

Effect of consuming imported cultural goods on trading partners' tolerance toward immigrants: The case of Japanese anime in Korea

Abstract

The consumption of imported goods is thought to influence consumers' views and attitudes toward export countries. This paper examines the effect of viewing Japanese anime (animation) on the attitudes of Koreans toward Japanese living in Korea. The major findings of the study show that the more frequently adult Koreans view Japanese anime, the more likely they are to accept Japanese as workplace colleagues and neighbors after controlling for endogeneity bias using instrumental variables. After dividing the sample into males and females, the effect of viewing anime continues to be observed for females but not for males. Even though the effect is limited to females, the findings of this paper imply that via the consumption of imported cultural goods, people are exposed to positive traits of the trading partner, and thus consumers have a stronger affinity with the export country.

*JEL classification:* D12, D74, F16, Z11, Z18

*Keywords:* Anime; Immigrants; Work place; Neighbor; Trade; Externality; Cool Japan.