

Research on the Influence of Animation Derivative Product Model on Promoting the Consumption Intention of Chengdu College Students

Xia Ran

North Bangkok University, Bangkok 10220, Thailand.

Abstract: The animation industry is an integral part of the cultural and creative industry, has formed a considerable consumer market worldwide and has even become a pillar industry. The main reason is that the industry does not have a sustainable development model. Therefore, how to carry out sustainable development has become an important research topic for China's animation industry to enhance the willingness of Chengdu college students to consume. This study explores the challenges and issues facing China's animation industry based on the role of influencing factors such as product fit, perceived value, and promotional incentives in promoting the sustainable development model of the animation industry. The three research objectives are; to analyze the influence of consumer willingness to consume animation derivative products on the animation industry, to explore the influencing mechanism between the influencing factors on the consumption intention of Chengdu college students, and to provide highly referenced opinions for improving consumers' willingness to consume and maintaining the sustainable development of the animation derivative products industry.

Keywords: Animation Derivation Product Model; Consumption Intention; Chengdu College Students

1. Introduction

Animation marketing and promotion mean that after the animation work is completed, through media release or publicity, more audiences or consumers can understand a specific animation work, thereby promoting the development of derivatives and allowing animation producers to gain benefits. The promotion of animation marketing is an essential part of the development of the animation industry. Only with proper marketing and promotion can an excellent animation work be understood, accepted, and loved by more consumer groups. The proportion of animation enthusiasts is increasing, with a considerable animation consumer market and stable animation readers and audiences, which constitute a potential guarantee for the sustainable development of China's animation industry. 70% of the profit and return of the animation industry investment comes from the distribution and sales of animation derivative products. As the main profit channel of the animation industry, animation derivative products have become the most crucial link in the animation industry chain.

2. Theoretical Basis

2.1 Theoretical Significance and Value

From a theoretical point of view, most of the current academic research focuses on animation IP incubation, animation IP brand extension strategy, image design of animation derivative products, and animation product property rights protection. The study is relatively concentrated, and the scope is relatively narrow. There is a lack of chemistry research, and most analysis is based on image design and IP incubation. Involved in the acceptance behavior of animation film derivatives, the willingness to consume animation IP films, etc., and no further detailed research has been done on animation derivatives. In selecting research models, most kinds of literature are based on CPV, TAM, and other models to research purchase intention.

2.2 Practical meaning and value

In terms of practical significance, the animation industry, as an important part of the cultural and creative industry, has become an important part of industrial development. This industry reflects the contemporary culture and economic integration and has significant economic significance. In the complete animation industry chain, animation derivative products are in a key position linking the previous and the next. They are the source of profits for investors other than the box office or click rate after the broadcast and the guarantee of the production funds for the subsequent animation work. Therefore, the study of animation derivatives and the influencing factors of product consumption intention is of great significance to the development of the animation industry.

3. Understanding the Influence of Animation Derivative Product Model on Promoting the Consumption Intention of Chengdu College Students

3.1 Technology acceptance model (TAM)

Davis (1989)^[1] proposed a technology acceptance model based on rational behavior theory (TRA), namely the TAM model, which is mainly aimed at individual behaviors in organizational environments, primarily explained by perceived usefulness and perceived ease of use. It consists of six variables: external environment, perceived ease of use, perceived usefulness, attitude, willingness to act, and behavior. Among them, perceived ease of use refers to the time and effort individuals feel when using a certain system or technology, and perceived usefulness refers to the individual's perception of a design or technology. The degree of high job performance and external environmental variables include system or technical characteristics, external situational factors, personal situation characteristics, etc.

3.2 Perceived value acceptance model (VAM)

Sweeney; & Soutar. (2001)^[2] developed the dimension of perceived value into social value, emotional value, performance/quality value, and price/value for money. Refers to the utility of enhancing social self-concept, affective value refers to the emotional or emotional utility, functional value refers to the utility in terms of quality and performance, and monetary price value refers to the utility that the customer perceives to reduce the cost of the product in the short or long term.

3.3 Stimulus-Response Theory (S-O-R)

Mehrabian; & Russell. (1974)^[3] reviewed the S-O-R model of customer purchase behavior; customer purchase behavior is mainly affected by "marketing stimuli" and "psychological responses." Marketing stimuli include marketing mix and environment, and psychological responses include consumer characteristics and consumer psychology. Consumers are stimulated by marketing mix factors such as products, prices, and promotions, as well as by marketing environmental factors such as policy, economy, society, and technology, combined with the complex effects of personal and social characteristics of customers, as well as psychological responses such as cognition and trust. Intention to buy, and then take buying behavior. Marketing stimuli can act on customers alone to generate purchase behavior and promote purchasing behavior by strengthening customers' brand awareness.

4. The Conceptual Framework for the Research Study

4.1 Animation derivative product model on promoting the consumption intention

Currently, China's animation industry has a single marketing product positioning, a single marketing channel, and poor management of domestic animation brands, often hindering marketing due to insufficient publicity funds, directly affecting the development of later derivatives.

5. The Influence of Animation Derivative Product Model on Promoting the Consumption Intention of Chengdu College Students

Pan et al. (2013)^[4] established consumption willingness is an important concept in marketing. Willingness represents an individual's subjective decision-making judgment. Research has shown that consumption willingness is the basis of consumer behavior and can reflect the possibility of consumers buying a particular product or service. Consumers' willingness to accept is composed of consumers' subjective attitudes towards a specific product and combined with external factors, which not only reflects consumers' attitudes towards a particular product or service but also reflects consumers' purchasing straightforward attitudes—the probability of a good or service behavior. The higher the willingness to consume, the more likely consumers are to buy a particular product; through the intention to consume, the purchasing behavior of consumers can be predicted.

6. Conclusion

This study takes Chengdu college students' willingness to consume animation derivatives as the research object, takes the perceived value acceptance model (VAM) as the basic framework, and integrates perceived value theory. Stimulus-response theory (S-O-R) analyzes perceived value, marketing stimulus, and product fit. The relationship with consumption intention put forward the research hypothesis and constructed the research model. Research hypotheses include the impact of perceived value dimensions, marketing stimuli, and product fit on willingness to consume, demographic variables on perceived dimensions, marketing stimuli, product fit, and desire to consume, and the impact of product fit on perceived value, etc. On the other hand, to verify the hypothesis, this study modified and supplemented the maturity measurement scale of scholars in the past and formed a formal questionnaire. According to past scholars and literature, it is roughly predicted that perceived value, marketing stimulus, and product fit have a significant positive impact on consumption intention; emotional value, price value, social value, and product fit have a significant positive impact on perceived value; Two elements of general promotion and limited promotion have a significant positive impact on marketing stimulus; two aspects of feature similarity and conceptual consistency have a significant positive impact on product fit.

References

- [1] Davis F. (1989). Perceived usefulness, perceived ease of use, and user acceptance of Information technology. *MIS Quarterly*. Vol 13(3), p.319-340.
- [2] Sweeney J. and Soutar G. (2001). Consumer Perceived Value: The Development of a Multiple Item Scale. *Journal of Retailing*. Vol 77(2), p.203-220.
- [3] Mehrabian A. and Russell J. (1974). *An approach to environmental psychology*. Cambridge: MIT Press, 1974, p.22-43.
- [4] Pan M. et al. (2013). The antecedent of purchase intention: online seller reputation, product category, and surcharge. *Internet Research*. Vol 23(4), p.507-522.