

Impact of Animation Derivatives on Market Consumption

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Abstract

Animation derivatives are an important part of the whole Animation industry, carrying most of the profits of the whole animation industry. The successful cases of Animation work promotion to the promotion and marketing of Animation work derivatives: movies, music, games, books, costumes, food packaging, stationery, daily necessities, theme parks, theme restaurants, and theme accommodation, it is a very mature industry chain has been formed. Derivative ability determines whether the vitality of Animation works is robust. Mickey Mouse is still active at the top of the list of Animation derivatives consumption ability after a century, while Pikachu, a mouse image, is firmly at the forefront of toy derivatives.

The study explores several main aspects of the derivative ability of Animation works embodied. This paper argues that the derivative ability of Animation works has a great influence on market consumption, and the derivatives of Animation works are not only the embodiment of the process but also embody a more powerful power in promoting the development of the derivatives market. This paper summarizes and concludes the 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

Background and significance of the problem

Background

The rapid development of the Internet has brought radical changes in all aspects of an individual's life that are reflected in viewing Animation works. All can watch Animation works worldwide on the internet anytime and feel the different regional cultures, customs, and religious cultures. Users can watch their favorite Animation at any time, reminisce about the classic works of their childhood, get in touch with the excellent Animation works of various countries, and watch the Animation works of their own countries (Cai,2016; Cazacu, 2016).

The audience is amazed by the rich imagination of various Animation works. Several excellent Animation works have emerged in the field of Animation, which are loved by the audience, such as Mickey Mouse and Donald Duck, Transformers, Ultraman, Disney Princess series, The Incredibles, Doraemon, Kung Fu Panda, American Girl Warrior, Little Yellow Man, Toy Story series, Spongebob Squarepants, and The Greatest Showman, Big Trouble in Heaven", "SpongeBob SquarePants," "Pleasant Goat and Grey Tai Lang," "Bears," "Ice Dun Dun Snow Melt" and many more.

As Animation works are well known by the general audience, the derivatives of Animation works are also highly sought after. In 2022, the global Animation market was over \$391 billion, up 5% from \$372.4 billion in the previous year. This annual figure is expected to grow over the decade to exceed \$587 billion by 2030 (Cazacu,2018).

Compared with the United States and Japan, the development of Chinese Animation derivatives started late, and the derivatives market chain has not yet been completely formed. Currently, Animation operators in China lack a complete business concept and focus on the marketing link in their operation, neglecting the development and creation of works and even lacking the development and design of derivatives in the later stage.

Derivatives include a series of audio-visual products, Animation books, newspapers and periodicals, new varieties of stage plays, and the production and operation of clothing, toys, electronic games, and theme parks related to Animation images, which can drive the development of the whole derivatives market chain. Take the toy market as an example (Cazacu, 2017).



China is the world's leading toy producer and consumer country. According to Euromonitor, China's toy market sales reached 79.032 billion yuan in 2018, with a growth rate of 6.25%, which is higher than the global average growth rate, and the average toy consumption of children is lower than that of developed countries in Europe and the United States. Thus, there is still more room for development. According to Euromonitor research, the retail sale of toys in China in 2019 was about 83.7 billion yuan, an increase of 5.93% year-on-year. It is expected to maintain a growth rate of more than 6-10% in the coming years, and the retail sale can reach 89.054 billion yuan, continuing to lead the global market (Chen,2012). China's toy manufacturing process is mature, and the export volume is large, but the overall presentation of the industry is large but not strong (Cui,2020).

However, there are some challenges in the domestic Animation toy market, such as the number of domestic toy enterprises and low industry concentration. In addition, Internet marketing behavior is an object to influence the subject's behavior. The product belongs to the marketing subject, and the user belongs to the marketing object. Then in the traditional Animation marketing process, the subject always occupies the absolute position, the TV media as an important channel of communication subject, basically "what I say, what you listen to. What I broadcast, what you see" rule, the audience has no other channels to contact the Animation products, and the TV station and Animation producers reached a consistent production and dissemination attitude. For the audience, whether they like the broadcast of the cartoon has a particular neglect. In the marketing of derivatives, producers are also based on the rule of "what I produce, what you buy." Consumers have few choices and can only influence consumer behavior through sales and promotions. This can be seen in traditional Animation product marketing, which is scattered, and does not understand the needs of consumers. It is out of the purpose of marketing. After all, Animation products are to provide services for consumers with no demand, and there is no value.

Significance of the study

1. Theoretical significance

From the theoretical level, first of all, at this stage, domestic scholars' research on the Animation industry is mostly distributed in the following fields: the current situation of China's

Animation industry development, comparison of Chinese and foreign Animation industry chains, the competitiveness of Animation industry, industrial agglomeration, development of Animation enterprises and Animation image operation, and relatively little research on Animation derivatives consumption and its influencing factors. Based on the classic literature at home and abroad, this study takes consumers as the entry point, draws on the main ideas of integrated marketing communication theory, the hierarchy of needs theory, long tail theory, and the integration effect of the derivative ability of Animation works, and questionnaire survey as the data source to explore the derivative ability of Animation works and how it affects market consumption, and constructs a multi-factor model that can fully reveal the inner mechanism of purchase intention of Animation derivatives. It helps to supplement the related literature in the consumption behavior of Animation derivatives and enrich and enrich the existing theories of consumption behavior. Secondly, the research in this paper has certain universality and relevance, the research subjects are unlimited, the questionnaires are selected from different regions, the groups are diverse and authentic, and at the same time, to a certain extent, the high-quality young group is concerned. To some extent, these can enrich the research related to consumers' purchase intention in the animation industry and its derivatives.

2. Practical significance

On the practical level, this paper, based on the results of empirical research, is, firstly, beneficial to the Animation derivatives industry to better operate the relevant Animation images and realize their commercial value to a greater extent. Studying the interrelationship between consumers' purchasing behaviors of Animation derivatives and their influencing factors is conducive to helping enterprises recognize consumers' consumption preferences, give feedback on their actual needs, operate and develop Animation derivatives according to their needs, and thus enhance their sales profits. Secondly, it is conducive for the government to understand the Animation derivatives industry further and provide correct guidance and assistance. Through the influencing factors of consumers in the process of purchasing Animation derivatives, it discovers the defects of the chain of the Animation derivatives industry, helps to improve the industrial chain of the Animation derivatives industry, promotes the development of the Animation industry, stimulates consumption, goes to the world, and realizes the economic, political and cultural values of Animation to a certain extent

Research objectives

From the extended tail theory, the concept is constructed for the consumer purchase channel and consumer purchase intention brought about by the derivative ability of Animation works. The concepts constructed based on the integrated marketing communication theory are the purchase criteria that affect consumption and the ability to produce a strong purchase influence. Taking consumers as the research object, this paper. On the one hand, it guides consumers to make reasonable consumption; on the other hand, it provides suggestions with practical significance for subjects related to Animation derivatives. Thus, the research objective of this study is as follows:

- 1) To study the derivative ability of Animation works and its effects on market consumption.
- 2) To examine the consumers' purchase intentions towards Animation derivatives.
- 3) To determine Animation derivative popularity towards the purchase intention

Research Hypothesis

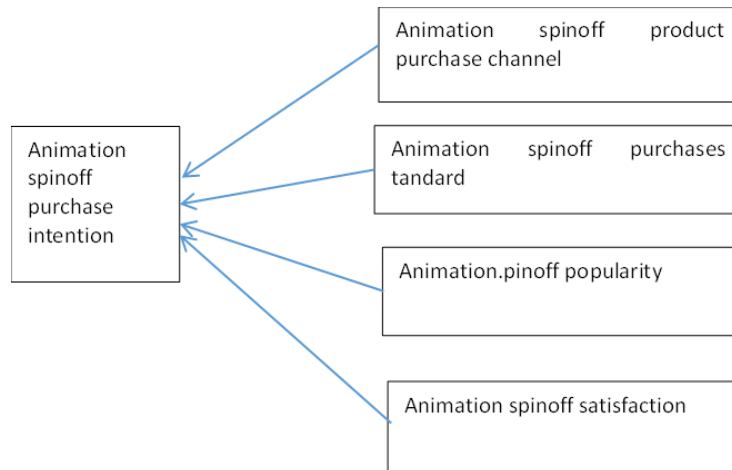
1. Animation derivatives purchasing channels have a positive effect on the willingness to purchase Animation derivatives.

2. Animation derivative purchase criteria positively affect the willingness to purchase Animation derivatives.

3. Animation derivative awareness positively affects the willingness to purchase Animation derivatives.

4. Satisfaction with Animation derivatives positively affects the willingness to purchase Animation derivatives.

Overall, the conceptual framework of the thesis is synthetically constructed based on the theoretical framework, as shown in the structural model below. Consumers' satisfaction with the derivatives generated from Animation works is the source of determining their consumption intention, and the basis of influencing satisfaction comes from the awareness, purchase criteria, channel paving, and influence building of Animation derivatives.



Data Collection

This paper used an online questionnaire to conduct consumer research and analysis to obtain the data needed to support the study. A total of 600 questionnaires were distributed, and 559 questionnaires were returned

Questionnaire design

In this study, the questionnaire was designed using a five-degree scale, with values from 1 to 5 indicating the degree of strong disagreement to strong agreement. The content and semantics of the questionnaire were tested by a pre-test and then analyzed by validated factor analysis. The contents of the questions and references of each construct are shown in the tables. The content of the questionnaire consists of six parts: basic information about consumers, purchase channels of Animation derivatives, purchase criteria of Animation derivatives.

popularity of Animation derivatives, satisfaction of Animation derivatives, and willingness to purchase Animation derivatives.

Data Analysis

The collected data were analyzed using the SPSS software, such as reliability text, descriptive analysis, and hypothesis testing. The detailed data analysis is presented in the following chapter.

Conclusion

The user's choice represents the user's attitude and trust in that Animation product or brand. The angle of Animation product marketing is changing: traditional Animation marketing advertises how the Animation product embodies the service function of education and fun and how much cultural knowledge and life reasoning is included because the way of audience experience at that time is concentrated and lacking; nowadays the internet is more like a supermarket that shows thousands of Animation products, to make users pay attention to your Animation product, we have to communicate with users To generate communication with users, the more ponderous the information of product positioning, the more users will be lost.

This study takes the factors influencing the purchase willingness of Animation derivatives as the research purpose. Based on the derivative ability of Animation derivatives, purchase willingness, and related theoretical research, four aspects of Animation derivative's purchase channel, purchase standard, popularity, and satisfaction are selected. The influence of these four variables on the purchase willingness of Animation derivatives is studied with reference to integrated marketing communication theory, the hierarchy of needs theory, and long tail theory. In order to obtain real and valid data, this study widely selected groups to issue questionnaires. The survey questions were designed in blocks according to the existing literature and the author's extraction of relevant factors, the scale used Lister's five-level scale, and the research was conducted based on excluding those who had not been exposed to Animation derivatives, had never purchased related products and invalid questionnaires. The reliability and validity analysis of the questionnaires were conducted to confirm the reasonableness of the questionnaire design and the collected data. After the reliability and validity analysis, 559 valid questionnaires were collected. The basic portrait of Animation derivatives consumers was sketched out, and the data on their consumption behavior of Animation derivatives were compiled. The research results show that: the purchase channel of Animation derivatives has a positive influence on the purchase intention of Animation derivatives; the purchase standard of Animation derivatives has a positive influence on the purchase intention of Animation derivatives; the popularity of Animation derivatives has a positive influence on the purchase intention of Animation derivatives; the satisfaction of Animation derivatives has a positive influence on the purchase intention of Animation derivatives.

Suggestion

The profit of Animation peripheral derivatives accounts for 70% of the profit of the Animation industry, so how to effectively develop and market Animation peripheral derivatives is particularly important. According to the analysis of the motives and characteristics of the "Generation Z" for Animation consumption, Animation peripheral derivatives should be close to the theme of Animation and the role of Animation characters, and deeply understand the cultural significance and spiritual meaning of Animation to the "Generation Z". For the uneven quality and copyright of Animation derivatives, it can be incorporated into the brand management mechanism to ensure the quality of Animation derivatives and protect the copyright of derivatives under the brand management.

Therefore, in order to be able to develop better, it is very important for Animation enterprises to enhance their brand awareness and awareness of rights protection, set up a model of copyright protection, strengthen the awareness of copyright maintenance, and reward and commend the units and individuals with outstanding performance in protecting Animation intellectual property rights. From the long-term interests of the enterprise, the protection of the product will be strengthened. We should also actively seize the opportunity of the development of the Animation market with some pirate businesses, synchronize the launch of Animation works and Animation derivatives, apply for patents for original products in time, improve the technical barriers of Animation derivatives to avoid piracy, protect our creative achievements by legal means, register copyright in time at the beginning of the operation of Animation derivatives, and actively use legal weapons to defend the rights and interests when they are damaged. Finally, the illegal piracy of Animation derivative products should be avoided. Finally, the illegal vendors of pirated products should be severely punished by legal means, and anti-piracy activities should be promoted to cultivate consumers' awareness of copyright, and all legal means should be used to protect the legitimate rights and interests of original products, so as to create a good environment for the development of Animation derivatives. Secondly, relevant state departments should crack down on infringement and piracy to provide a more favorable environment for the development of China's Animation market. Strengthen market supervision and protect the intellectual property rights of Animation. Government departments

should shape a good atmosphere for copyright protection, crack down on illegal business activities in the market, and increase the supervision of Animation copyright.

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