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The Determinants of Behavior Intentions to Use Chinese Animation and Comics Platforms of Senior Students in Chengdu, China

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Abstract

Purpose: This study aims to investigate the determinants of behavioral intentions to use Chinese animation and comics platforms of senior students in Chengdu, China. The conceptual framework includes perceived ease of use, perceived usefulness, attitude, trust, satisfaction, performance, and behavioral intention. **Research design, data, and methodology:** This research applied a quantitative method to the distributed questionnaire to 500 senior students in three selected universities. Purposive, stratified random, and convenience sampling was conducted to collect the data. The index of item-objective congruence (IOC) and a pilot test (n=30) by Cronbach alpha coefficient reliability test were applied. In addition, the data were analyzed by confirmatory factor analysis (CFA) and structural equation modeling (SEM). **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 contribute to a new knowledge of what the young generation considers using animation and comics platforms. Thus, platform developers can exploit the results for the better development to enhance users' experience.

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

JEL Classification Code: E44, F31, F37, G15

1. Introduction

With the advent of the 5G era, 4K, Augmented Reality (AR), Virtual Reality (VR), and other technologies have greatly benefited entertainment, such as games and live broadcasts. The application of new technologies will bring the production of animation content into the era of a delicate operation. The in-depth algorithm will also provide reliable data support, and the multiple cooperation methods will not affect data traceability. The strong development of virtual reality technology at the present stage will push digital art to a new height, and the combination of art and technology will be more closely. The new display and experience technology will bring great development space for comic creation. In the VR era, comic creation and publishing must actively seek to integrate and innovate with it (Stanislow, 2020).

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In the animation industry, the development mode with creativity as the core competitiveness has attracted the attention of the animation industry in various countries. Relying on soft internal advantages and a growing external environment, the Japanese animation industry creates huge social value through the perfect combination of culture, art, commerce, industry, science and technology, and innovation. It uses effective communication and marketing promotion methods to become a pillar industry of national strategy (Fan & Feng, 2021).

Work creation and production, publicity and broadcasting, marketing division, and cooperation are common business operation mechanisms in the Japanese animation industry. Animation industry investment, high risk, slow return characteristics of many investors choose to wait and see, to a certain extent, affect the quality of animation works and animation industry development. Li (2011) stated that "the international visibility of Chinese animation is insignificant. However, its production has evolved since the 1920s, from making animated films based on hand-drawing and traditional crafts to producing television and new media-centered animations." With the Internet becoming the largest new media platform, online animation has become a high-speed growth point of China's animation industry.

Online animation videos/books, online games, and online children's animation game virtual communities, including animation content online application downloads, have won the support of many Internet users, especially the young generation. Hence, this study aims to fill the research gap to examine the behavioral intentions of senior 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). Research shows that users' attitude toward technology use stems from the ease of operation of Technology (Cheung & Vogel, 2013). perceived ease of use considers the simplicity of Technology (Venkatesh & Davis, 2000). This research assumes that this "perceived ease of use" relates to the usefulness of perceived technology, motivation, and behavioral intention to use it. If this "ease of use" relates to usefulness, motivation, and behavioral intention. Cheung and Vogel (2013) showed in their research that the ease of use of technology would directly affect customers' attitudes towards technology use in a positive way. The simpler the system or software is, the more frequently users will use it for a long time (Zhang et al., 2008). Thus, assuming that the system is simple and easy to use, more users will use it (Sun et al., 2008). Research shows that satisfaction and use intention are influenced by the ease of use and perceived usefulness (Venkatesh & Davis, 2000). Additionally, the ease of use of YouTube tutorials affects users' attitudes and intentions (Wu & Chen, 2017). 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

Perceived usefulness is a process in which individuals use a specific system to improve their work efficiency. Perceived usefulness has an important impact on the acceptance of technology, which can affect the attitude and behavior of users (Davis, 1989). Perceived usefulness has an important impact on both learning performance and learning satisfaction (Cigdem & Öztürk, 2016). Perception of usefulness serves as the primary motivation. It also judges and weighs satisfaction (Venkatesh & Davis, 1996). Kim and Qu (2014) Perceived usefulness affects user adoption of mobile payment arising from individual differences and mobile payment characteristics. Cigdem and Öztürk (2016) pointed out that perceived usefulness, perceived ease of use, service type, quality, and cost affect users and their intention to use mobile Internet. Stoel and Lee (2003) a fact that affects the perceived usefulness of students' intention to use computers. The results show that perception will be used frequently, while students: age, level, grade, and previous experience using a certain system have little effect on perceived usefulness. 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

Attitude is a person's feeling affected by judgment on the good or bad of a given goal. Such feelings form an attitude by predicting the future and influencing our actions (Fishbein & Ajzen, 1977). Attitude is considered a reason for action intention and then affects the practical application—attitude as the medium. The results show that attitude is not an important promoter of action intention. (Davis et al.,

1989). Previous studies have shown that customer use attitude is determined by perceived usefulness, perceived ease of use, hedonism, and individual gap. The decision of customer service attitude is influenced by intention (Cohen, 1969). The attitude influences behavioral intention in the technology acceptance model. (Davis et al., 1989). The behavioral intention of tourists using hotel self-service kiosks is influenced by their attitudes (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 when the buyer trusts the seller. Consumers or users will be more long-term and happier to cooperate with their trust. At the same time, many procedures have been reduced in the process of cooperation, which plays an important role in maintaining the relationship between the two sides (Zhang, 2014). Trust is the willingness of one partner to trust the other's business-related peers (Moorman et al., 1993). After establishing trust, the trust relationship between the two sides will be further established with the help of the advantages of both sides (Anderson & Narus, 1990). The trust relationship between the two parties will be reflected in the subsequent business (Doney & Cannon, 1997). Trust is an essential parameter for the manufacturer-supplier (Dwyer et al., 1987). According to Chang et al. (2014), for the hotel industry, consumer trust affects behavioral intention, and website quality plays a certain role. Zhang (2014) pointed out that trust affects behavioral intention. Data survey shows a relationship between the complete quality of Chinese budget hotels, consumer trust, and consumers' behavioral intention of online booking. Therefore, this study hypothesizes that:
H6: Trust has a significant impact on satisfaction.
H9: Trust has a significant impact on perceived ease of use.

2.5 Performance

Performance divides work performance into task performance and situation performance. Performance evaluation is the most basic component of task performance; it is related to technology and directly affects the task result. Situationally comes from personality. It shows whether they are willing to cooperate with others to complete the task (Özgen & Reyhan, 2020). Hussain et al. (2003). divided work performance into the task and situational performance. Task performance is the most basic component of performance assessment; it is related to technology and directly affects task results. Situational energy comes from personality characteristics. Whether they are willing to cooperate with others to complete the task, to sum up, work performance, task performance, and contextual performance (out-of-role performance or OCB) should be balanced. According to Oliver (1980), users compare the product's performance with the initial expectations of consumers when using the product. Product satisfaction will affect the product's performance, which will affect the willingness of users to use and continue to buy in the future. (Lee et al., 2016). Thus, a proposed hypothesis is indicated:
H7: Performance has a significant impact on satisfaction.

2.6 Satisfaction

Satisfaction refers to consumers' positive and negative feelings about the interaction of technical services. Consumers interacting with service providers will feel social comfort, affecting their satisfaction (Butcher et al., 2001). Feng et al. (2022) posited that satisfaction determines how satisfied students are with their decision to use online learning and how well it meets their expectations. Generally speaking, Oliver's (1980) satisfaction is defined as the evaluation of consumer satisfaction caused by demand. Among them, the degree of insufficient or excessive demand satisfaction will have a different impact on satisfaction. Teo et al. (2008) pointed out that the user's behavioral intention to use technology is determined by satisfaction. 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 (Huang et al., 2017) and recommendations to friends (Byon & Zhang, 2010). Hence, a hypothesis is derived:
H8: Satisfaction has a significant impact on behavioral intention.

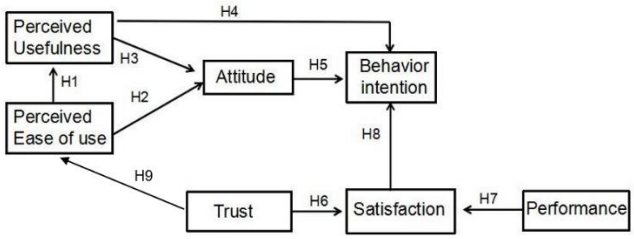
2.7 Behavior intention

For the application of new technology, user behavior intention has an impact on the final use of users (Fishbein & Ajzen, 1977). Behavioral intention "indicates whether a customer continues to be in or leaves the company" (Zeithaml et al., 1996). Attitude and behavior have an influence relationship, and attitude affects behavior intention (Bala et al., 2010). According to the research of Kaplanidou and Gibson (2010), satisfaction and behavioral intention are correlated in sports competitions. Davis et al. (1989) proposed that perceived ease of use and perceived usefulness impact the behavioral intention to use the system. Baki et al. (2018) found that the influence of users' behavioral intention in adopting mobile data services comes from perceived ease of use and usefulness, perceived pleasure, special needs, and perceived cost.

3. Research Methods and Materials

3.1 Research Framework

In Figure 1, the conceptual framework incorporates perceived ease of use, perceived usefulness, attitude, trust, satisfaction, performance, and behavioral intention. The research model was developed by previous research frameworks, including Baki et al. (2018), Zhou (2011), Özgen and Reyhan (2020), and Cigdem and Öztürk (2016).



Fiqure 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 study applied quantitative method. The questionnaire was distributed to 500 senior students in three selected 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 senior students in three representative universities; China-ASEAN Art College of Chengdu University, School of Art, Southwest University for Nationalities, and Sichuan Conservatory of Music. 5,517 is the number of total populations. 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 senior students from three representative 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 Senior Student in 2022	Proportional Sample Size
China-ASEAN Art College of Chengdu University	764	70
School of Art, Southwest University for Nationalities	610	55
Sichuan Conservatory of Music	4143	375
Total	**5517**	**500**

4. Results and Discussion

4.1 Demographic Information

The demographic results classify the characteristic of 500 respondents in this study. Among all respondents, 251 were males and 249 were females, accounting for 50.2% and 49.8%, respectively. There were 293 people aged between 18-20 years old (58.6 percent), 168 people aged 21-22 (33.6 percent), 30 people aged 23-25 (6 percent), and 9 people aged above 25 years old (1.8 percent), 45.2 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	251	50.2
	Female	249	49.8
Age	18-20 years old	293	58.6
	21-22 years old	168	33.6
	23-25 years old	30	6.0
	Above 25 years old	9	1.8
Frequency use of Animation and Comics Platforms	3 hours or below/ week	165	33.0
	4-6 hours/week	226	45.2
	6-8 hours/week	79	15.8
	Over 8 hours/ week	30	6.0

4.2 Confirmatory Factor Analysis (CFA)

CFA was used to determine the significance, validity and reliability of constructs. Hair et al. (2006) recommended that 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. 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	0.804	0.668 -0.734	0.806	0.509
Perceived usefulness (PU)	(Zhou, 2011)	5	0.814	0.643 -0.699	0.816	0.470
Attitude (AT)	(Kim & Qu, 2014)	4	0.808	0.634 -0.779	0.809	0.516
Trust (T)	(Zhou, 2011)	4	0.862	0.598 -0.925	0.865	0.622
Performance (PER)	(Zhou, 2011)	4	0.814	0.663 -0.760	0.815	0.525
Satisfaction (S)	(Zhou, 2011)	3	0.752	0.702 -0.718	0.753	0.504
Behavior Intention (BI)	(Zhou, 2011)	4	0.813	0.666 -0.762	0.833	0.501

In Table 4, a measurement model was analyzed in CFA. SPSS AMOS statistical software was used to determine the goodness of fit in the measurement model. The model ensures acceptable fit without adjustment, including CMIN/DF=2.087, GFI= 0.944, AGFI = 0.894, NFI=0.899, CFI=0.944, CFI = 0.944, TLI =0.936, RMSEA = 0.047. 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)	2.087
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.944
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.894
NFI	≥ 0.80 (Wu & Wang, 2006)	0.899
CFI	≥ 0.80 (Bentler, 1990)	0.944
TLI	≥ 0.80 (Sharma et al., 2005)	0.936
RMSEA	< 0.08 (Pedroso et al., 2016)	0.047
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	**0.714**						
PU	0.561	**0.696**					
AT	0.228	0.291	**0.718**				
T	0.302	0.297	0.018	**0.789**			
PER	0.414	0.383	0.114	0.143	**0.724**		
S	0.561	0.661	0.202	0.322	0.434	**0.708**	
BI	0.539	0.656	0.31	0.299	0.32	0.575	**0.710**

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 =2.758, GFI = 0.889, AGFI = 0.867, NFI=0.863, CFI = 0.907, TLI = 0.897, 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)	3.055	2.758
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.855	0.889

Index	Acceptable	Statistical Values Before Adjustment	Statistical Values After Adjustment
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.863	0.867
NFI	≥ 0.80 (Wu & Wang, 2006)	0.847	0.863
CFI	≥ 0.80 (Bentler, 1990)	0.891	0.907
TLI	≥ 0.80 (Sharma et al., 2005)	0.879	0.897
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	0.410	7.145***	Supported
H2: PEU → AT	0.552	9.416***	Supported
H3: PU → AT	0.131	2.437*	Supported
H4: PU→ BI	0.780	10.496***	Supported
H5: AT→ BI	0.280	5.515***	Supported
H6: T → S	0.378	7.106***	Supported
H7: PER → S	0.226	3.815***	Supported
H8: S → BI	0.500	6.622***	Supported
H9: T → PEU	0.249	4.362***	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 0.410, and t-value of 7.145.

H2: Perceived ease of use has a significant impact on attitude with standardized path coefficient of 0.552 and t-value of 9.416.

H3: Perceived usefulness has a significant impact on attitude with standardized path coefficient of 0.131 and t-value of 2.437.

H4: Perceived usefulness has a significant impact on behavioral intention with standardized path coefficient of 0.780 and t-value of 10.496.

H5: Attitude has a significant impact on behavioral intention with standardized path coefficient of 0.280 and t-value of 5.515.

H6: Trust has a significant impact on satisfaction with standardized path coefficient of 0.378 and t-value of 7.106.

H7: Performance has a significant impact on satisfaction with standardized path coefficient of 0.226 and t-value of 3.815.

H8: Satisfaction has a significant impact on behavioral intention with standardized path coefficient of 0.500 and t-value of 6.622.

H9: Trust has a significant impact on perceived ease of use with standardized path coefficient of 0.249 and t-value of 4.362.

5. Conclusion, Recommendation & Limitation

5.1 Conclusion and Discussion

This study achieves its purpose to investigate the determinants of behavioral intentions to use Chinese animation and comics platforms of senior students in Chengdu, China. 500 senior students were assessed to determine the results. Confirmatory factor analysis (CFA) and structural equation modeling (SEM) was formulated in SPSS AMOS statistical tools. As a result, all nine hypotheses are supported in this study. 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.

Based on the findings, perceived ease of use significantly impacts perceived usefulness and attitude. Cheung and Vogel (2013) supported that the ease of technology would directly affect customers' attitudes toward technology use. This study explains that the simpler the animation and comics platforms are, the more frequently students will use them for a long time. Additionally, users would perceive its usefulness, assuming that the system is simple and easy to use (Sun et al., 2008). In the technology acceptance model, use intention is influenced by ease of use and perceived usefulness (Venkatesh & Davis, 2000).

Behavioral intention is impacted by attitude and satisfaction. Attitude is a student's feeling affected by judgment on the good or bad experience on the platforms. Fishbein and Ajzen (1977) denoted that such feelings form an attitude by predicting the future and influencing our actions. Therefore, attitude is considered to be a reason for behavioral intention. Many studies have also shown that customer use attitude is determined by perceived usefulness

and perceived ease of use towards behavioral intention. (Davis et al., 1989). Satisfaction refers to students' positive and negative feelings about the interaction of animation and comic platforms. Butcher et al. (2001) acknowledged that consumers interacting with platforms would feel social comfort, affecting their satisfaction. Thus, the more satisfied they are, the better their impression of using a platform.

Satisfaction is significantly related to trust and performance. Trust demonstrates when the students feel platforms are reliable and trustworthy. Students tend to feel satisfied when they trust the use of a system. After establishing trust, satisfaction will be further established with an activity (Anderson & Narus, 1990). Furthermore, trust significantly impacts perceived ease of use, which can be implied by the ease of use and responsiveness of animation and comics platforms to establish users' trust.

5.2 Recommendation

The findings contribute to a new knowledge of what the young generation considers using animation and comics platforms. Thus, platform developers can exploit the results for the better development to enhance users' experience. The application of new technologies can make the production of animation content in this era prosperous. The general recommendations are to look into the three attribute structures of the cartoon gradually improve the community operation. Generally, app and platform developers can integrate internet and big data insight into user preferences. By looking at the key factors such as perceived ease of use and perceived usefulness, animators and system providers can upgrade the new technology to respond to users' needs. Additionally, content is key. Apart from the technical bodies of an animation and comics platform, content is the most crucial element to enhance "stickiness," or in this study, can be implied as behavioral intention. Moreover, satisfaction can be expressed when users feel they gain a good quality of such entertainment. Animation and comics platforms can also provide more attractive features such as chatroom or gamification to satisfy users.

In order to maintain existing users and attract new users, trust can be built upon strong marketing and a powerful message of communication. The psychological need of the user to enter and use the platform is also related to its performance. Therefore, the developers should consistently upgrade the system for better performance and to satisfy users more. Furthermore, the company and platform developers should elevate its core competitiveness to develop short and fast algorithm distribution, net red burst, high user activity, and strong commercial realization ability. Therefore, behavioral intention rate can be a key indicator to assess how well a platform performs and satisfies its users.

5.3 Limitation and Further Study

For limitations, this study only scopes the target population to be senior students in China-ASEAN Art College of Chengdu University, School of Art, Southwest University for Nationalities, and Sichuan Conservatory of Music. Besides, only three platforms are investigated (Tencent Animation and Comics, Bilibili, and Kuaikan Comic). The future study can extend to the different participant groups that would alter the findings. Next, qualitative or mix-methods should be considered to enhance the data analysis and results. Last, more variables, such as system quality, content quality, and actual use, can be examined.

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