

Title	The Impact of Animation Derivatives on Market Consumption
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Abstract

The objectives of this research were: 1) to study animation derivatives are an important part of the whole Animation industry, carrying most of the profits of the whole animation industry 2) to analyze 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, and 3) to propose to propose 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

The research results revealed that:1) 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, 2) 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