

Title	Impact of Animation Derivatives on Market Consumption
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Abstract

The objectives of this research were: 1) to study how animation derivatives which were important part of the whole animation industry, carrying most of the profits of the whole animation industry. 2) to analyze successful cases of animation work, relate to promote marketing of animation work derivatives: movies, music, games, books, costumes, food packaging, stationery, daily necessities, theme parks, theme restaurants, and theme accommodations. 3) to propose derivative ability of animation works influencing market consumption, and derivatives of animation works not only embodiment of the process.

The research results revealed that: 1) several main aspects of the derivative ability of animation works embodied. This paper revealed that the derivative ability of animation works a great influence on market consumption. 2) The derivatives of animation works were not only the embodiment of the process but also embody was a more powerful power in promoting the development of the derivatives market. This paper summarized and concluded that influence of the derivative ability of animation works on the purchase intention of animation derivatives through literature combing and survey questionnaire data.

Keywords Animation derivatives; Derivative ability; Willingness to buy Animation derivatives