

# Analysis of Consumption Decision-making Behavior of Chongqing Comic Con Tourism: An Empirical Study Based on SPSS

Ke Lv<sup>1</sup>, Tingting Han<sup>2</sup>

<sup>12</sup>Undergraduate of Yangtze Normal University, Address: No. 16, Juxian Avenue, Fuling District, Chongqing, China.

Corresponding Author: Tingting Han

---

**Abstract:** In order to analyze the consumption decision-making behavior of Comic Con tourism, based on SPSS, a questionnaire of consumer decision-making behavior of Comic Con tourism was designed to evaluate the demographic characteristics, decision-making behavior, actual consumption behavior and consumption effect of consumers. The results show that the comic exhibition tourists are mainly young people aged 18-24, who prefer social platforms to obtain information, pay attention to exhibition services and city image, and put forward suggestions on strengthening social media marketing, improving exhibition service quality, improving city image and tourism environment, strengthening the content and activity arrangement of comic exhibition, and promoting the sustainable development of comic exhibition tourism, which is of great significance for promoting comic exhibition tourism.

**Keywords:** Chongqing Comic Con tourism; consumer behavior; SPSS.

---

Date of Submission: 25-03-2025

Date of acceptance: 04-04-2025

---

## I. INTRODUCTION

With the advancement of globalization, the animation industry, as an important component of the cultural industry, has rapidly risen globally. Particularly in China, it has benefitted from national policy support and the development of internet technology, leading to an increase in the market size of the animation industry from 114.4 billion yuan in 2015 to 252.5 billion yuan in 2023. Animation has not only become a new driving force for economic growth but also an important medium for cultural dissemination and the transmission of social values, especially forming a unique "Aki" cultural phenomenon among the younger generation. Governments around the world are increasingly recognizing the importance of the animation industry, with countries like the United States, Japan, and South Korea supporting it as a strategic industry. The government has introduced a series of policies aimed at promoting the healthy development of the animation industry, proposing the goal of building a strong socialist cultural nation by 2035. The comic exhibition, as an important component of the animation industry, not only enriches cultural life but also brings significant economic benefits. This article aims to explore the decision-making behavior of comic exhibition tourism consumers through theoretical research and empirical analysis, providing decision-making support for the cultural and tourism sectors and animation enterprises in organizing comic exhibitions, promoting the integrated development of tourism and the cultural industry, and driving regional economic growth. By conducting an in-depth analysis of the development of comic exhibitions and consumer behavior in the Chongqing area, this article will provide valuable references and suggestions for relevant policy makers and animation enterprises.

## II. A REVIEW OF THE CONSUMER DECISION-MAKING BEHAVIOR IN DOMESTIC AND INTERNATIONAL COMIC CON TOURISM

### 2.1 Research status of consumer decision-making behavior in foreign comic exhibition tourism

The global proliferation of anime culture has contributed to the growth of the fan base, especially among young viewers between the ages of 16 and 22. Popular titles in different regions, such as Attack on Titan and Jujutsu Kaisen, have had a significant impact on social media content and purchasing behavior. The anime merchandise market is growing rapidly, with high fan engagement, but there are significant regional differences. For example, the willingness of fans in Thailand and the United States to buy anime products is 63% and 53%, respectively, while in Japan it is only 13.5%, reflecting the different perceptions of anime in domestic and foreign markets. Brands can use this data to identify market opportunities, such as launching exclusive products and collaborations with popular anime titles in the U.S. and Thailand, while in Japan they may be more focused on

high-end, niche products. The research on the motivation of animation tourism covers the blurring of the boundaries between self-development, social belonging, and reality and fantasy, but the research on novelty as a motivational factor is insufficient. The Animation Tourism Motivation Scale developed by empirical research includes five dimensions: Animation Authenticity Seeking, Novelty, Escape/Relaxation, Socialization and Animation Culture Exploration, which explains 62.470% of the total variation, and Cronbach's alpha values are all higher than 0.80, showing good reliability. A social media UGC analysis of six Anime convention participants in the U.S. revealed eight main themes and 32 sub-themes of attendee experience, but these studies were mainly focused on the U.S. convention, and future research needs to compare the experience of Anime convention participants at different scales and on a global scale. Foreign research covers global influence, product trends, brand cooperation, multi-dimensional research on motivation, empirical research and UGC analysis.

## **2.2 Research status of domestic comic exhibition tourism consumer decision-making behavior**

The definition of domestic MICE tourism is diverse and not uniform. For example, Su Weiqiang et al. pointed out that geographical location is the key, and let **H1**: geographical location satisfaction have a significant positive correlation with the overall evaluation. Chen Ganghua et al. believe that environment and climate satisfaction affect the perception of environmental restoration, and let **H2**: climate and environmental satisfaction have a significant positive correlation with the overall evaluation. In 2004, He Jianying proposed that it is a comprehensive tourism product with convention and exhibition as the main attraction, so **H3**: Comic Con facilities and brand satisfaction have a significant positive correlation with the overall evaluation of Comic Con tourism. Hu Guanqing et al. summarized the influencing factors of exhibition service satisfaction, and set **H4**: exhibition service satisfaction has a significant positive correlation with the overall evaluation. In 2009, Sun Xiaoling et al. defined it as a product of the close integration of the exhibition industry and tourism, and set **H5**: the image satisfaction of the city where the comic exhibition is located has a significant positive correlation with the overall evaluation. Zhang Hongmei et al. (2016) empirically showed that the image of characteristic tourist destinations had an indirect effect on satisfaction, and **H6**: Comic Con revisit intention had a significant positive effect on the overall evaluation. The domestic research involves a review of consumer decision-making, questionnaire and data processing, and empirical analysis of Comic Con tourism consumers. According to iiMedia Research, in 2018, there were nearly 350 million pan-ACG users of Chinese animation, mainly young users, and 80% were under the age of 30. Comic Con tourists are more female than male, mostly teenagers, with middle and higher education, a large proportion of students and business managers, most of them are in the low or high income end, with strong consumption power and high cost. It is suggested to improve the theoretical framework of information processing and decision-making according to the new tourism phenomenon, and improve the theoretical and practical benefits through the development of China's tourism.

## **III. QUESTIONNAIRE DESIGN AND DATA PROCESSING**

### **3.1 Questionnaire design**

1. Purpose of the questionnaire design: It aims to gain an in-depth understanding of the demographic characteristics of consumers attending comic conventions, consumer decision-making behaviors, actual consumption behaviors, and evaluations of travel consumption effects, providing data support for the development and marketing of comic convention tourism products.

2. Questionnaire structure: This questionnaire design references the survey samples of convention tourists by Song Huimin, You Laihong, and Liu Ying, and is customized according to the research objectives of comic convention consumers. The questionnaire primarily employs closed-ended questions, supplemented by a few open-ended questions, to accommodate various survey needs. The survey subjects are limited to attendees of major comic conventions, and the content of the questionnaire is divided into four parts:

(1) Visitor characteristics: including gender, age, education level, monthly income, and employment status, aimed at identifying basic demographic information closely related to consumer demands, preferences, and usage rates.

(2) Consumer decision-making stages: analyzing the decision-making process of consumers under the influence of social, cultural, and psychological factors, covering six main factors: information channels, travel purposes, travel intentions, personal socioeconomic status, recommendations from friends, and advertising influences.

(3) Analysis of actual consumption behavior: including travel frequency, modes of transportation, length of stay, accommodation preferences, dining facility choices, travel expenditure, and travel consumption content to gain insight into the actual consumption patterns of comic convention tourists.

(4) Evaluation of travel consumption effects: assessing the satisfaction, overall evaluation, and willingness to participate again among comic convention attendees to measure the effectiveness of travel consumption.

### 3.2 Data processing

The survey was conducted using the online "Questionnaire Star" online survey. The distribution of questionnaires is mainly concentrated in: Comic Con QQ group, Comic Con Weibo Chao Hua, Baidu Tieba and other comic exhibition audience gathering places, with audiences who have participated in Chongqing 2023 Comic-Con as the survey object. In this study, 300 questionnaires were distributed and 266 valid questionnaires were recovered, with a recovery rate of about 88.67%, the shortest response time was 36 seconds, the longest was 415 seconds, and the average response time was 77.66 seconds. According to the questionnaire method, the size of the sample is relative, and it depends on the size of the inferred population. At the same time, the total sample size of factor analysis industrial innovation research shall not be less than 100 or 150. Therefore, the sample size of this study is representative, and the tourist characteristics table and sample descriptive statistical analysis are shown in *Table 1* & *Table 2*.

**Table 1: Tourist Characteristics**

Category		Number	Percentage
Gender	Male	131	49.25%
	Female	135	50.75%
Age	Under 18 years of age	26	9.77%
	18~24 years old	124	46.62%
	25-34 years old	67	25.19%
	35-44 years old	36	13.53%
	Over 45 years old	13	4.89%
	Student	65	24.44%
Engage in a profession	Government workers	40	15.04
	Enterprise and institution managers	61	22.93%
	Professional and technical personnel	45	16.92%
	Freelancer	34	12.78%
	Else	21	7.89%

**Table 2: Descriptive statistics for each evaluation item**

Project	Number	Minimum	Maximum	Mean	Sd.deviation	Variance
Location	266	1	5	2.13	1.050	1.103
Climate	266	1	5	2.05	1.066	1.137
Exhibition facilities	266	1	5	2.11	1.024	1.048
Exhibition brand	266	1	5	2.02	1.069	1.143
Exhibition services	266	1	5	2.08	1.066	1.137
City image	266	1	5	2.09	1.057	1.116
Overall rating	266	1	5	2.10	1.079	1.163
Revisit intention	266	1	5	2.00	1.037	1.075

## IV. EMPIRICAL ANALYSIS

### 4.1 Reliability and Validity Tests

Using SPSS 27.0 software, the Cronbach's Alpha coefficient was calculated, yielding a value of 0.855, indicating high reliability of the questionnaire. Validity analysis was conducted using the KaiserMeyerOlkin (KMO) test and Bartlett's test of sphericity to assess the suitability of factor analysis. The KMO value was 0.907, and Bartlett's test yielded an approximate chisquare value of 687.647 (df=28, significance<0.01), further confirming the validity of the questionnaire. These results demonstrate that the questionnaire effectively measures various aspects of decisionmaking in comic convention tourism consumption behavior, with high accuracy and validity. The analysis are shown in *Table 3*.

**Table 3: KMO and Bartlett's Test Results**

Test	Value
KMO Measure of Sampling Adequacy	0.907
Bartlett's Test of Sphericity	Approx. ChiSquare:687.647 Degrees of Freedom:28

#### 4.2 Regression Results

A regression analysis was performed using SPSS 27.0 to examine the relationships between the independent variables (satisfaction with factors such as geographical location, climate, convention facilities, convention brand, city image, and revisit intention) and the dependent variable (overall evaluation of comic convention tourism). The results are presented in *Table 4*.

**Table 4: Regression Analysis Results**

Model	Unstandardized Coefficients	$\beta$	t	p
C	0.433 (0.161)		2.696	0.007
Location	0.013 (0.065)	0.013	0.208	0.835
Climate	0.126 (0.064)	0.125	1.988	0.048
Exhibition Facilities	0.048 (0.066)	0.045	0.725	0.469
Exhibition Brand	0.095 (0.067)	0.094	1.425	0.155
Exhibition Services	0.178 (0.069)	0.176	2.583	0.010
City Image	0.145 (0.063)	0.142	2.297	0.022
Revisit Intention	0.208 (0.065)	0.200	3.180	0.002
	R <sup>2</sup>			0.341
	F			19.109
	P			<0.001

As shown in the table, ( $R^2=0.341$ ), indicating that the independent variables—"satisfaction evaluations of factors such as geographical location, climate, convention facilities, convention brand, convention services, city image of the comic convention" and "revisit intention"—explain 33.1% of the variance in the dependent variable "overall evaluation of comic convention tourism." Generally, an ( $R^2$ ) value above 30% suggests a wellfitted regression model, confirming the model's robustness.

The significance levels (p) for climate ( $p=0.048<0.05$ ), convention services ( $p=0.01$ ), city image ( $p=0.022<0.05$ ), and revisit intention ( $p=0.002<0.01$ ) demonstrate that these variables significantly influence the overall evaluation of comic convention tourism. All factors exhibit positive effects, meaning higher coefficients correlate with higher overall evaluations.

In summary, hypotheses **H2**, **H4**, **H5**, and **H6** are validated:

Climate satisfaction ( $p=0.048$ ): Favorable climate enhances comfort during events, boosting participants' enjoyment and satisfaction.

Convention services satisfaction ( $p=0.010$ ): Highquality services (e.g. efficient ticketing, professional guidance, and hospitable reception) improve visitor experiences.

City image satisfaction ( $p=0.022$ ): A city's cultural appeal, tourism resources, and infrastructure positively shape tourists perceptions and evaluations.

Revisit intention ( $p=0.002$ ): Strong revisit intention reflects loyalty and satisfaction, serving as a key indicator of tourism quality.

Hypotheses **H1** and **H3** (geographical location, convention facilities, and brand) were not supported. Potential reasons include:

Geographical location: While convenient locations attract visitors, modern transportation reduces dependency on proximity. The appeal of comic conventions may rely more on content and activities rather than location.

Convention facilities and brand: Despite their potential to enhance quality and influence, visitor satisfaction with these factors may vary due to personal preferences, mismatched expectations, or resource constraints in facility upgrades.

#### V. COMCLUSIONS AND RECOMMENDATIONS

1. This study analyzes comic convention tourists' demographics, decisionmaking factors, consumption behavior, and satisfaction. Key findings include the youthdominated demographic, strong social media influence, and the critical roles of service quality, city image, and revisit intention in satisfaction. Recommendations:

2. Enhance Social Media Marketing: Collaborate with anime influencers (KOLs) and use platforms like Weibo, QQ, and TikTok to attract young audiences.

3. Improve Convention Services: Train staff for professionalism, optimize ticketing processes, and offer

multilingual support.

4. Strengthen City Image: Develop cultural events and infrastructure (transportation, accommodation) to boost attractiveness.

5. Enrich Convention Content: Integrate popular IPs, cosplay competitions, and interactive activities (e.g., VR experiences).

6. Promote Sustainable Development: Conduct market research, innovate products, and build longterm branding strategies.

## REFERENCES

- [1] He, J. Y. (2004). Reflections on the work of convention and exhibition tourism industry associations. *Journal of Guilin Tourism College*, (01), 79-80.
- [2] Sun, X. L., Lu, L., & Kong, W. (2009). Research progress and implications of international convention tourism. *Resource Development & Market*, 25(4), 353-359.
- [3] You, L. H. (2016) Research on the development strategies of Guangzhou convention tourism based on tourist consumption behavior [Master's thesis, Guangxi University].
- [4] Song, H. M. (2019) Research on the consumption behavior of Shanghai convention tourists [Master's thesis, Chengdu University of Technology].
- [5] Liu, Y. (2020) Research on consumption decision-making behavior in comic convention tourism [Master's thesis, Shanghai University of Finance and Economics].
- [6] Sun, J., & Yang, J. S. (2020). A review and outlook on consumer decision-making behavior from the perspective of tourism management. *Tourism Tribune*, 4(3), 1-15.
- [7] Hu, G. J., Yuan, Y. Z., Zhang, S., & Liao, H. J. (2016). A comparative study on satisfaction between professional and general visitors at exhibitions: A case study of the 13th China International Small and Medium Enterprises Fair [Master's thesis, Guangdong University of Finance and Economics].