of 99%, the Skewness coefficient is: -0,169∈[-,225;1,225]. The modal group is formed by the responses "*for me*", that meaning for personal use(62,5%) ***(the functional D_2-> D_3-> D_4 -> E_1)***

ITEM_7. *After visiting an anime event (eg a convention), are you interested in buying anime products?*

Table no. 7 The interest in achievement of anime products, as consequence to the participation at the anime events

VERY INTERESTED	SOME INTERESTED	A LITTLE INTERESTED	I DO NOT KNOW	NOT INTERESTED
84	86	24	70	3
31,5%	32,2%	9%	26,2%	1,1%

Source: statistical survey conducted by the author

Statistics		
SCORURI		
N	Valid	5
	Missing	0
Mean		53.40
Median		70.00
Mode		3[a]
Skewness		-.666
Std. Error of Skewness		.913
Kurtosis		-2.245
Std. Error of Kurtosis		2.000

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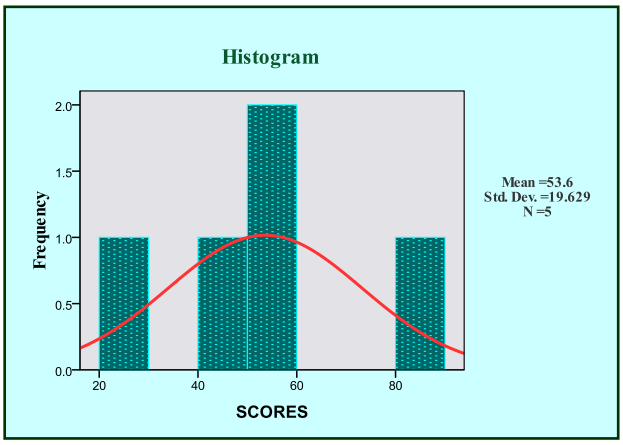


Figure no. 7 The frequences histogram

The registered scores for the interest of buying these anime products have multiple modes, so their tendency is represented by the mean(**53,4**) and the median value(**70**). The distribution of the scores have a symmetric line, the Skewness coefficient **-0,666**∈[-0,913; 0,913], with a precision of 99%. The form of this distribution, given by the Kurtosis coefficient, which is -2,245, is the platicurtical form, if we want the same 99% precision, but with the 95% precision, the Kurtosis coefficient is in the permitted limits:[-4; 4], which leads us to a simmetrical mezocurtical distribution, the values are regularly placed around the mean value. **63,7%** are interested to buy as a result of the participation to an anime manifestation, this number is then the selected mode and gives us the **tendency** of the group(greater that the mean value).

We also have this favorable result, by applying the method of the *semantical differential*:

5: VERY INTERESTED ; 4: SOME INTERESTED ; 3: A LITTLE INTERESTED ; 2: I DO NOT KNOW ; 1: NOT INTERESTED

The result of the method applying is: 5*84+4*86+3*24+2*70+3*1=**3,(6)>3**, which gives us a **favorable interest**, in this case.

ITEM_8.*Will you buy anime products due to participation in an anime convention / event?*

Table no. 8 The anime products achievement determined by the anime events participation

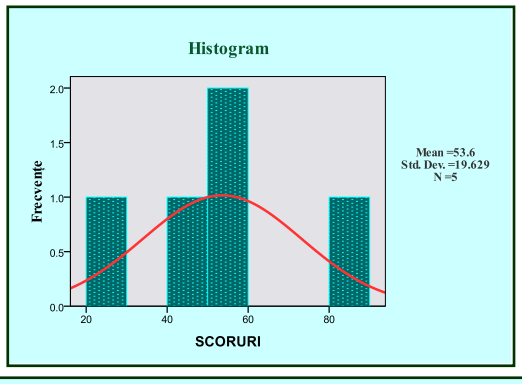
YES	PRETTY SURE	MAYBE	I DON'T KNOW	NO
81	56	46	58	27
30,2%	20,9%	17,2%	21,6%	10,1%

Source: statistical survey conducted by the author

The influence of the participation to the anime related events, upon the buying decision is nearly equal represented for all the four considered cases. The scores distribution is a **normal** curve and it has a **symmetrical form, with a precision of 99%.** We have a better resolution about this subject, if we follow, in addition, the method of the *semantical differential*, the sc ale: **YES: 5:4:3:2:1 NO.**

The associated calculation is: 5*81+4*56+46*3+58*2+27*1≈**3,4>3.** It results a positive opinion about the effect produced by the anime events towards the desire of the anime products achievement.

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a) b)

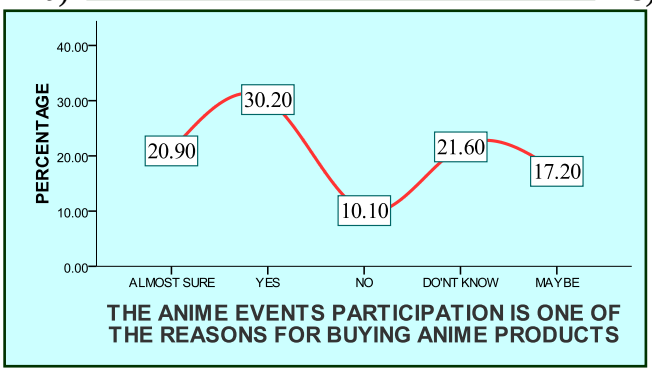


Figure no. 9 a) The frequences histogram b) The line representation of the percentage

The caracteristics of the target group

ITEMS_9-10*The AGE and the BIOLOGICAL GENDER:*

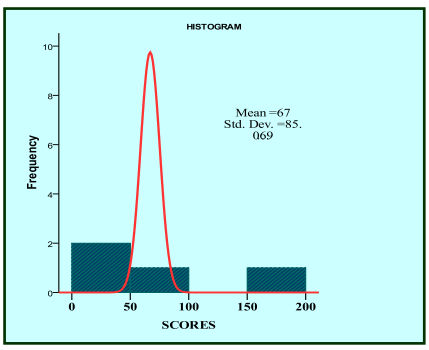
Table no. 9 The age

14-18	19-25	26-30	31+
184	76	3	5
68,7%	28,4%	1,1%	1,8%

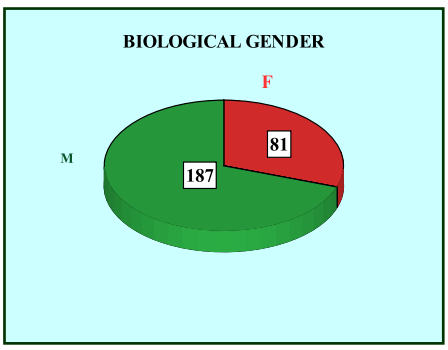
Table no. 10 The biological gender

MAIL	FEMALE
187	81
69,8%	30,2%

Source: statistical survey conducted by the author



a)



b)

Figure no. 10 a) The frequences histogram of age b) The pie representation of the biological gender

The age scores distribution in the Poisson form, is a **symmetrical mezocurtic** curve, the values are crowded near the mean value of 67, having th Skewness coefficient equal with 1,193 so it is not between the permitted limits for the 99% precision, it has a positive surpass, but for 95% precision, we can say it is symmetrical(the limits are: -2,028; 2,028) As to the mezocurtical form, the Kurtosis coefficient is just in the most restrictive interval(-2,610; 2,610) for the 99% precision. The **dominant segments are those of 14-18 and 18-25 age**, that is mostly tens. The modal group is formed, in this case, by the participants aged between 14 and 25 years.

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As to *biological gender characteristic* of the target group, the respondents are mostly of masculin gender, the modal group is formed by 69,8% of the total.

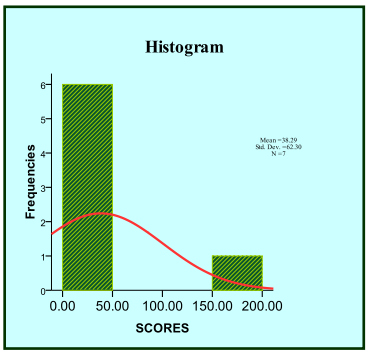
ITEM_11.*How or with whom are you living?*

Table no. 11 The living medium of the respondents

With the family	With my father	With my mother	With my brother	With my friend	Alone	others
178	10	29	1	9	20	21
66,4%	3,7%	10,8%	0,4%	3,4%	7,5%	7,8%

Source: statistical survey conducted by the author

a)



b)

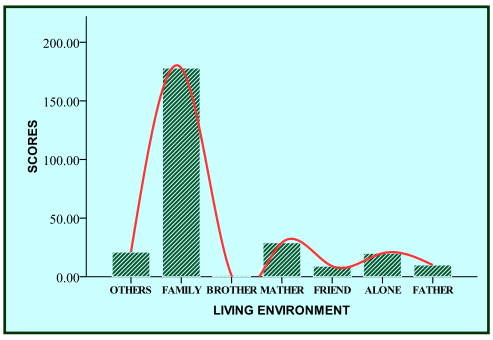


Figure no. 11 a) The frequences histogram b) The living mediums bar representation with interpolation line

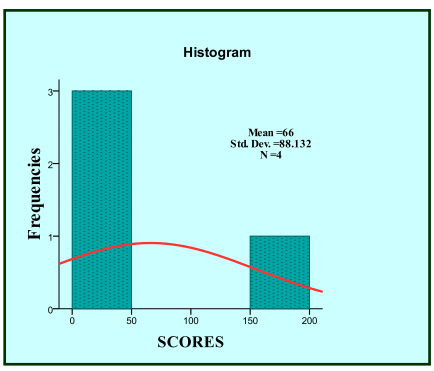
The scores distribution is asymmetrical leptocurtical, because the respondents who live with their family are too many compared with the others, and the reason is their age and the level of education, as we shall see below.

ITEM_12.*Which is your occupation, specifically on type?*

Table no. 12 The occupational area(the type)

ABSTRACT	CULTURAL	PROFESIONAL	OTHERS
22	37	8	197
8,3%	14%	3,1%	74,6%

Source: statistical survey conducted by the author



Mean	66.00
Median	29.50
Skewness	1.893
Std. Error of Skewness	1.014
Kurtosis	3.643
Std. Error of Kurtosis	2.619

Figure no. 12 The frequences histogram

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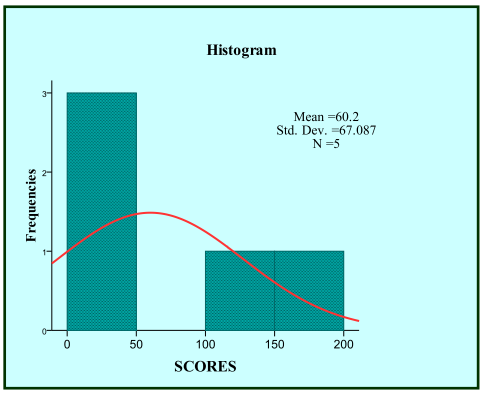
The scores distribution is a bit asymmetrical and leptocurtical. The dominant group, the modal group, is that of the cultural area(14%), after the largest group of "others" occupational area, meaning that the majority do not work at the present, they are students or pupils(**74,6%**).

ITEM_13.*Which is your level of studies ? (the **finished studies**, so we can mesure the actual stage)*

Table no. 13 The level of education(the absolved studies)

GYMNASIUM	HIGH SCHOOL	FACULTY	MASTER	OTHERS
105	156	25	4	11
39,5%	58,6%	9,4%	1,5%	4,1%

Source: statistical survey conducted by the author



Statistics	
Mean	60.20
Median	25.00
Skewness	.868
Std. Error of Skewness	.913
Kurtosis	-1.482
Std. Error of Kurtosis	2.000

Figure no. 13 The frequences histogram

The scores distribution is symmetrical and mezocurtical, unimodal, with 99% precision, as the main values form the respondents who finished the gymnasium and the high school, suitable with the age range, that is between 14 and 25 years.

Resuming, The majority of the respondents are young people, between 15 and 25 years, at the high school or faculty, even master, living with the their family(***the secondary relationships: C_4, C_5,C_6->C_2, C_4, C_5,C_6->->E_1,)***

ITEM_14.*What hobby do you have besides anime?*

43 respondents had the optionof *"gaming"*, **68** respondents did not mentioned another hobby the other options being: diverse sporturi(judo, bicycle, ...), drawing, reading, cooking, IT, programming, fizică, studiul limbii japoneze, muzică, etc.

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Figure no. 14 The open responses for the other hobbies

The general feedback of the presented model:

The identification of **need** for the related products of the anime culture(the component A_2 in Block A), also the **complex information** about this new type of culture, are influenced by the C-D subsystem components.(***Retroactive curve E_1,E_2->A_1 ,A_2***)

4. Conclusions

The results of this study show the existence of an insufficiently exploited market segment of anime culture products. This confirms the results of the previous studies done by the author and concludes that the investment in this market is very profitable.The acquisition of anime licenses for subtitling or duplication in Romanian would lead to the launch of a number of expected products by a large number of young people. The same can be said about the manga comics and about the marketing of other anime culture products.

The study of this questionnaire is to be resumed from another perspective that will expand the research and lead to other related conclusions, this time, from the perspective of the Information Theory in eMarketing.

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