COMIC CON ROMANIA 2018. STATISTICAL DATA

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Abstract: Recent events took place last month in Bucharest. I'is about an anime eventcalled Comic con, and enterested a lot of young people, anime fans, who participated at this manifestation. To participate to this event, one must dress like his favorite personage, so almost every one must obtain his costume. I thought it of interest to analyse this event, from the practical point of view, to see what are the dificulties in aquisitioning their costumes, the way in which the anime fans find out about this event, but mostly,what is the impact of the event on the anime products market.

Keywords: anime, culture, survey, cosplay event, market

Introduction

Japanese animation called "anime" gave rise to several cultural events, which we call "anime culture." With the increasing popularity of anime, this culture has spread globally, with an important presence in Romania at present, and thus creating a market for its products. This culture has a global impact, the anime being the source of inspiration for Hollywood writers, an eloquent example being Matrix, also for the gaming industry, and the music industry. Notable in this latter case is the music duo tATu, whose choreography and some compositions have been inspired by anime, used Japanese words and anime-style sequences. There was even an anime project called "Paragate", in which the two tATu protagonists would appear drawn as anime characters.

One of the most important anime cultural events is Cosplay, which is the anime fans' activity to dress up as their favorite characters and also to interpret them. This activity requires the purchase or manufacture of their costumes.

In Romania, anime themed cultural events take place annually, including Cosplay, as well as events with richer, more comprehensive themes, including the anime, to which its fans are present. One of these events is Comic Con, where both the cosplay of anime characters and the sale of anime and manga products are made.



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1.

The present study is based on a new survey conducted by the author(ANNEX), addressed to an eterogen group of **90** respondents, who participated at the online discussion related to the latest anime event, which took place in Romania, namely Comic con, 2018. This event gathered fans in Eastern Europe, at Bucharest, ROMEXPO, during the 18-20 may. We shall expose the items and make some statistical appreciations.

2. Developping the analyse

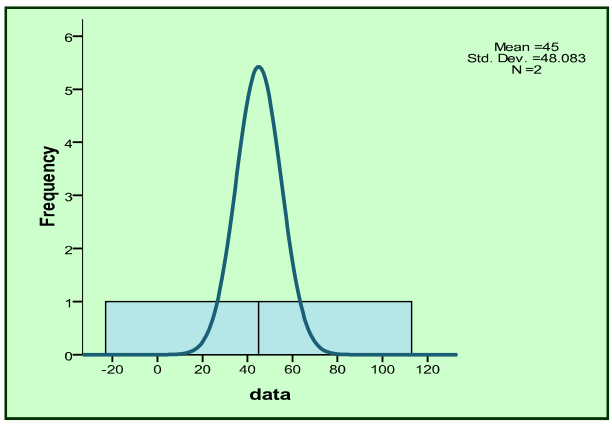
ITEM_1. Have you been informed by Comic Con 2018 through Facebook?

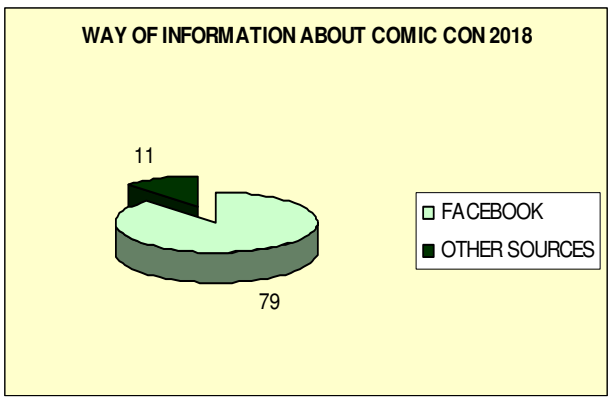
Statistics

		announcement	data
N	Valid	2	2
	Missing	0	0
Mean			**45.00**
Median			**45.00**
Mode			11[a]

FACEBOOK	OTHER SOURCES
79	**11**
87,8%	**12,2%**

Table no. 1. The way of information about the event
Source: statistical survey conducted by the author





a) **b)**

Figure no. 1 a) The frequences histogram; b) The absolut frequences pie graphical representation

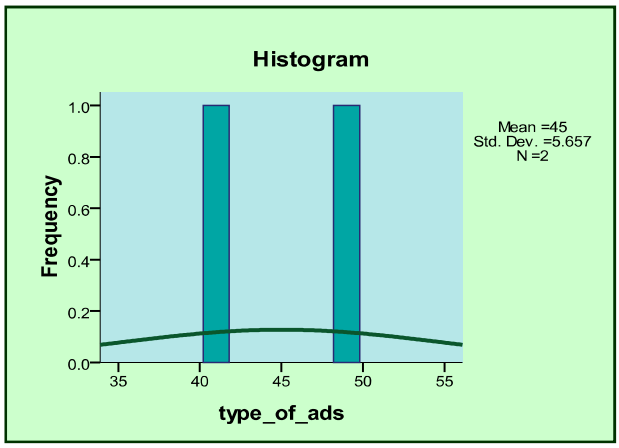
The frequency graph and the result of the descriptive statistics demonstrate that the median is not conclusive in this case. The test also highlights multiple "modes" because the number of cases is minimal (2). However, the predominant value describes the central trend, given by the ***79 (87,8%)*** responses, which refer to ads on facebook, the most important social networking.

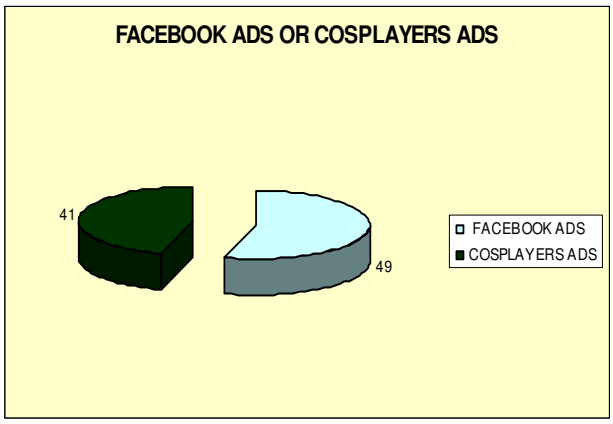
ITEM_2. Did you find out about this convention from the ads of the anime characters cosplayers posted on Facebook groups?

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FACEBOOK ADS	COSPLAYERS ADS
49	41
54,4	45,6

Table no. 2 The specific way of information about this event
Source: statistical survey conducted by the author





a) **b)**

Figure no. 2 a) The frequences histogram; b) The absolut frequences pie graphical representation

According to data, among those who learned about Comic Con 2018, a significant percentage of ***45,6% were informed even by the cosplayers of anime characters***, who are the most passionate of this kind of manifestation among anime fans.

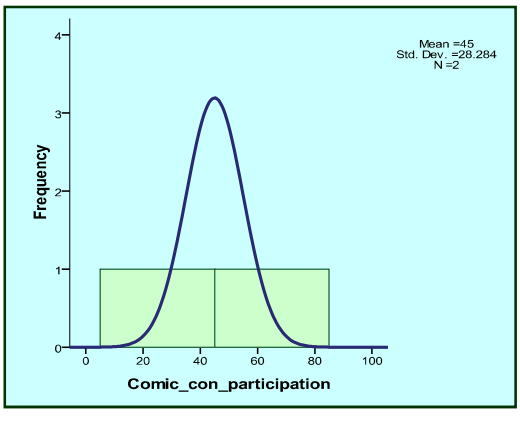
ITEM_3. Have you attended Comic con?

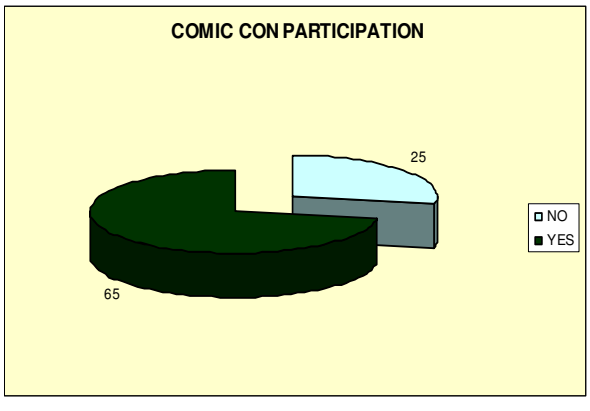
NO	YES
25	65
27,8	72,2

Table no. 3 The participation at the event
Source: statistical survey conducted by the author

This item had 90 responses, namely all the anime fans who participated to the survey. The deviation of the responses values is semnificant, from 25 to 65, the trand of the group being represented by those who attended Comic con 2018, that is ***72,2%.*** The scores distribution has a leptocurtical, symmetrical design. Those who did not participate to this event had their reasons, but we believe it was the period of examinations and most of the anime fans are young people, at school or university.

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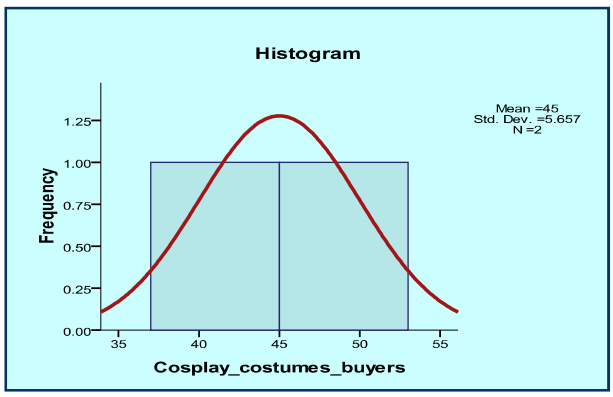
a) **b)**

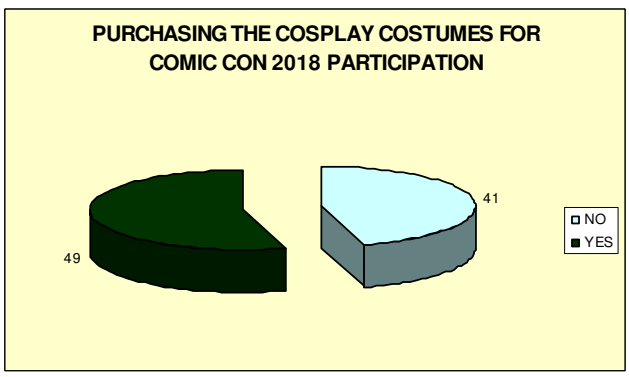
Figure no. 3 a) The frequences histogram; b) The absolut frequences pie graphical representation

ITEM_4. Have you bought the necessary products for an anime inspired cosplay costume to participate in Comic con 2018?

NO	YES
41	49
45,6	54,4

Table no. 4 Number of the participants who purchased cosplay costumes
Source: statistical survey conducted by the author





a) **b)**

Figure no. 4. a) The frequences histogram; b) The absolut frequences pie graphical representation

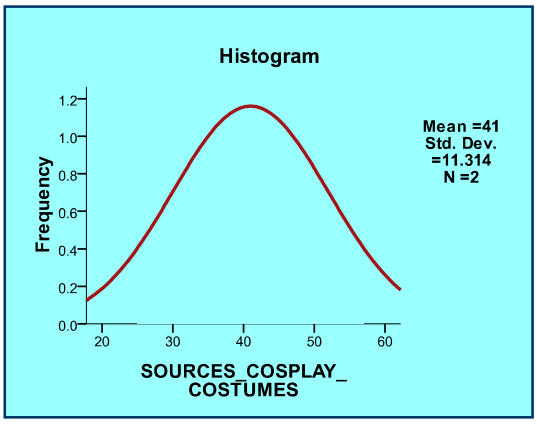
The percentage of participation being costumed at this event was 54,4%, that means more than half. These fans have purchased or made handmade their costumes for the favorite characters they have played at the show, this being the essence of cosplay.

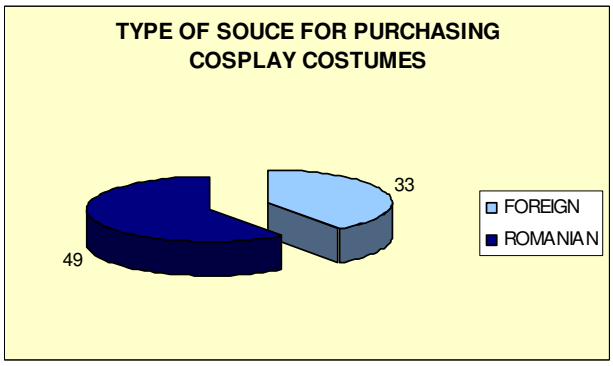
ITEM_5. From what sources have you bought the necessary products for the cosplay costume?

FOREIGN	ROMANIAN
33	49
40,2	59,8

Table no. 5 The source of aquisition
Source: statistical survey conducted by the author

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a) b)

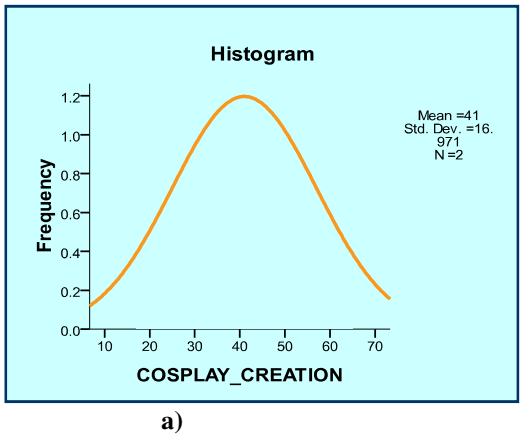
Figure no. 5 a) The frequences histogram; b) The absolut frequences pie graphical representation

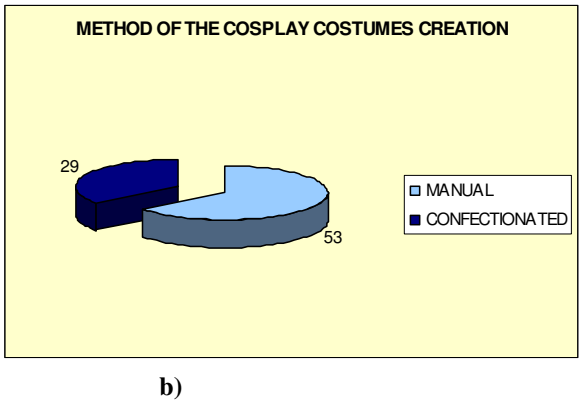
Most of the costumes or materials needed for the costume were purchased from native sources***: 59,8%,*** which leads to the necessity of expanding the cosplay market in Romania.

ITEM_6. How did you get the cosplay costume?

MANUAL	CONFECTIONATED
53	29
64,6	35,4

Table no. 6 Method of creation the cosplay costumes
Source: statistical survey conducted by the author





a) b)

Figure no. 6 The frequences histogram; b) The absolut frequences pie graphical representation

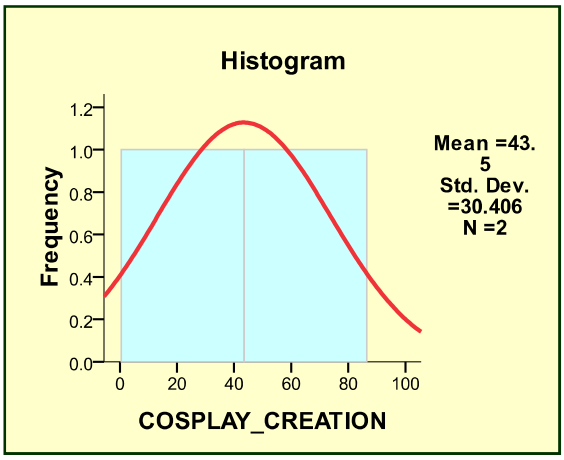
As proof of their interest in this type of event, the young cosplayers, who, as we have seen, purchased the materials or the costumes from native sources, handmade them: ***64,6%.*** Here we can add the fact that some costumes can be assembled or completed with finished pieces, online bought or locally purchased.

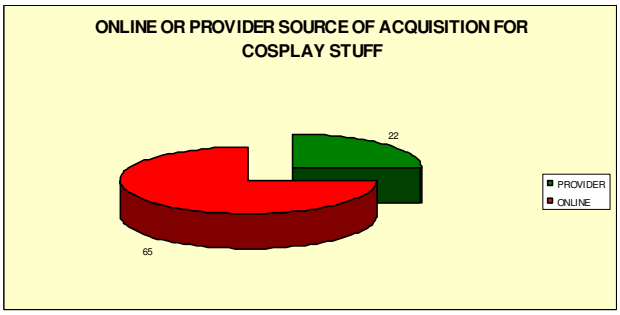
ITEM_7. In what way have you bought these products?

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PROVIDER	ONLINE
22	65
27,5	81,3

Table no. 7. The way of aquisition
Source: statistical survey conducted by the author





a) **b)**

Figure no. 7 a) The frequences histogram b) The pie representation of the absolute frequences

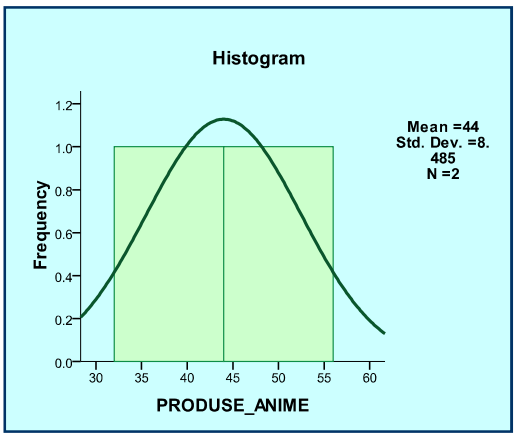
The supply of the necessary materials for confectionate the costumes or even of the ready-made costumes was made either directly from the manufacturer or online, the majority trend being included in the second variant, ***81,3%***.

ITEM_8. Have you bought anime & manga , as a result of participation to this event?

YES	NO
50	38
56.8	43.2

Table no. 8 The interest for purchasing anime products
Source: statistical survey conducted by the author

a)
b)



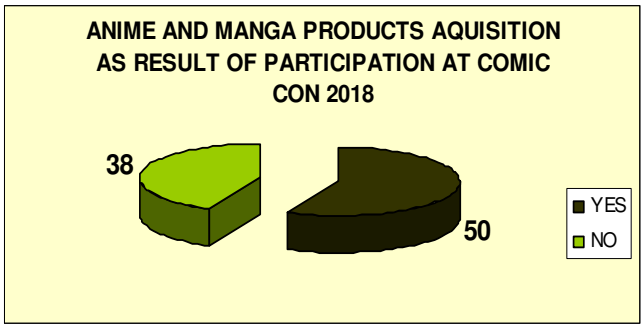


Figure no. 8 a) The frequences histogram **b) The pie representation of absolute frequencies**

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Finally, such events include also the sale of the anime and manga derivatives, and as the participants are usually anime fans, it is natural for this market to come to the attention of the observer. A majority of ***56.8%,*** more precisely, 50 of the 65 participants at Comic con 2018, also bought anime and manga products.



Conclusions

The histograms above are in majority, symmetrical, mezocurtical,with a few exceptions. The first of them, for example, the distribution of scores for the facebook ads compared with the other kind of ads. This distribution contains a great deviation of the values(from 11 to 79), and for that reason it is of leptocurtical design.

The conclusion is the importance of the facebook announcements. Half of these ads a due to the cosplayers, as it results from the second item, the scores distribution being platicurtical, this time, because of the almost equal percentages.

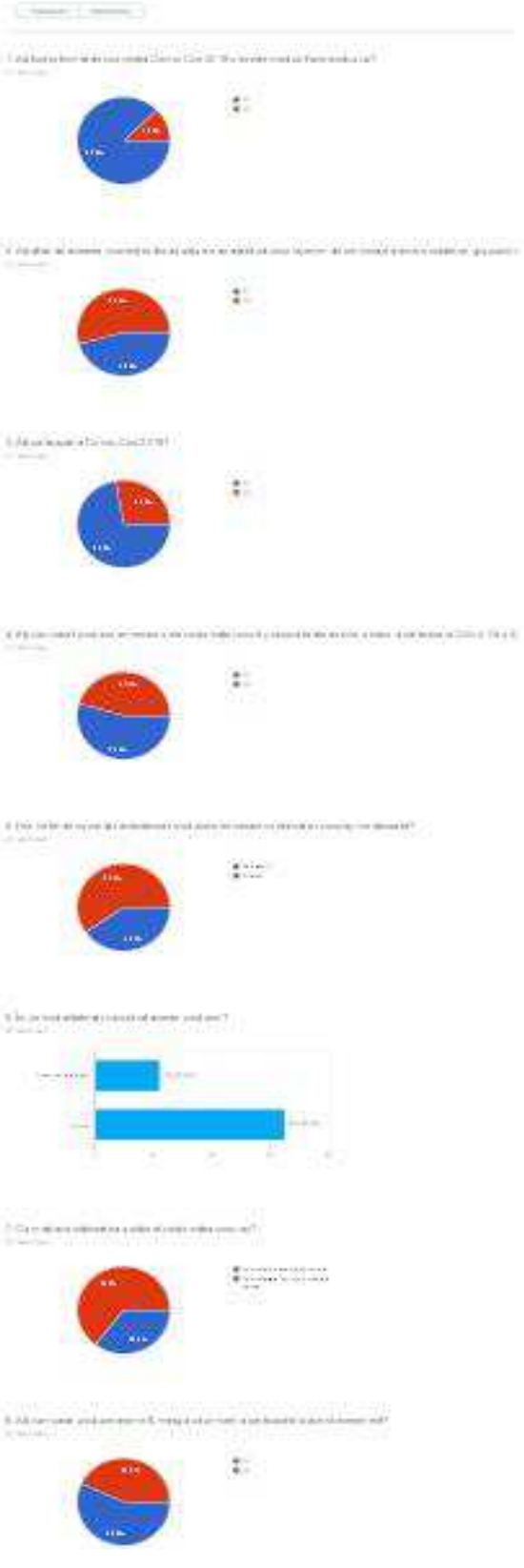
The results of this study show the existence of an insufficiently exploited market segment of anime culture products, namely ***the cosplay costumes market***. Also we can conclude that the anime events, like Comic con, stimulates, encourages, as well, the demand of the anime and manga products.

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ANNEX



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