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# Factors Influencing Behavior Intentions of Junior Students to Use Chinese Animation and Comics Platforms in Chengdu, China

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## Abstract

**Purpose:** This study aims to examine the behavioral intentions of junior students to use Chinese animation and comics platforms in Chengdu, China. The research model consists of perceived ease of use, perceived usefulness, attitude, trust, satisfaction, performance, and behavioral intention. **Research design, data, and methodology:** This quantitative research was distributed by questionnaire to 500 junior students in three representative universities. The sampling techniques are purposive, stratified random, and convenience sampling. The content validity was carried out by the index of item-objective congruence (IOC) and to examine a pilot test (n=30) by Cronbach alpha coefficient reliability test. Furthermore, confirmatory factor analysis (CFA) and structural equation modeling (SEM) was conducted to produce results. **Results:** All nine hypotheses are supported by research hypotheses and testing results. Perceived ease of use significantly impacts perceived usefulness and attitude. Perceived usefulness significantly impacts attitude and behavioral intention. Behavioral intention is impacted by attitude and satisfaction. Additionally, satisfaction is significantly related to trust and performance. Finally, trust also has a significant impact on perceived ease of use. **Conclusions:** The findings can be used as a reference for future research. In addition, application developers can effectively promote the deep integration of art and technology to enhance the artistic appeal of animation.

**Keywords :** Satisfaction, Performance, Behavioral Intention, Animation And Comics Platforms, China

**JEL Classification Code:** E44, F31, F37, G15

## 1. Introduction

Traditional paper comics also actively complete the self-transformation of digital presentation and dissemination. Digital libraries, e-books, and online reading have gradually become popular. Digital hardware devices such as reading machines and audiobooks are constantly emerging-Amazon kindle e-book reader. Digital reading of paper books integrates hardware development platforms and content. It

uses ink screen display technology to keep paper reading electronic books, and for digital publishing, paper comic books opened up a broader space for development. The development of technology will always give rise to new art forms, just as the emergence of computers has given rise to computer art, video effects, and 3D animation art; With the advent of digital hand-painted panels, cartoonists put down pen and paper to create graphic art on a computer (Kasdorf, 2022). The rapid development of the economy, technology,

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and information has prompted the era of picture reading in China. Digital cartoon publishing has changed the survival pressure of cartoon creation companies in the paper media era and has shown a strong trend. Huge market potential has emerged. With the help of network media, the old American comic companies Marvel and DC have gained a lot in the big screen terminal. "100,000 Bad Jokes" also completed the evolution process from webcomic to web animation and cinema animation in just 3 to 5 years. Integrating technology and art has always been an important direction of cultural and creative research and development (Kasdorf, 2022).

This study's results will help the animator team, such as Marketing Department, planning department, data analysis department, etc. According to Oliver (1980), the user's idea of re-buying a product stem from a feeling formed by comparing the product's expected use with the actual use. These feelings can affect product satisfaction; This impact will affect whether the user will continue to buy and use the product in the future. Zhou (2011) also pointed out that in the new media environment, the satisfaction and behavioral intention of users using animation reading platforms are still key, and the research on the satisfaction and behavioral intention of users using animation reading platforms in the early stage is beneficial to interested researchers and practitioners. Hence, this study aims to examine the behavioral intentions of junior students to use Chinese animation and comics platforms in Chengdu, China. The research model consists of perceived ease of use, perceived usefulness, attitude, trust, satisfaction, performance, and behavioral intention. The platforms selected are Tencent Animation and Comics, Bilibili, and Kuaikan Comic. These three platforms provide an anime, comics, and games (ACG) community where people can create, watch and share engaging videos.

## 2. Literature Review

### 2.1 Perceived Ease of use

Perceived ease of use is a habit that only requires a little consideration and qualification when using new platform systems and software (Davis, 1989). The main motivation for IT adoption is perceived ease of use, a measurement method of user satisfaction (Venkatesh & Davis, 1996). The model (TAM) consists of two basic variables: usability and perceived usefulness (Davis, 1989). Curran and Meuter (2005) defined it as having SST characteristics. Users' attitude toward use is influenced by perceived usefulness and perceived ease of use, and perceived usefulness is directly affected by perceived ease of use (Teo, 2011).

Perceived usefulness is directly affected by perceived ease of use (Venkatesh & Bala, 2008). Perceived usefulness

refers to the degree to which students believe using a system can improve their academic performance (Zhang et al., 2008). For the educational purposes of YouTube, students do not regard perceived usefulness as a key factor related to other factors. However, people's attitudes toward the use of technology will be affected by the perceived usefulness of technology. That is to say, the attitude towards using YouTube courses will be affected by the ease of use. The results show that YouTube tutorial is simple and easy to use. Subsequently, the attitude toward use is influenced by perceived ease of use, which leads to behavioral intention. Accordingly, this study proposed hypotheses:

**H1:** Perceived ease of use has a significant impact on perceived usefulness.

**H2:** Perceived ease of use has a significant impact on attitude.

### 2.2 Perceived usefulness

The definition of perceived usefulness is a process in which individuals can improve their work efficiency when using a specific system. Perceived usefulness has an important impact on the acceptance of technology, which can affect the attitude and behavior of users (Davis, 1989, p26). Perceived usefulness (PU) is the subjective understanding of technology users when they adopt new technology, that is, how much the technology can improve productivity. Perceived usefulness affects the user's acceptance of the technology perception, thus affecting their action intention. (Venkatesh & Bala, 2008).

The decision of customer service attitude is influenced by intention (Cohen, 1969). The relationship between perceived usefulness, ease of use, and satisfaction has always been the most important parameter in research (Atkinson & Kydd, 1997). Relevant studies have shown that usability and perceived usefulness influence the use intention and satisfaction (Curran & Meuter, 2005). In similar studies, the positive effect of perceived usefulness on satisfaction and intention to use was proposed by using Oliver's (1980) "unsubstantiated method" (Bhattacharjee, 2001). Baki et al. (2018) pointed out that perceived usefulness, perceived ease of use, service type, quality, and cost affect users' behavioral intention of using mobile Internet. Stoel and Lee (2003) gave a fact about the effect of perceived usefulness on the behavioral intention of users to use computers. Based on the above discussions, hypotheses are demonstrated:

**H3:** Perceived usefulness has a significant impact on attitude.

**H4:** Perceived usefulness has a significant impact on behavioral intention.

### 2.3 Attitude

According to Bohner and Dickel (2011), attitude is an ideological judgment that influences our thinking of people

and objects. It consists of emotion, cognition, and action. (Albirini, 2006). Fishbein and Ajzen (1977) defined attitude as “a feeling of good or bad for a given goal that is influenced by judgment.” By the Future and influencing our actions, these feelings form an attitude. Attitude is a person’s feeling of good or bad for a given goal’ (Fishbein & Ajzen, 1977, p. 216). Based on the TAM model, behavioral intention is influenced by perceived usefulness and attitude (Davis et al., 1989). Users’ behavioral intention is influenced by attitude (Davis et al., 1989, p. 983). The behavioral intention of tourists using hotel self-service kiosks is influenced by their attitudes (Dabholkar et al., 1996; Jeong & Lambert, 2001). The results show that the more satisfied they are, the more positive they will be, and they will decide to continue to use them. Hence, the below hypothesis is suggested:

**H5:** Attitude has a significant impact on behavioral intention.

## 2.4 Trust

Trust is an unavoidable dimension in social communication (Gambetta, 1988) and a foundation of all stable social relations (Blau, 1964). Trust is always at the core of the social structure and influences the other party's behavior (Blau, 1964). Trust is also important for buyers and suppliers. When the buyer trusts the seller, there will be more long-term and happy cooperation. At the same time, in the process of cooperation, many procedures are reduced, which plays an important role in maintaining the relationship between the two sides (Zhang, 2014). Through the study of the Airbnb website, it is found that satisfaction and purchase intention are affected by customer trust. Chang and Chen (2008) believe that purchase behavior intention is affected by satisfaction. Consistent with Bai et al. (2008), consumer satisfaction and purchase behavior intention are affected by site quality. Greater satisfaction leads to long-term purchases and influences buying behavior (Lee et al., 2008). Therefore, this study can hypothesize that:

**H6:** Trust has a significant impact on satisfaction.

**H9:** Trust has a significant impact on perceived ease of use.

## 2.5 Performance

Hall and Goodale (1986) identified that work performance refers to the task completed jointly with others by putting work and time into work. Schermerhorn (1989) believed that work performance was effectively completed in sufficient time according to the quantity and quality required by the target task. It was indicated that performance refers to the quantity and quality of effectively completed work. Job satisfaction and job performance also affect each other. Similarly, Fisher et al. (1981) pointed out that if job satisfaction affects job performance, we should find out the factors that contribute to high job satisfaction, which will lead to high job performance. The marketing literature has

many concerns about the relationship between performance and satisfaction (Özgen & Reyhan, 2020). Consistent with the marketing literature research, front-line employees' performance at work is derived from satisfaction, and job performance has a significant impact on satisfaction, for example (Hussain et al., 2003). According to the research of Oliver (1980), users compare the product's performance with the initial expectations of consumers when using the product. Thus, a proposed hypothesis is indicated:

**H7:** Performance has a significant impact on satisfaction.

## 2.6 Satisfaction

According to Hok et al. (2021), satisfaction is “a customer’s evaluation toward the service being provided or a feeling that customers expect what they will get is the same as what they expect.” Satisfaction is one of the most important reasons for customers’ loyalty. (Barreda et al., 2015). Satisfaction can also be understood as whether the expected evaluation results can be met or exceeded (Engel et al., 1993, p. 20). Therefore, satisfaction is a “psychological concept based on pleasing self-psychological satisfaction” (Pizam et al., 2016, p. 4). Satisfaction is considered a kind of satisfaction feeling of service attitude and expected effect when people use a certain product or experience a certain service (Oliver, 1980). Satisfaction is the degree of pleasure consumers get from service (Cronin et al., 2000; Rust & Oliver, 1994). The more satisfied they are, the better their impression of the hotel will be, and they will use the kiosks again and recommend them to their friends to increase the hotel’s popularity. Yim and Byon (2018) found that sports fans’ behavioral intention to purchase products, repurchase, and willingness to revisit activities come from satisfaction (Zhou, 2011) and recommendations to friends (Byon & Zhang, 2010). Hence, a hypothesis is derived:

**H8:** Satisfaction has a significant impact on behavioral intention.

## 2.7 Behavior intention

Behavioral intention refers to the specific behavior for the goal (Fishbein & Ajzen, 1977). Behavioral intention is the degree to which a person implements or does not implement the goal plan (Warshaw & Davis, 1985). Behavioral intention is the perceptual relationship between self and behavior (Cigdem & Öztürk, 2016). Behavioral intention is considered the subjective consciousness of a person to do something (Ajzen & Fishbein, 1980). For the application of new technology, user behavior intention has an impact on the final use of users (Fishbein & Ajzen, 1977). Teo (2011) proposed that user attitudes play a key role in positive behavioral intentions. The behavioral willingness of users to use new technologies is also derived from user

attitudes (Fishbein & Ajzen, 1977). Literature on sports shows that satisfaction, quality, and behavioral intention correlate (Biscaia et al., 2013). According to the research of Kaplanidou and Gibson (2010), satisfaction and behavioral intention are correlated in sports competitions.

### 3. Research Methods and Materials

#### 3.1 Research Framework

The first previous research framework was conducted by Baki et al. (2018) on the relationship between perceived ease of use, perceived usefulness, attitude, and behavioral intention. The second previous research framework was conducted by Zhou (2011), who studied the relationship between trust and satisfaction. For the third research framework, Özgen and Reyhan (2020) studied the relationship between performance, satisfaction, and cognition in the distance compulsory education: satisfaction, utility performance, and learning expectation: mediating effect test. The main variables in this study are performance and satisfaction. The fourth research framework was studied by Cigdem and Öztürk (2016), the determined relationship between multimedia instruction, interaction, self-efficacy, perceived usefulness, perceived ease of use, satisfaction, and behavioral intention. Based on seven variables, perceived ease of use, perceived usefulness, attitude, behavioral intention, trust, performance, and satisfaction, this study established a conceptual framework, as shown in Figure 1.

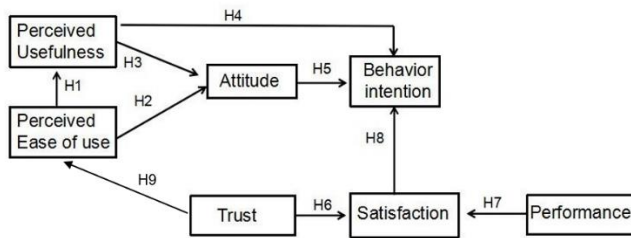


Figure 1: Conceptual Framework

- H1:** Perceived ease of use has a significant impact on perceived usefulness.
- H2:** Perceived ease of use has a significant impact on attitude.
- H3:** Perceived usefulness has a significant impact on attitude.
- H4:** Perceived usefulness has a significant impact on behavioral intention.
- H5:** Attitude has a significant impact on behavioral intention.
- H6:** Trust has a significant impact on satisfaction.
- H7:** Performance has a significant impact on satisfaction.
- H8:** Satisfaction has a significant impact on behavioral intention.
- H9:** Trust has a significant impact on perceived ease of use.

#### 3.2 Research Methodology

This quantitative research was distributed by questionnaire to 500 junior students in three representative universities. A questionnaire consists of three parts: screening questions, measuring items of a 5-point Likert scale, and a demographic profile. Before collecting the data, the content validity was carried out by the index of item-objective congruence (IOC), with all scale items passed at a score rating from three experts equal to or above 0.6. The examination of a pilot test (n=30) by the Cronbach alpha coefficient reliability test showed that all items have strong internal consistency equal to or above 0.6. After the data collection, confirmatory factor analysis (CFA) and structural equation modeling (SEM) was conducted to lead results.

#### 3.3 Population and Sample Size

The target population of this study was junior students in three representative universities; China-ASEAN Art College of Chengdu University, School of Art, Southwest University for Nationalities, and Sichuan Conservatory of Music. Using the sample size calculator, the recommended minimum sample size was 425 (Soper, 2022). Therefore, the researchers selected 500 participants who are in their third year of undergraduate and have experienced the use of Tencent Animation and Comics, Bilibili, and Kuaikan Comic.

#### 3.4 Sampling Technique

The probability and nonprobability techniques are purposive, stratified random, and convenience sampling. First, purposive sampling was to select junior students from three universities; China-ASEAN Art College of Chengdu University, School of Art, Southwest University for Nationalities, and Sichuan Conservatory of Music. Second, stratified random sampling was used to proportionate a sample size per total school students, as shown in Table 1. Third, convenience sampling was used to collect the data through a questionnaire submitted to the university administration to facilitate establishing student liaison groups with three higher education institutions. The survey link of the WeChat was then copied and sent to the students.

Table 1: Sample Units and Sample Size

Schools	Total Junior Student in 2022	Proportional Sample Size
China-ASEAN Art College of Chengdu University	638	60
School of Art, Southwest University for Nationalities	583	55
Sichuan Conservatory of Music	4056	385
<b>Total</b>	<b>5277</b>	<b>500</b>



## 4. Results and Discussion

### 4.1 Demographic Information

The demographic results classify the characteristic of 500 respondents in this study. Among all respondents, 304 were males and 196 were females, accounting for 60.8% and 39.2%, respectively. There were 289 people aged between 18-20 years old (57.8 percent), 175 people aged 21-22 (35 percent), 26 people aged 23-25, and 10 people aged above 25 years old, 43.4 percent of the total participant have used animation and comics platforms around 4 to 6 hours per week.

**Table 2:** Demographic Profile

Demographic and General Data (N=500)		Frequency	Percentage
Gender	Male	304	60.8%
	Female	196	39.2%
Age	18-20 years old	289	57.8%
	21-22 years old	175	35.0%
	23-25 years old	26	5.2%
	Above 25 years old	10	2.0%

Demographic and General Data (N=500)		Frequency	Percentage
Frequency use of Animation and Comics Platforms	3 hours or below/ week	183	36.6%
	4-6 hours/week	217	43.4%
	6-8 hours/week	50	10.0%
	Over 8 hours/ week	50	10.0%

### 4.2 Confirmatory Factor Analysis (CFA)

In Table 3, CFA was used to analyze a measurement model with a structural equation model (SEM). The final result of CFA shows that all terms in each variable are significant and have factor loading to confirm the discriminant validity. A guide recommended by Hair et al. (2006) has also been used to identify the importance of each target factor loading and to identify acceptable values for goodness-of-fit. The factor load is greater than 0.50, and the p-value is less than 0.05. In addition, according to Fornell and Larcker (1981), the composite reliability (CR) is greater than 0.7, and the mean-variance extraction (AVE) is higher than 0.4.

**Table 3:** Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factors Loading	CR	AVE
Perceived ease of use (PEU)	Zhou (2011)	4	0.759	0.644 -0.693	0.760	0.443
Perceived usefulness (PU)	Zhou (2011)	5	0.798	0.569 -0.721	0.789	0.483
Attitude (AT)	Kim and Qu (2014)	4	0.777	0.610 -0.755	0.779	0.469
Trust (T)	Zhou (2011)	4	0.835	0.510-0.942	0.841	0.581
Performance (PER)	Zhou (2011)	4	0.788	0.624 -0.736	0.790	0.486
Satisfaction (S)	Zhou (2011)	3	0.763	0.652 -0.785	0.771	0.531
Behavior Intention (BI)	Zhou (2011)	4	0.765	0.604 -0.733	0.786	0.425

The measurement model fit was tested in a statistical software. The model ensures acceptable fit without adjustment, including CMIN/DF=2.235, GFI= 0.907, AGFI = 0.886, NFI=0.879, CFI=0.929, CFI = 0.929, TLI =0.918, RMSEA = 0.050. The overall results are presented in Table 4.

**Table 4:** Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	2.235
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.907
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.886
NFI	≥ 0.80 (Wu & Wang, 2006)	0.879
CFI	≥ 0.80 (Bentler, 1990)	0.929
TLI	≥ 0.80 (Sharma et al., 2005)	0.918
RMSEA	< 0.08 (Pedroso et al., 2016)	0.050
Model summary		Acceptable Model Fit

**Remark:** CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = Goodness-of-fit index, AGFI = Adjusted goodness-of-fit index, NFI = Normed fit index, CFI = Comparative fit index, TLI = Tucker-Lewis index and RMSEA = Root mean square error of approximation,

According to Fornell and Larcker (1981), the discrimination validity test was evaluated by calculating the square root of each AVE. Based on this study, discriminant validity is supportive, and the usefulness of discriminant validity is greater than the overall layout/factor correlation. The evidence is sufficient to approve convergence validity and discriminant validity.

**Table 5:** Discriminant Validity

	1	2	3	4	5	6	7
PEU	<b>0.665</b>						
PU	0.482	<b>0.695</b>					
AT	0.454	0.636	<b>0.685</b>				
T	0.191	0.156	0.201	<b>0.762</b>			
PER	0.534	0.492	0.411	0.165	<b>0.697</b>		
S	0.533	0.626	0.570	0.234	0.555	<b>0.652</b>	
BI	0.473	0.594	0.578	0.172	0.411	0.528	<b>0.728</b>

**Note:** The diagonally listed value is the AVE square roots of the variables

### 4.3 Structural Equation Model (SEM)

The structural equation model determines the causal relationship between variables. As shown in Table 6, the goodness-of-fit indices were recalculated based on the modified structural model. The statistical results were acceptable, including CMIN/DF = 2.235, GFI = 0.890, AGFI = 0.837, NFI = 0.847, CFI = 0.896, TLI = 0.883, RMSEA = 0.059.

**Table 6:** Goodness of Fit for Structural Model

Index	Acceptable	Statistical Values Before Adjustment	Statistical Values After Adjustment
CMIN/DF	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	3.069	2.235
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.864	0.890
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.837	0.867
NFI	≥ 0.80 (Wu & Wang, 2006)	0.822	0.847
CFI	≥ 0.80 (Bentler, 1990)	0.872	0.896
TLI	≥ 0.80 (Sharma et al., 2005)	0.858	0.883
RMSEA	< 0.08 (Pedroso et al., 2016)	0.640	0.059
Model summary		Unacceptable Model Fit	Acceptable Model Fit

**Remark:** CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = Goodness-of-fit index, AGFI = Adjusted goodness-of-fit index, NFI = Normed fit index, CFI = Comparative fit index, TLI = Tucker-Lewis index, and RMSEA = Root mean square error of approximation

**Source:** Constructed by author

### 4.4 Research Hypothesis Testing Result

In this study, standardized path coefficients and t-value were examined to measure the correlation between the independent and dependent variables proposed in the hypotheses. In Table 7, the significant values are p-value < 0.05, and p < 0.001. Consequently, all nine hypotheses are supported.

**Table 7:** Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-value	Result
H1: PEU → PU	0.618	9.263***	Supported
H2: PEU → AT	0.151	2.385***	Supported
H3: PU → AT	0.731	9.600*	Supported
H4: PU → BI	0.152	2.185***	Supported
H5: AT → BI	0.524	6.608***	Supported
H6: T → S	0.240	4.494***	Supported
H7: PER → S	0.304	6.222*	Supported
H8: S → BI	0.232	3.224***	Supported
H9: T → PEU	0.248	4.384**	Supported

**Note:** \* = p-value < 0.05, \*\*\* p < 0.001

From Table 7, the results are concluded as follows:

**H1:** Perceived ease of use has a significant impact on perceived usefulness with standardized path coefficient of 0.618 and t-value of 9.263.

**H2:** Perceived ease of use has a significant impact on attitude with standardized path coefficient of 0.151 and t-value of 2.385.

**H3:** Perceived usefulness has a significant impact on attitude with standardized path coefficient of 0.731 and t-value of 9.600.

**H4:** Perceived usefulness has a significant impact on behavioral intention with standardized path coefficient of 0.152 and t-value of 2.185.

**H5:** Attitude has a significant impact on behavioral intention with standardized path coefficient of 0.524 and t-value of 6.608.

**H6:** Trust has a significant impact on satisfaction with standardized path coefficient of 0.240 and t-value of 4.494.

**H7:** Performance has a significant impact on satisfaction with standardized path coefficient of 0.304 and t-value of 6.222.

**H8:** Satisfaction has a significant impact on behavioral intention with standardized path coefficient of 0.232 and t-value of 3.224.

**H9:** Trust has a significant impact on perceived ease of use with standardized path coefficient of 0.248 and t-value of 4.384.

## 5. Conclusion, Recommendation & Limitation

### 5.1 Conclusion and Discussion

This study’s conceptual framework and findings provide insights into influential factors of behavioral intentions of junior students to use Chinese animation and comics platforms in Chengdu, China. The collected data were analyzed through confirmatory factor analysis (CFA) and structural equation modeling (SEM) to show the key results of the research hypotheses. Research hypotheses and testing results support all nine hypotheses. Perceived ease of use significantly impacts perceived usefulness and attitude. Perceived usefulness significantly impacts attitude and behavioral intention. Behavioral intention is impacted by attitude and satisfaction. Additionally, satisfaction is significantly related to trust and performance. Finally, trust also has a significant impact on perceived ease of use.

In discussion, perceived ease of use significantly impacts perceived usefulness and attitude. Perceived ease of use as how easy when students use animation and comics platforms or any other software, can determine the usefulness of such a system. In the TAM model, perceived ease of use and usefulness are significantly related (Davis,

1989). Curran and Meuter (2005) also determined that attitude toward use is influenced by perceived usefulness and perceived ease of use, which align with the results of this study. Wu and Chen (2017) also supported that attitude toward use is derived from the minimum effort in using a system, and behavioral intention emerges. Therefore, perceived usefulness significantly impacts attitude and behavioral intention.

Behavioral intention is impacted by attitude and satisfaction. Attitude, as a person's feeling of good or bad towards the user, can determine behavioral intention (Davis et al., 1989). The results also imply that the more satisfied students are with Chinese animation and comics platforms, the more positive they will be to continue using them. Satisfaction is significantly related to trust and performance. Satisfaction is considered a feeling toward the use of system technology (Oliver, 1980). The more satisfied users are with the use of the system, they will have a higher level of trust. Yim and Byon (2018) also reported that willingness to use a system or a repurchase is according to the experience of product/service performance, which can also be predicted by satisfaction. In addition, trust also significantly impacts perceived ease of use, which explains that users would trust a system that is easy to utilize.

## 5.2 Recommendation

Chinese animation and comics platforms effectively promote the deep integration of art and technology and enhance animation's artistic appeal. Innovate mobile augmented reality technology application range, focus on integrating technology and culture and art, and innovate the comic form and reading experience. This innovative model of integration of science and technology and art will provide a reference sample for other paper book publishing, lead the further integration of the traditional publishing industry and VR/AR technology, and develop a new digital publishing model. Therefore, the recommendations from the findings are to ensure perceived ease of use, perceived usefulness, attitude, trust, satisfaction, and performance for the increase of behavioral intention among the young generation.

The findings can be used as a reference for future research. In addition, application developers can effectively promote the deep integration of art and technology to enhance the artistic appeal of animation. Technology has been progressing and becoming more advanced. It is crucial for animation and comics platform developers to strengthen responsiveness and ease of use to emboss a stronger user experience (UX). The user interface (UI) should be elevated to attract new users and maintain the existing ones. Animation and comics platforms can combine education and entertainment or "edutainment" in this digital era. To promote positive attitude and usefulness, platform

developers need to promote the business ethic and communicate through parents how the platforms would enhance the new knowledge and quality of online socialization.

## 5.3 Limitation and Further Study

The limitations of this study were that the target population was only focused on junior students from three representative universities; China-ASEAN Art College of Chengdu University, School of Art, Southwest University for Nationalities, and Sichuan Conservatory of Music. Furthermore, only the users of Tencent Animation and Comics, Bilibili, and Kuaikan Comic are examined. Exploring the different participant groups would alter the results. Additionally, the research methodology could be extended to qualitative or mix-methods to enhance the data analysis and results. Finally, more variables can be examined, such as system quality, content quality, and user behavior.

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