Antecedents of Satisfaction in Animation Brand

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Antecedents of Satisfaction in Animation Brand

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Abstract. As the total output value of Chinese animation industry rises year by year, Chinese animation companies need to seek their own suitable development path to ensure consumers' satisfaction with animation brands, thus improving the economy benefit of the company. In view of this, the research collected 387 valid samples through the questionnaire survey to explore the antecedents of animation brand satisfaction. The research results show that the animation content, market performance, and brand personality of animation brands have significant positive impacts on the perceived value and satisfaction of animation fans. Among them, the animation content has the most significant impact on perceived value and satisfaction, while perceived value has some mediating effect.

1.Introduction

Researches show that the total output value of Chinese animation industry reached 149.77 billion yuan in 2016, an increase of 23.3% over the same period last year. In 2017, the output value of Chinese animation industry has exceeded 150 billion yuan, accounting for 24 percent of the total output value of the cultural and entertainment industry of 630 billion yuan, which shows that the animation industry has a good development trend[1-3]. Although the total output value of Chinese animation industry rises year by year and its position in the entertainment industry is becoming increasingly important, with the arrival of the Internet era, the channels of Chinese animation fans access to animation have moved from traditional paper cartoons and TV animation to the Internet, and the living space of domestic animation enterprises have been further compressed. Therefore, domestic animation enterprises need to consider how to use the power of the Internet to seek a completely different development path from other advanced animation countries to improve their own economy benefit [3].

To sum up, taking the Chinese animation fans as the research object, the paper discusses the relationship between the animation brand image, perceived value and satisfaction, and studies the influences of animation brand satisfaction, in order to help animation enterprises improve the satisfaction of fans and promote the sustainable development of the Chinese animation industry.

2.Literature review

2.1 The brand image of animation
The brand image is the personality characteristic of the enterprise. And the enterprise can establish the emotional connection with the consumer through the enterprise image, which can embody the consumer's self-perception [4]. The brand image of animation is the result of consumers' long-term contact to a certain brand, reflecting consumers' association and perception of it, and contains a series of contents related to various aspects of the brand. The research refers to the animation brand image dimension of Gao(2011) and summarizes through personal interviews and constructs itself, including

animation content, market performance and brand personality. The animation content refers to the animation story and role of the brand which gives the experience image and value to the fans. The market performance refers to the specific performance of the animation brand in the animation market. Brand personality refers to the personality and fan identity of the animation brand which is different from other animation brands.

2.2 Perceived value
Perceived value is the overall assessment of the utility of a product or service by the perceived benefits of a consumer after weighing the cost of obtaining the product or service, showing that the tradeoffs, preferences and value evaluations generated by the comparison of time and other costs after experiencing the product. Meanwhile, perceived value is the subjective perception of fans instead of the product's own properties.

2.3 Satisfaction
Satisfaction is a psychological reaction of consumers to the satisfication of the product itself, showing that fans are satisfied with all aspects of its performance after touching an animation brand [7]. Past researches have shown that the actual performance dimension of brand image has a significant positive effect on customer satisfaction[8]. Meanwhile, good brand image can promote the increase of customer perceived value, and satisfaction is the result based on consumers' perceived value [9-10]. Therefore, the research proposes the following assumptions:

    H1: (a) animation content, (b) market performance, and (c) brand personality have positive influences on perceived value.

    H2: (a) animation content, (b) market performance, and (c) brand personality have positive influences on satisfaction.

    H3: perceived value has positive influences on satisfaction.

3.Research methods
The research used questionnaire survey to distribute online questionnaires through the official community of animation (Wechat, Blog, etc.) to ensure that the respondents were all fans and to reduce the proportion of invalid questionnaires. All variables are measured by the Likert's five-point scale, and the animation content, market performance and brand personality tests in the animation brand image are referred to Gao (2011) [5], with a total of 13 questions; the tests of perceived value are referred to Jiang & Lu (2006) [11], with a total of 3 questions; the tests of satisfaction are referred to Oliver (1981) [12], with one question. The reliability analysis results of 37 pre-test samples showed that Cronbach's α of all variables were between 0.775 and 0.922, and the formal questionnaire was issued immediately after confirming the reliability. A total of 412 copies were collected from the formal questionnaires and 387 copies were valid. Among them, 36.43% were males and 63.57% were females. Most of the subjects were 21 to 25 years old (55.04%) and most of the monthly amount was 1,001 to 2,000 yuan (47.03%).

4.Analysis results

4.1 Analysis of reliability and correlation
As can be seen from table 1, cronbach's α> 0.7 for all variables, total item correlation > 0.5, factor load > 0.7, component reliability > 0.7, ave > 0.5, showing that the variable test has a high internal consistency and good convergence efficiency. Table 2 shows that the ave is higher than the relative coefficients between variables, which is after extracting a root, showing that there are good different effects between the variables.

Table 1 Rliability

Constructs & items	Internal reliability	
	Cronbach'sα	Item-total correlation

Constructs & items	Internal reliability	
	Cronbach'sα	Item-total correlation
Anime content (m = 4.109) from Gao (2011) [5]		
AC1: this brand's anime role makes you very fond of it.	.940	.842
AC2: this brand's anime role gives you a good impression.		.855
AC3: the brand's anime role gives you good association.		.781
AC4: the brand's anime role resonate with you.		.755
AC5: this brand's anime story appeals to you.		.800
AC6: this brand's anime story gives you a good feeling.		.846
AC7: this brand's anime story conforms to your values.		.753
Market performance (m = 3.995) from Gao (2011) [5]		
MP1: the anime brand is high-profile.	.920	.832
MP2: the anime brand has strong competition strength.		.826
MP3: the anime brand is very popular.		.858
Brand personality (m = 3.581) from Gao (2011) [5]		
BP1: watching the brand's animation is fashionable.	.885	.809
BP2: watching the brand's animation is proud.		.791
BP3: watching the brand's animation is tasteful.		.732
Perceived value (m = 3.848) from Jiang & Lu (2006) [11]		
PV1: the brand's animation is very valuable to you.	.901	.811
PV2: feel good about all aspects of the brand's animation.		.796
PV3: it's worth the time to watch the brand's animation.		.802
Satisfaction (m = 3.960) from Oliver(1981) [12]		
SAT1: overall, feel satisfied with the anime brand.	-	-

Table 2 Convergent validity

Constructs & items	Convergent validity		
	Cronbach'sα	Item-total correlation	AVE
Anime content (m = 4.109) from Gao (2011) [5]			
AC1: this brand's anime role makes you very fond of it	.816	.921	.626
AC2: this brand's anime role gives you a good impression.	.832		
AC3: the brand's anime role gives you good association.	.809		
AC4: the brand's anime role resonate with you.	.786		
AC5: this brand's anime story appeals to	.752		

Constructs & items	Convergent validity		
	Cronbach'sα	Item-total correlation	AVE
you. AC6: this brand's anime story gives you a good feeling.	.802		
AC7: this brand's anime story conforms to your values.	.737		
Market performance (m = 3.995) from Gao (2011) [5]			
MP1: the anime brand is high-profile.	.846	.884	.718
MP2: the anime brand has strong competition strength.	.848		
MP3: the anime brand is very popular.	.848		
Brand personality (m = 3.581) from Gao (2011) [5]			
BP1: watching the brand's animation is fashionable.	.840	.877	.704
BP2: watching the brand's animation is proud.	.897		
BP3: watching the brand's animation is tasteful.	.775		
Perceived value (m = 3.848) from Jiang & Lu (2006) [11]			
PV1: the brand's animation is very valuable to you.	.917	.938	.834
PV2: feel good about all aspects of the brand's animation.	.910		
PV3: it's worth the time to watch the brand's animation.	.913		
Satisfaction (m = 3.960) from Oliver(1981) [12]			
SAT1: overall, feel satisfied with the anime brand.	-	-	

Table 3 differential validity

Constructs	1	2	3	4	5
1.AC	.791				
2.MP	.625[**]	.847			
3.BP	.543[**]	.506[**]	.839		
4.PV	.762[**]	.567	.602	.913	
5.SAT	.724[**]	.551	.519	.763	1

4.2 Regression analysis

Regression analysis results show that animation content ($\beta = 0.762$, $p < 0.001$), market performance ($\beta = 0.567$, $p < 0.001$) and brand personality($\beta = 0.602$, $p < 0.001$) both have positive and significant effects on perceived value. And the adjusted interpretation force of overall mode reaches 57.9%, 32.0% and 36.1% respectively and the F values are 532.539, 182.848 and 219.242. That is, the better the animation content, market performance and brand personality in the animation brand image are, the higher the perceived value of the animation fans are. So H1 (a) (b) (c) are supported. In addition, animation content($\beta = 0.724$, $p < 0.001$), market performance ($\beta = 0.551$, $p < 0.001$) and brand personality($\beta = 0.519$, $p < 0.001$) both have positive and significant effects on loyalty, and the overall mode interpretation force after adjustment reaches 52.3%, 30.2% and 26.7% respectively. Also, the F values are 423.658, 167.883 and 141.724 respectively. That is, the better the animation content,

market performance and brand personality in the animation brand image are, the higher the satisfaction of the fans are. So H2 (a) (b) (c) are also supported.

After that, the perceived value has a positive and significant effect on satisfaction ($\beta = 0.736$, $p < 0.001$), and the overall mode interpretation force after adjustment reaches 55.1% and the F value is 150.091. That is, the higher the perceived value is, the higher the satisfaction is. After adding the perceived value, animation content ($\beta = 0.339$, $p < 0.001$), market performance ($\beta = 0.174$, $p < 0.001$) and brand personality($\beta = 0. 092$, $p < 0.05$) on satisfaction are still significant. Butβ value is lower than it was when the perceived value was not added, and the interpretation force after adjustment reaches 62.9%, 60.1% and 58.6% respectively. Also, the F values are 328.325, 291.925 and 271.290 and the VIF values are between 1.000-2.383, 1.000-1.475, and 1.000-1.569 respectively. There is no colinear problem, so it can be judged that the perceived value has some intermediary effects between the animation content, market performance and brand personality to the satisfaction, and the H3 is also supported.

Finally, multiple regression analysis results show that the animation content ($\beta = 0.567$, $p < 0.001$) on satisfaction have the most positive and significant effect. Also, the overall mode interpretation force after adjustment reaches 55.1% and the F value is 159.091.

5.Conclusion
In view of the rapid development and transformation of Chinese animation industry, the research focuses on the Chinese animation fans, discussing their satisfaction to animation and influences. The results show that fans tend to be younger and the proportion of female fans is higher. Also, the animation content, market performance and brand personality of the animation brand image have a significant and positive effect on perceived value and satisfaction of fans; in particular, the better the animation content is, the higher the perceived value and satisfaction of fans are, which shows that the satisfaction of fans to an animation brand depending more on whether the animation content can give them spiritual enjoyment. So the animation content should be the cornerstone of the development of animation brands. For animation enterprises, firstly, they need to return to the essence of content and then to consider its market performance and the brand personality to help its animation brand development.

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