Research on the Charm Factors of Japanese Regional Mascots

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Abstract: Japanese regional mascots play an important role in Japan's tourism and revitalization of regional economy, and these mascots play an important role in boosting Japan's local economy and culture to a certain extent. Especially when Japan's economy is in a downturn, mascots have become an important marketing tool and achieved good practical results. So, what makes Japanese mascots play their special charm? Based on news, reports, literature review and expert identification, this paper designs 14 kinds of charm factors of Japanese mascots for empirical analysis, and draws relevant conclusions. The weight of healing, unique and funny is the highest, while the weight of profusion and internationalization is the lowest, also proving that the charm of Japanese mascots is their "life body" which includes human emotions, and what people value is their interesting and accompanying effects.

1. Introduction

Japan's regional mascot has played a positive role in promoting Japan's regional tourism and expanding economic benefits for many years. In the era of sub-health, strengthening psychological treatment is more and more popular, and so called "healing" has become a hot word. Therefore, in the design of mascot, it is obvious to meet the needs of the times, but also necessary to better integrate the traditional and regional culture together to enhance the love of their hometown. At present, there are more than 1268 kinds of mascots sold in Japan, including 408 pieces of animals, 360 pieces of characters, 271 pieces of original works, 130 pieces of plants, as well as 93 pieces of mascots of local products and places of interest, and 6 pieces of local regional modeling. Of course, from the perspective of local regions, 6 is not a big number, which shows that Japan's national feelings are more than regional. Therefore, in the design concept, the Japanese mascots put more emphasis on the overall expression of Daiwa nation [1].

2. Establishment of Charm Factor Index of Japanese Regional Mascots

2.1 Design of Charm Factor Index

According to news reports, analysis literature of mascot factors on relevant Japanese websites and CNKI, as well as according to my study and research, combined with identification of experts invited, this paper set up 14 factor indexes, respectively as follows, unique, exquisite, beautiful, kind, lively, lovely, sunshine, healing, emotional, warm, colorful, interesting, international and funny, which reflect the image, characteristics and appeal of Japanese mascots and present in an original way. It can be said that the 14 factors constitute the charm index of Japanese mascots and make the local marketing mascots have more unified image basic design elements in the long-term mascot design process.

2.2 Japanese Regional Mascots

Regional mascots have caused a huge trend in Japan, and this trend is gradually blowing to other countries and regions in Southeast Asia. In mainland China, more and more fans begin to embrace the marketing and agency of Japanese regional mascots.

In recent years, with the development of the Internet, Japanese mascots present more marketing

paths. Mascots can be seen on TV, on the Internet, in newspapers and magazines, in shopping malls and in various activities held in various places, and even in the Jingangfeng Temple, Gaoye Mountain, the holy land of Buddhism in Japan. In order to show some public welfare activities, Japan will also present and design local mascots to other countries and regions, so in some cases, mascots represent a kind of friendship transmission and blessing. In 2013, the word "mascot" was also selected among the top ten Japanese catchwords. Mascot has become a part of Japanese daily life. Originally, the mascot of Japan was called "マスコットキャラクター" (MascotCharacter), which means the character who can bring luck according to the explanation of Daijirin (Japanese dictionary), but it has been called "ゆるキャラ" (Yurukyara) since 2002. The word "ゆるキャラ" is the abbreviation of "ゆるいマスコットキャラクター", that is to add an adjective "ゆるい"(Yurui) before the original name. According to the Japanese Chinese Dictionary of the new era, "ゆるキャラ" means soft, lax and relaxing mascot. This word was put forward by Japanese cartoonist Sanpu Chun in 2002. He believes that mascots that can be called "ゆるキャラ" have three characteristics [2].

3. Empirical Analysis of Charm Factors of Japanese Regional Mascots

3.1 Ahp Calculation Method

	Unique	Exquisite	Beautiful	Kind	Lively	Lovely	Sunshine	Healing	Emotional	Warm	Colorful	Interesting	International	Funny
Unique	1	1	1.25	2	1.25	1.66...	1.66..	1	1.25	1.25	1.66...	1.25	2	1.25
Exquisite	1	1	1.25	1	1	1	1	0.66...	1	0.66...	1.25	0.66...	1	0.66...
Beautiful	0.8	0.8	1	0.66..	0.66...	0.66...	1	0.66...	0.66...	0.5	1	0.66...	1	0.66...
Kind	0.5	1	1.5	1	1	1.25	1.25	0.66...	0.66...	0.66...	2	1.25	2	1
Lively	0.8	1	1.5	1	1	1.25	1.25	0.66...	1	0.66...	2	1.25	2	1
Lovely	0.6	1	1.5	0.8	0.8	1	1	0.66...	0.66...	0.66...	1.25	1	2	1
Sunshine	0,6	1	1	0.8	0.8	1	1	0.66...	1.25	0.66...	1.25	1.25	2	1
Healing	1	1.5	1.5	1.5	1.5	1.5	1.5	1	2	1.25	2	1.66...	2	1.25
Emotional	0.8	1	1.5	1.5	1	1.5	0.8	0.5	1	1	2	1.25	2	0.66...
Warm	0,8	1.5	2	1.5	1.5	1.5	1.5	0.8	1	1	1.66...	1.25	2	1
Colorful	0.6	0.8	1	0.5	0.5	0.8	0.8	0.5	0.5	0.6	1	1	0.66...	0.66...
Interesting	0,8	1.5	1.5	0.8	0.8	1	0.8	0.6	0.8	0.8	1	1	1.66...	1
International	0.5	1	1	0.5	0.5	0.5	0.5	0.5	0.5	0.5	1.5	0.6	1	0.66...
Funny	0.8	1.5	1.5	1	1	1	1	0.8	1.5	1	1.5	1	1.5	1

Fig.1 3.2. Analytic Hierarchy Process (Ahp) Results

Table 1 Analytic Hierarchy Process (Ahp) Results

	Eigenvector	Weight Value	Maximum Eigenvalue	CI Value
Unique	1.324	9.460%	14.230	0.018
Exquisite	0.898	6.415%		
Beautiful	0.733	5.236%		
Kind	1.016	7.260%		
Lively	1.069	7.635%		
Lovely	0.912	6.517%		
Sunshine	0.945	6.749%		
Healing	1.430	10.215%		
Emotional	1.076	7.685%		
Warm	1.259	8.995%		
Colorful	0.673	4.805%		
Interesting	0.938	6.702%		
International	0.640	4.570%		
Funny	1.086	7.756%		

AHP (analytic hierarchy process) was used to study the weight calculation of expert scoring.

First, AHP was used to calculate weight, and consistency test is needed.

Second, the weight of each index was described one by one.

Third, SPSS sum product method was used to study AHP (square root method is optional).

According to the above table, we can see that for the unique, exquisite, beautiful, kind, lively, lovely, sunshine, healing, emotional, warm, colorful, interesting, international, funny, a total of 14 indexes constructed a 14-order judgment matrix for AHP research (calculation method: sum product method). The analysis results show that the eigenvectors were (1.324, 0.898, 0.733, 1.016, 1.069, 0.912, 0.945, 1.430, 1.076, 1.259, 0.673, 0.938, 0.640, 1.086) and the corresponding weight values of 14 indexes were 9.460%, 6.415%, 5.236%, 7.260%, 7.635%, 6.517%, 6.749%, 10.215%, 7.685%, 8.995%, 4.805%, 6.702%, 4.570%, 7.756%, respectively. In addition, the maximum eigenvalue (14.230) can be calculated by combining with the eigenvectors, and then the CI value (0.018) [CI = (maximum eigenvalue-n) / (n-1)] can be calculated by using the maximum eigenvalue value. The CI value was used for the following consistency test.

3.2 Stochastic Consistency Analysis

Table 2 Stochastic Consistency Ri

Order n	3	4	5	6	7	8	9	10	11	12	13	14	15	16
RI Value	0.52	0.89	1.12	1.26	1.36	1.41	1.46	1.49	1.52	1.54	1.56	1.58	1.59	1.5943
Order n	17	18	19	20	21	22	23	24	25	26	27	28	29	30
RI Value	1.6064	1.6133	1.6207	1.6292	1.6358	1.6403	1.6462	1.6497	1.6556	1.6587	1.6631	1.6670	1.6693	1.6724

When using AHP to calculate the weight, consistency test analysis is needed.

First, CI and RI should be used in consistency test.

Second, the CI value has been calculated, and the RI value can be obtained by querying the table above.

In this study, a 14-order judgment matrix was constructed, corresponding to the above table, the random consistency RI value was 1.580, and the RI value was used for the following consistency test calculation.

Table 3 Summary of Consistency Test Results

Maximum eigenvalue	CI Value	RI Value	CR Value	Consistency Test Results
14.230	0.018	1.580	0.011	Pass

When using AHP to calculate the weight, the consistency test analysis is needed to study and evaluate the consistency test results of the weight calculation results, that is to calculate the consistency index CR value (CR = CI / RI).

First is to describe the calculated CI value [CI = (maximum eigenvalue-n) / (n-1)].

Second is to obtain the RI value by combining the order of judgment matrix.

Third is to calculate the CR value and judge the consistency.

Generally, the smaller the CR value is, the better the consistency of the judgment matrix is. If the CR value is less than 0.1, the judgment matrix meets the consistency test; if the CR value is more than 0.1, it indicates that there is no consistency, and the judgment matrix should be adjusted appropriately and analyzed again. The CI value calculated for the 14-order judgment matrix is 0.018, and the RI value is 1.580. Therefore, the calculated CR value is 0.011 < 0.1, which means that the judgment matrix in this study meets the consistency test, and the calculated weight is consistent.
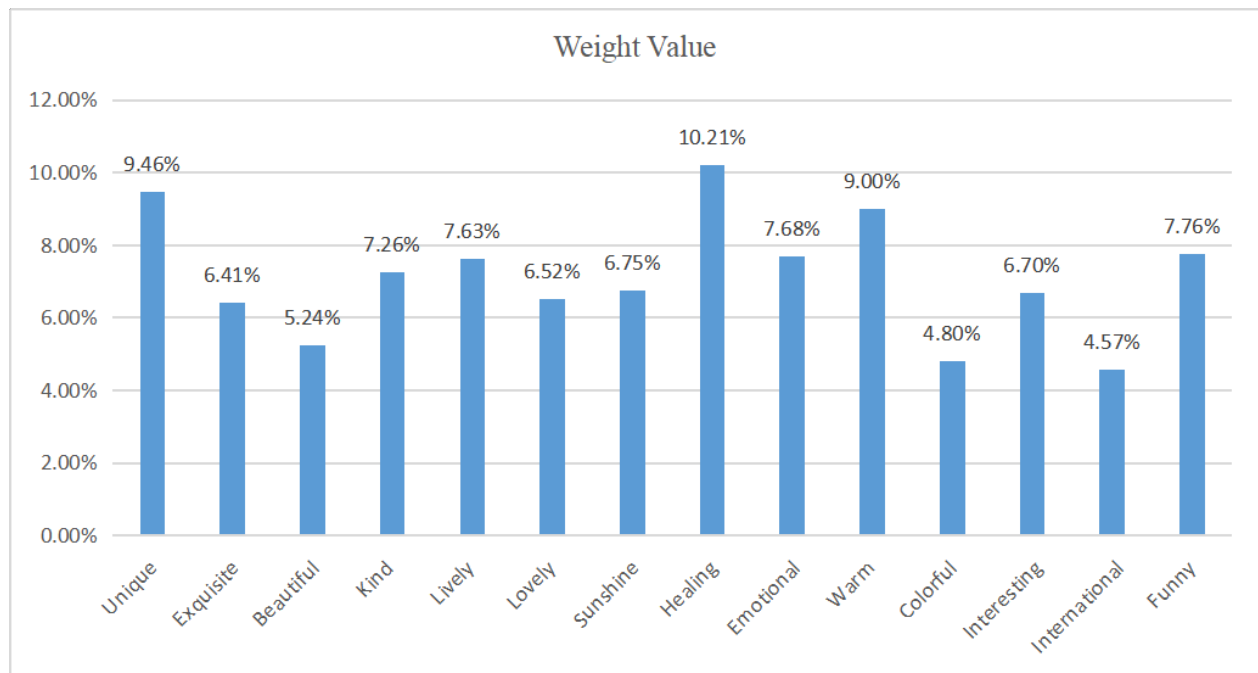
3.3 Weight Value

Fig.2 4. Suggestions on the Development of Japanese Regional Mascots

3.4 Image Characteristics of Regional Mascots

For the image of regional mascot, it is necessary to go out of the past image trend of animals and make more changes in the characteristics. With the characteristics of regional culture, the characteristics of animals, humanities and landscape plants should be integrated into the design. The region should still emphasize the weight value obtained in this study, pay attention to humanistic care, and integrate the important indexes of healing, unique, warm and funny. Only in this way can mascots truly reflect the regional characteristics and design feelings, which will be a mainstream design thinking [3].

3.5 Application of Plant Elements

For example, for the application of plants, the study found that the common images of plant regional mascots are "lively" and "sunshine". Some "interesting" and "international" images are also conveyed. Therefore, it is suggested that some well-known local plants should be selected in the design of local plant mascots, which should be combined with sunlight and green, in a lively and interesting appearance, so as to create a successful local plant marketing mascot.

3.6 Character Regional Mascot Should Be More Warm

In this study, it was found that the characteristics of kind, warm and emotional are also high weight values in the charm factors of mascots, so for Japanese regional mascots, it is necessary to strengthen the integration of these factors. And the regional mascots still need to maintain the local feelings full of love and have a strong strength of local warmth, which is also the most important feature, so how to show the local characteristics has become a very important topic in the design of regional mascots. This study believes that in the future, when designing Japanese regional mascots, in addition to the basic appearance design of mascots, it is also nice to start from accessories, clothing and other aspects, and should put warmth in the first place. Only by accumulating more warmth can the Japanese regional mascots radiate more powerful vitality

4. Conclusion

Japanese regional mascot is an important carrier of Japanese culture. In the environment of global economic integration and in the era of information sharing, the humanistic, entertainment and psychological values of Japanese regional mascots have attracted more and more attention. This

paper analyzes the charm factors of Japanese regional mascots based on their popular images, through which we can clearly know the value of Japanese regional mascots for social development.

References

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