AN ANALYSIS OF THE INTERNATIONALIZATION OF THE ANIMATION BUSINESS BASED ON THE BEHAVIORAL INTENTION OF MILLENNIAL USERS

by

Chittranjan Dunakhe

DISSERTATION

Presented to the Swiss School of Business and Management Geneva

In Partial Fulfillment

Of the Requirements

For the Degree

DOCTOR OF BUSINESS ADMINISTRATION

SWISS SCHOOL OF BUSINESS AND MANAGEMENT GENEVA

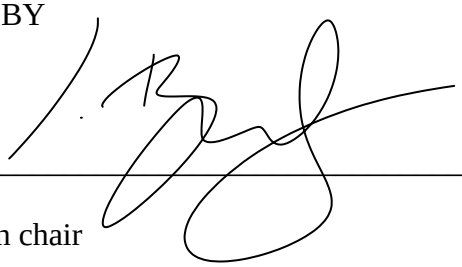
JUNE, 2024

AN ANALYSIS OF THE INTERNATIONALIZATION OF THE ANIMATION BUSINESS BASED ON THE BEHAVIORAL INTENTION OF MILLENNIAL USERS

by

Chittranjan Dunakhe

APPROVED BY



Dissertation chair

RECEIVED/APPROVED BY:

Admissions Director

ACKNOWLEDGEMENT

To Ljiljana Kukec, my professor, I would like to sincerely thank you for all of your help and support throughout this research project. In addition, I want to express my gratitude to my friends and family for their unfailing support and understanding during this academic journey. I also like to thank all of the participants for kindly giving of their time and wisdom to this research. Without their collaboration and support, this study would not have been feasible.

ABSTRACT

AN ANALYSIS OF THE INTERNATIONALIZATION OF THE ANIMATION BUSINESS BASED ON THE BEHAVIORAL INTENTION OF MILLENNIAL USERS

Chittranjan Dunakhe
2024

The globalisation of the animation business and its attractiveness to millennial consumers have made it important hubs for the creative economy. This research looks at how internationalisation initiatives and the use patterns of millennials have shaped the animation business. Based on the Unified Theory of Acceptance and Use of Technology (UTAUT) [1], The UTAUT the study intends to examine how millennial users' behavioural intentions towards internationalised animated content are affected by a number of factors, such as social influence, performance expectancy, and enabling conditions. Methodologically, information on millennial consumers' attitudes and actions about internationalised animation was gathered using a quantitative survey. The framework is created via a thorough literature study, and then theories are developed using the UTAUT model. In order to empirically validate the study's findings, data analysis involves analysing the complex interactions between technology utilisation, user behaviour, and internationalisation. Findings indicate that millennial users'

[1] The theoretical model of UTAUT suggests that the actual use of technology is determined by behavioural intention. The perceived likelihood of adopting the technology is dependent on the direct effect of four key constructs, namely performance expectancy, effort expectancy, social influence, and facilitating conditions. Source: https://open.ncl.ac.uk/theories/2/unified-theory-of-acceptance-and-use-of-technology/#:~:text=The%20theoretical%20model%20of%20UTAUT,social%20influence%2C%20and%20facilitating%20conditions.

intents to interact with internationalised animation are highly influenced by characteristics including perceived value, usefulness, and social impact. User involvement is also impacted by external issues like supply chain interruptions and piracy. Although the research provides useful suggestions for stakeholders in the animation business to improve strategic decision-making and user engagement, it also recognises several limitations, including sample size restrictions and self-reported data. To further our knowledge of user behaviour and technology adoption in animation, future study areas include analysing the effect of developing technologies on the animation business, evaluating the role of cultural variations on user behaviour, and examining a variety of viewpoints. All things considered, this research advances both theory and real-world applications in the animation industry's quest for worldwide growth.

DECLARATION

I hereby declare that this dissertation titled “An Analysis of The Internationalization of The Animation Business Based on The Behavioral Intention of Millennial Users” is the result of my own work, conducted under the supervision of Ljiljana Kukec. All sources of information used in this study have been duly acknowledged and cited. No part of this dissertation has been previously submitted for any other degree or qualification. Any assistance received during the research process has been appropriately acknowledged.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

AI - Artificial Intelligence

AR - Augmented Reality

ASEAN - Association of Southeast Asian Nations

BFI - British Film Institute

CAGR - Compound Annual Growth Rate

CGI - Computer-Generated Imagery

CI - Creative Industries

DVD - Digital Versatile Disc

ERP - Enterprise Resource Planning

GDP - Gross Domestic Product

IMF - International Monetary Fund

IP - Intellectual Property

ROI - Return on Investment

SMEs - Small and Medium Enterprises

TAM - Technology Acceptance Model

UK - United Kingdom

US - United States

UTAUT - Unified Theory of Acceptance and Use of Technology

VFX - Visual Effects

VR - Virtual Reality

CHAPTER I: INTRODUCTION

The current perception is that millennials are critical to the sales of every industry on account of their large numbers and high purchasing power. As a result, the primary objective of this research is to determine how individuals' intentions influence the animation industry. This chapter will summarize the research and establish the framework for future studies.

1.1 Background

Behavioural intention is displayed by Millennial users when they convey a desire for the subsequent adoption of a particular action or habit. In psychology, Wang et al. (2022) state that an individual's explicit intention and volition to behave in a particular manner stem from their own subjective standards, values, and beliefs. Individuals born during the period spanning from the early 1980s to the mid-1990s and early 2000s are frequently referred to as "millennials." Societal transformations, globalization, and rapid technological advancement characterize this era (Huttunen & Christensen, 2020). For technologically proficient millennials, the internet, social media platforms, and smart devices are all familiar. This has influenced their behavior, preferences, and interactions with various aspects of their existence, including the amount of media they consume (Dwivedi and Lewis, 2021).

Behavioral intention in this study pertains to millennial users' predisposition to consume and interact with international animated content. It is reported that millennials are dedicating a substantial duration to engaging with technology, with internet browsing and social media occupying a significant portion of their time, surpassing six and a half hours. In total, millennials in the United States allocate a remarkable 18 hours to consuming different types of media on a daily basis (Statista, 2023b). In terms of millennials, Asia leads the world. Millennials, who make up 1.1 billion of the population, represent as much as 24% of the entire

population. For example, in China, individuals under 40 hold the majority of passports. According to Visual Capitalist (2021) predictions, 75% of ASEAN's clientele will come from the Millennial and Gen Z generations by 2030. This indicates that the majority of people on the planet today are millennials, making them the most significant customer group for the animation sector.

Internationalization refers to the strategic process through which a business or industry expands its operations, products, services, and influence beyond its domestic or national borders to enter and establish a presence in international markets (Theodoraki & Catanzaro, 2022). Johanson & Vahlne (1977, p. 23) defined internationalisation as the process by which a company increases its participation in the global market environment gradually. Conversely, internationalisation is described as "the process of adapting firms' operations (strategy, structure, resources, etc.) to the international environment" by Calof & Beamish (1995, p. 116). It involves adapting to the cultural, economic, legal, and social contexts of different countries to effectively reach and serve diverse audiences (Narula et al., 2019). It is interesting to note that the widespread adoption of digital technology and rising market demand have contributed adequately and the creative sectors have experienced swift expansion globally over the last decade, placing a strong emphasis on inventiveness and originality. These industries, which amalgamate the realms of art, technology, and commerce, are recognized as effective means of bolstering a country's competitiveness in an interconnected global economy (Xing et al., 2018).

Among the artistic industries, the animation sector is distinctive in that it emphasizes innovative concepts, continuous technological advancement, and a broad audience. Combining elements from the design, gaming, and television industries, this one is a hybrid of the three. The proliferation of mobile devices, the pervasiveness of the Internet, the strength of social media platforms, and the popularity of satellite TV have all contributed to its meteoric ascent.

There has been an increasing utilization of visual effects (VFX) in media projects, video games, and animated films due to the growing demand for diverse forms of entertainment (Mukherjee & Sobhakar, 2020; Craig & Cunningham, 2019). Internationalization in the animation industry entails the production and promotion of animated content that appeals to individuals of diverse ethnic backgrounds. This must be substantially revised, translated, and localized to accommodate the requirements of various regions.

Creating, distributing, and displaying animated content such as films, television programmes, brief videos, advertisements, and digital media is a component of the animation industry. The process consists of several stages, including conceptualization, storyboarding, animation production, post-production, and marketing (Denison, 2023a). Denison (2023b) exemplifies the wide range of techniques and approaches employed within the industry, including conventional hand-drawn animation and state-of-the-art computer-generated imagery (CGI). As report by Statista (2023a), the projections indicated that, the global animation market's worth was anticipated to exceed 391 billion U.S. dollars, marking a five percent increase from the previous year's 372.4 billion dollars. The yearly value was predicted to maintain an upward trajectory over the following decade, reaching beyond 587 billion dollars by 2030. It is also noted that the animation industry caters to diverse audiences, including children, adolescents, and adults, and covers genres spanning from entertainment to educational content. In recent years, advancements in technology and digital platforms have transformed how animated content is produced, delivered, and consumed, contributing to the industry's global reach and internationalization efforts (Hermansson & Zepernick, 2019). Although the behavioral intention of users in the realm of international animation-based services represents their deliberate choice and motivation to engage with animated content originating from foreign countries, there exists a noticeable gap in understanding the factors that impact whether users actually act upon their intentions.

The ability to translate one's thoughts into actions is crucial due to external constraints, limitations, and conflicting objectives (Dubois et al., 2021). To create quality content, animation companies, content creators, and others in the industry must understand what users desire. Armed with this data, they are capable of devising strategies that are effective for audiences and foreign users alike. Given the increasing globalization of the animation industry, it is critical to comprehend the diverse array of objectives that youthful users might pursue. People's interactions with the media are profoundly influenced by the behavior of a large demographic known as millennials. They include their aspirations for the future and their preferred foreign animation media in their action plans. With this data, the animation company can make intelligent business decisions. Potentially adapting its services to customer demands could be accomplished by ensuring that the content it produces, promotes, and targets corresponds to customer preferences.

Furthermore, this data facilitates the development of content that millennials will appreciate, thereby enhancing user satisfaction and engagement (Dobre et al., 2021). Its ramifications transcend national boundaries, as individuals across cultures are more prone to embracing information that aligns with their preexisting beliefs and desires. This data not only mitigates the potential for content deficits but also facilitates the industry's ability to adjust to emerging technologies and shifts in consumer behaviour. Young user action plans must be examined by the animation industry if it is to remain competitive, foster innovation, and produce content that audiences around the globe desire to watch.

1.2 Statement of Problem

Despite the animation industry's efforts to expand globally, it remains critical to comprehend how individuals engage with culturally diverse content. Clearly, there is a dearth of comprehensive research in this area, despite the fact that it is gaining in significance to

investigate the determinants influencing the course of action of millennial users, particularly given the global expansion of the animation industry. These factors must be taken into account in order to develop effective strategies that will increase the engagement of this substantial audience with foreign animated content. Despite the critical nature of comprehending the social objectives of youthful users, the animation industry lacks sufficient knowledge regarding the fundamental factors that impede its successful entry into foreign markets. Consequently, there is a pressing need to assess the levels of acceptance and engagement among millennial users towards international animated content. This research is vital to align industry strategies with the expectations and preferences of this key demographic. Hence, research in this area has become essential as addressing these aspects not only contributes to academic knowledge but also equips the animation industry with actionable insights to navigate the challenges of international expansion effectively.

1.3 Aims and Objectives

The core aim of this study is to analyze the factors influencing the internationalization of the animation business by focusing on the behavioral intention of millennial users to understand the key drivers and barriers to the international expansion of the animation business.

The specific objectives of this study are:

- To explore the significance of analyzing the behavior of users for international expansion of the animation business.
- To identify the factors that influence millennial users' behavioral intention during the internationalization of the animation business.
- To analyze the impact of the factors influencing the internationalization of the animation business by focusing on the behavioral intention of millennial users.

- To propose practical recommendations for the animation industry to enhance millennial users' acceptance and engagement with international animated content based on the UTAUT model.

1.4 Research Questions

1. What is the significance of analyzing the behavior of users for the international expansion of the animation business?

2. What are the factors that influence millennial users' behavioral intention during the internationalization of the animation business?

3. What is the impact of the factors influencing the internationalization of the animation business by focusing on the behavioral intention of millennial users?

4. Which practical recommendations can be adopted for the animation industry to enhance millennial users' acceptance and engagement with international animated content based on the UTAUT model?

1.5 Significance of the Study

The significance of conducting a study in this research area is twofold: it contributes to both academic understanding and industry application. By delving into the behavioral intention of millennial users regarding the internationalization of the animation business, the study enriches academic insight into consumer behavior within a global media context. This exploration of factors driving or hindering the animation industry's global expansion offers valuable data for businesses. Identifying key drivers and barriers informs strategic decisions, aiding in effective content creation, distribution, and marketing. This data can contribute to the expansion of the industry by generating novel content that resonates with a diverse audience.

In addition to influencing the market, the study's findings assist animation companies in remaining competitive by catering to the demands of the millennial generation. Policymakers may also find this information beneficial, as it can facilitate communication between media entities representing various cultures. The study employed the UTAUT model, demonstrating its applicability beyond the realm of technology. This may result in comparable model applications in other domains. The study has implications for commerce, science, government, and industry, in addition to theory. The information provided is valuable in enhancing our comprehension of the increasing globalisation of the animation industry.

1.6 Limitations of the Study

Although the research study possesses commendable objectives, there exist certain concerns that may restrict its applicability and scope.

- First, by concentrating on youthful users, the preferences and aversions of other age groups may be overlooked, making it more difficult to generalise the findings to a broader population.

- The study's emphasis on behavioural intention might not comprehensively represent real-world actions due to the fact that intentions do not invariably materialise into actions.

- An overemphasis on the UTAUT model within the animation industry could potentially omit critical considerations pertaining to internationalisation. There is a possibility that cultural and operational differences in enterprises will not be duly considered.

- Lastly, the study may have lacked the perspectives of influential individuals in the animation industry, such as marketers and content creators, whose insights could have provided a more complete picture of internationalisation issues.

1.7 Delimitations of the Study

The research will investigate the significance of closely monitoring user activity in light of the animation industry's global expansion. One facet of this is determining how consumer trends, customer preferences, and perspectives influence industry strategies for entering and controlling global markets. Finding out what affects youthful consumers' plans of action as the animation industry experiences internationalisation is a crucial component of the research. The research will investigate the overall impact of the factors included in the list on the process of internationalisation. While keeping user preferences in mind, this includes investigating how these factors aid or hinder the animation industry's ability to enter global markets. The research will focus on the behavioural objectives of millennial users, considering their perspectives and incentives regarding interaction with foreign animation content.

1.8 Assumptions

The study's specific objectives delineate certain fundamental assumptions that influence its design, methodology, and data analysis.

- According to the study, millennial consumers are crucial to the success of animation industry internationalisation efforts.

- The research suggests that examining users' behavioural intention can be a useful method for predicting their potential actions.

- The research employs the UTAUT model, which is considered to be crucial to the internationalisation of the animation industry.

- Appealing to the preferences and behavioural tendencies of millennial users is hypothesised to be an effective strategy for increasing the engagement and adoption of foreign animated content, according to the study.

1.9 Chapter summary

The second chapter of the dissertation is aimed at reviewing sources on the rapid spread of the animation industry within the creative economy, under the influence of transformative technologies and strategic deployment from internationalization. It further goes ahead to track this evolution in the industry; with the first tools used being from traditional, moving towards modern digital CGI, and as such shows how advancements like AI and VR are changing everything, right from production to viewer involvement. This chapter discusses internationalization as a international strategy through the illustration of benefits and challenges of adapting to the diverse markets and regulatory environments in meeting the growing international demand for animation. Specifically, the chapter addresses the area of the millennials who had been regarded as the influential key consumer demographics with strength in technology and media consumption that provoke trends within the industry. The article, through the UTAUT model, finds out how performance expectancy, effort expectancy, social influence, and facilitating conditions affect millennials' acceptance and use of animation technologies. The next chapter hones on identifying research gaps, one of which is the lack of extensive research on how the preferences and behavioral intentions of the millennials affect the internationalization and technological adoption within the animation industry. Finally, this will cement the need for further research to understand how these demographic shifts are affecting strategies within the global market.

1.10 Definition of Terms

The study provides the following definitions for its foremost terms:

Behavioural Intention: Refers to millennial users' cognitive propensity to engage in a specific behaviour, in this instance, their intention to engage with and ingest foreign animated content. It indicates they have made the decision and are prepared to examine the specified content. That means they have decided what they want to do and are ready to look at the information you gave them.

Millennial Users: Individuals classified as members of the millennial generation were born between the early 1980s and the mid-1990s or the early 2000s. They possess adeptness in utilizing contemporary technology and derive personal pleasure from media. This study is predominately concerned with this population.

UTUAT Model: The objective of the UTUAT Model is to illustrate how individuals perceive and employ technology. This category of research demonstrates that individuals' behavior influences their technology usage and adaptation to new systems. This study employs the UTAUT model to determine the behavioural intention of millennial users in relation to viewing animated content while flying.

Internationalization: When a business or industry decides to grow its activities and customer base outside of its home country, this is called internationalization. This means making changes to goods and services to meet the needs and wants of different cultural groups, connecting with foreign marketing platforms, and finding solutions to problems that arise across borders.

CHAPTER II: LITERATURE REVIEW

This chapter takes a close look at how transformative technologies and ideas from the creative economy are used to give a strategy review of the animation industry's rapid growth. Expanding abroad has pros and cons, and this piece focuses on the animation business to show these points. This part also talks about the importance of millennial users, including their unique demographic traits and behavioural goals, in order to be ready for a study of technology acceptance using the UTAUT model.

2.1 Evolution of the Animation Industry

An awareness of the creative economy and animation enables one to discern the evolving nature of business and the contribution of animation to economic expansion. Acquiring this knowledge is critical for facilitating informed decision-making and adjusting to industry dynamics.

2.1.1 Creative Economy and Animation's Contribution

The creative economy, according to Daliot-Bul & Otmazgin (2020), is a business model in which artistic and cultural products and services are manufactured and sold for profit. The rapid evolution of the global system is elevating the significance of thought, information, and intellectual property. The importance of innovative concepts, artistic expression, and design in fostering economic expansion is emphasized. Harper asserts that the creative economy fosters innovation and originality by placing a premium on intangibles such as technical expertise and culture. Due to the critical nature of intellectual property rights, this field is considerably more valuable. Furthermore, it fosters social innovation and yields substantial benefits for both the corporate sector and the broader community. According to a study by Bilan et al. (2019), creative industries (CIs) could aid the development of countries undergoing change. CIs are

crucial to the transition away from traditional economies because they generate employment and contribute value to commodities and services, despite the fact that they currently represent only a small portion of the global gross domestic product (GDP). The importance of the business environment, consumer demand, and institution quality in determining the development of CI is emphasized in the study. The government should place education, infrastructure, access to financing, and the regulations and laws that govern CIs at the top of its priority list in order to promote their expansion. They ought to accomplish this by studying industrialised nations.

According to Hernández (2019), traditional hand-drawn techniques were used in the early 1900s, and animation has advanced significantly over the last century. With the introduction of synchronized sound and popular characters like Mickey Mouse in the late 1920s, this art form expanded to include sound. The 1950s and '60s introduced television animation, followed by the digital revolution in the '90s, with the rise of computer-generated imagery (CGI). From the early twentieth century, the adaptation of illustrated albums to animated films has led to a wide range of developments and today, animation is a diverse global industry. Liu (2021) further highlighted that the animation industry has evolved within the creative economy by harnessing innovative techniques and cultural elements. As it transitioned from traditional animation to CGI, it has expanded its scope from entertainment to education and advertising specifically. Animation has become a global cultural force, enriching the creative economy that combines media, film, and character businesses.

2.1.2 Transformative Technologies and Animation Business

Hernández (2019) asserts that the convergence of transformative technologies is causing a significant shift in the animation industry. Recent research conducted by universities supports this conclusion. These technologies are transforming numerous aspects of animation

production, distribution, and viewing. Furthermore, they are engendering novel prospects and challenges. One of the positive aspects, according to Li (2021), is that machine learning and artificial intelligence (AI) are implemented during the animation creation process. This combination accelerates the animation and figure rendering during production, resulting in cost savings and improved efficiency. The overall caliber of animation can be enhanced through the utilization of AI-driven tools that assist animators in creating more lifelike and intricate movements. According to Liarokapis et al. (2020), virtual reality has revolutionized animation by providing users with engaging and dynamic narrative experiences. This demonstrates how virtual reality has the potential to significantly increase people's interest in animated characters and stories. It is unaffected by this technology how individuals listen to stories or the adaptability of a school environment.

According to Jessen et al. (2020), augmented reality is gaining traction in the animation industry, particularly for branding and marketing purposes. Augmented reality (AR) is utilized to increase consumer interest in advertisements and products, thereby increasing brand recognition. With the assistance of augmented reality (AR), it is possible to create animated content that is both original and engaging. This provides companies with additional opportunities to interact with their clients. Huge quantities of data and analytics, according to Parkinson et al. (2020), facilitate the creation of content from data. Also expanding at a rapid rate is this sector of the animation industry. Companies in the animation industry will benefit from customizing content for various demographics because it will pique the interest of users and increase sales. Studio productions can enhance the appeal of their content for the intended audience through the analysis of data and user feedback. The company's expansion provides it with a competitive advantage. The introduction of new technologies into the animation industry, according to Golf-Papez et al. (2022), elevates the significance of moral and social concerns. The possibility that technology could lead to job loss has generated considerable

concern. As AI and machine learning gain greater significance in the industry, it may become more difficult for production staff and artists to acquire new skills. Privacy and security concerns also arise in the context of data collection and utilization for analytics and personalization. Conversely, Brenner (2018) asserts that the integration of cutting-edge technologies into the field of animation can yield numerous solutions to challenges. AI improves efficiency while allowing individuals to express their creativity. Ethical considerations are incorporated into data regulations designed to safeguard the privacy and security of users. Interest can be piqued through the use of virtual reality (VR) and augmented reality (AR) in marketing and narratives. This combination conceals the worst in the negative and brings out the best in the positive.

2.1.3 Animation industry Overview

The creative economy actively promotes innovation and ingenuity, emphasizing the value of cultural knowledge and intangible assets such as culture and technology. This sector is characterized by independent intellectual property rights and generates significant added value. The creative industry, including the animation sector, plays a crucial role in fostering social innovation through its economic and societal contributions (Harper, 2021). The animation industry, a key component of the creative economy, has shown remarkable growth and development over time (Nurjati et al., 2020).

From its early days, the animation industry has evolved through gradual innovation and expansion. Recent advancements in technology, IT, and networking, along with their increased accessibility to a broader audience, have spurred significant growth in this sector (Jiang, Wang, & Tsai, 2022). Modern technology enables the creation of highly precise, fluid, and visually appealing animations. Today's media—ranging from films and animated shows to web series—

feature the best in CGI, VFX, and graphics, marking a new era of high-quality animation. The demand for strong, original content that includes immersive world-building, character development, and storytelling is on the rise. These technological advances are dramatically transforming the industry (Mukherjee & Sobhakar, 2020). According to Navarro (2017), the global animation market is expected to surge from $354.7 billion in 2020 to $587.1 billion by 2030 (Figure 1). Despite these achievements, there is still limited research on effective practices to further enhance the growth of the animation industry.

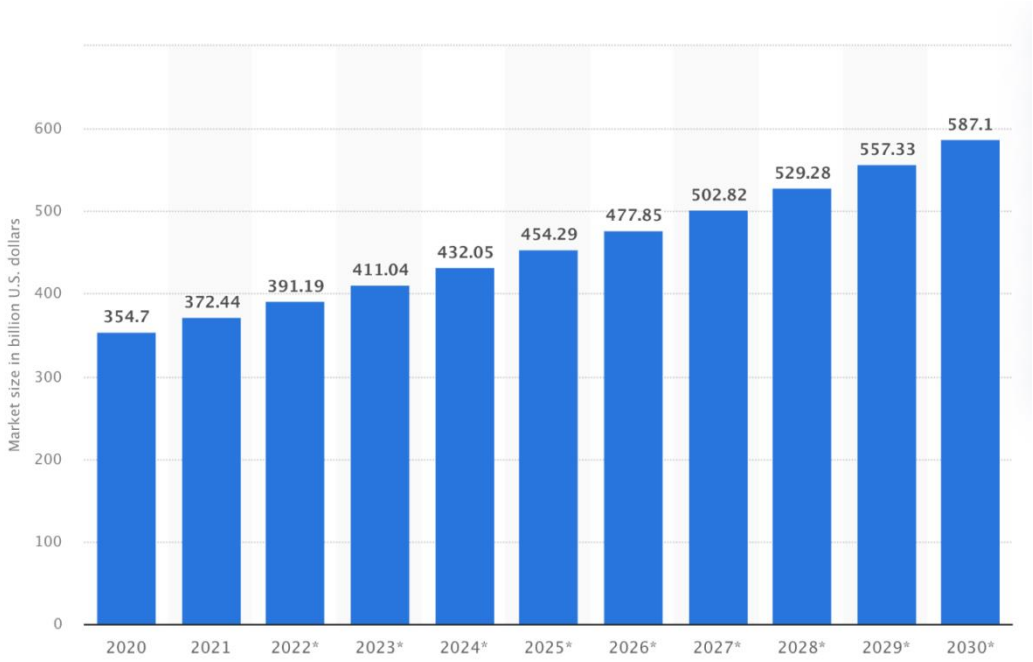


Figure 1: Market size of the animation industry 2020 - 2030 (in billion U.S. dollars)

Source: Navarro (2017)

The global animation industry has witnessed significant growth and transformation, driven by advancements in technology and changing consumer behaviors. As of 2024, the industry is projected to continue its robust expansion, with the global animation market size has reached $400 billion by the end of 2023. In 2022, computer-generated animation dominated the market, making up approximately 85% of the industry. This trend is set to

continue with the 3D animation segment, which is expected to grow rapidly, reaching a market value of over $50 billion by 2025, growing at a compound annual growth rate (CAGR) of 11%. Additionally, the employment landscape in animation is robust, with over 60% of animators working in the film and television industries as of 2023, indicating a strong demand for animated content in traditional entertainment sectors (Solomons, 2023).

Moreover, environmental sustainability is becoming a priority within the industry. Many animation studios have adopted greener practices, achieving a 50% reduction in carbon emissions through sustainable animation techniques. This shift not only helps mitigate environmental impact but also aligns with global efforts to combat climate change. Looking forward, the industry is poised for further evolution with the adoption of cloud-based technologies. By 2026, it is anticipated that half of all animation studios will utilize cloud platforms, enhancing remote collaboration and significantly reducing the overhead costs associated with physical infrastructure. This transition reflects the broader digital transformation trends across industries, emphasizing efficiency, flexibility, and scalability. (Solomons, 2023).

In terms of internationalization, Asia-Pacific is set to experience the fastest market growth, driven by booming markets in China and India. China is expected to surpass North America as the world's most significant theatrical movie market in the next few years. Additionally, the rising popularity of animation in educational content and advertising is contributing to the industry's growth, with e-learning platforms projected to incorporate animation significantly by 2025 (Phuc, 2024).

2.2 Internationalization and Animation Businesses

An business strategy that aims to expand its customer base in foreign nations is known as internationalization. In great depth, the definition of "internationalization" as it pertains to the animation industry is examined. The following section discusses the numerous challenges associated with internationalisation, focusing on the challenges faced by animation businesses. To combat issues of piracy and circumvent the labor-intensive nature of animation creation, conventional strategies are being modified with extreme caution.

2.2.1 Defining Internationalization

Internationalisation is a fundamental concept in the field of business planning, as stated by Johnson & Vahlne (1977). It refers to the gradual expansion of a business into international market environments. This methodical and regulated expansion into international markets is demonstrated by the incremental development. In order to achieve global engagement, each phase is carefully planned. Conversely, Calof & Beamish (1995) adopt a more comprehensive perspective regarding the phenomenon of internationalisation. It is reportedly the process by which businesses modify their resource allocations, organisational structures, and strategies to ensure their continued existence and prosperity in the demanding and complex international business environment. It is clear from this explanation that internationalization is a big change that affects every part of a business.

It is also said by Morais & Ferreira (2020) that internationalization is when a business gradually commits itself more to global markets. Internationalisation appears to be a successful strategy for the animation industry, which has been expanding gradually but consistently (BFI, 2023). According to Ma'wa & Muhtarom (2023), internationalisation drives the growth of companies in this industry by capitalising on the increasing global demand for animation

content. Expanding internationally in the animation industry entails more than simply entering new markets. Moreover, it entails establishing a worldwide presence and ensuring that content is financially and culturally significant to individuals across the globe.

Additionally, internationalisation is a necessity for the animation industry to generate profits and development, according to Melody (2019). In this fast-paced industry, the increasing demand is primarily attributable to the younger generation. According to Liu & Elms (2019), animation companies must produce high-quality content that is not only well-marketed but also culturally pertinent and simple for individuals from all over the world to comprehend. In order to effectively engage this significant demographic, enterprises must possess an extensive understanding of their viewing predilections and behavioural tendencies (Liu, 2021). These fundamental concepts will assist the animation industry as it progresses towards internationalisation. Its impacts extend beyond mere entry into international markets. It is about having a global footprint that transcends geography and ensuring that activities are consistent with the cultural differences of people around the globe, according to Ma'wa & Muhtarom (2023).

2.2.2 Challenges in Internationalization

The internationalisation process is inherently dynamic and diverse, mirroring the intricate nature of various sectors and the perpetual evolution of the global economy. The animation industry is no different from other sectors in that internationalisation invariably presents its own unique set of challenges. (Daud, 2021). As a result, it is critical to discuss the numerous issues associated with internationalisation, focusing specifically on the issues that animation companies encounter. An important concern, as highlighted by Eduardsen & Marinova (2020), is the lack of practical applicability of existing internationalisation models. A multitude of

prevalent concepts and frameworks fail to adequately elucidate the intricacies of the animation industry. According to Peng (2023), traditional internationalisation strategies are difficult for animation companies to implement in their unique context. Plagiarism, larceny, and duplication are issues that contribute to the disorderly nature of the market. The production, transportation, and sales chains of the animation industry are not yet entirely developed, which generally retards expansion. The lack of a specialized internationalization method that adequately caters to the requirements of animation companies is evident, as stated by Mitkus & Maditinos (2017). The animation industry heavily depends on amateur labor, which is in stark contrast to many other sectors. This poses a significant risk to potential benefactors and undermines the ability of animation companies to secure funding. Without a well-defined internationalization strategy, these businesses are incurring greater financial risk by expanding internationally.

Animation is more difficult, according to Yoon (2015), because it requires a substantial quantity of labor. A substantial portion of the animation industry employs external production methods, whereas hand-drawing and coloring are integral components. Furthermore, concerns identified by Carey et al. (2019) within the creative sector of the United Kingdom have significant ramifications for animated enterprises seeking global expansion. The insecurity and ingenuity of animation firms may be compromised if their creative staff is honed less effectively due to unstable and low-paying employment. Animation companies must employ personnel with computer and data literacy in order to adapt to the ever-changing demands of the creative sector. Securing proficient animators may prove challenging due to the relative underrepresentation of artistic education in comparison to technical education, as well as the incongruity between business requirements and technical education.

2.3 Factors influencing internationalisation

Internationalization is understood through various scholarly definitions that highlight its progressive and adaptive nature in business. Johanson & Vahlne (1977) described it as a gradual process where a firm increases its involvement in international markets. In contrast, Calof & Beamish (1995) emphasized that internationalization involves adapting a company's operations—such as strategy, structure, and resources—to international environments. Saridakis et al. (2019) further synthesize these views by noting that internationalization is essentially about expanding business operations into global markets. Together, these perspectives provide a comprehensive view of how businesses engage and adapt to the international market.

2.3.1 Market Factors

Jiang et al. (2020) identify that the factors accounting for the market attractiveness lie among the key determinants for the firm internationalization process, where they decide why, when, and how to enter a foreign market. Most often, it is the size and growth of the foreign market that makes it attractive. Much more appealing markets would be those that are much larger in size and have very high growth rates, since they promise a greater possibility for the return on investment. Larger markets with high growth rates would always be much more appealing in light of promising a greater potentiality for return on investment. Firms need to evaluate economic indicators—growth of GDP, population, and consumer spending trend—while assessing. Further, Khan (2020) goes on to affirm that understanding the competitive landscape is pertinent for any firm seeking to venture into a new market. This ranges from the identification of already-existing competitors, distribution of market shares, to the intensity of market rivalry. The firm has to compare its strengths and weaknesses with the competitor and

try to figure out whether there is any potential that the firm can offer a superior value or even fill the gap left by the competitor.

As explained by Borino et al. (2024), trade policies largely impact the ease with which the firm can penetrate and operate within a foreign market. Cost structures and the pricing strategy can vary through tariff quotas and non-tariff barriers. The companies will have to navigate these legal and economic constraints with the most local legal advice and planning efforts to effectively optimize their strategies to enter and operate in this marketplace. Furthermore, Nam & Kannan (2020) go on to say that success in the international market is anchored on an understanding of cultural subtleties underlying the behavior tendencies of local consumers and the regulatory environment. This means there is variance in consumer preference across different regions of the world, hence the need for localization of product offering, marketing communication, and operations. It is also mandatory to meet the local laws and regulations to avoid litigation problems and make the running of business smoother.

2.3.2 Organizational Resources and Capabilities

Breuillot et al. (2022) explained that organizational resources and capabilities are some of the important dimensions in firm internationalization and, at the same time, reveal significantly the firm's ability to enter foreign markets and be successful therein. Thus, advanced technologies can nowadays open up great competitive edges in global markets. The advanced technological capacities of companies enable innovation, improvement of product offers, and improved operations across borders. On the other hand, this enhances efficiency but also is able to ensure the firm adapts to the changes taking place in the new market environment and to consumer demands more quickly. From another point of view, Chen et al. (2024) argue that

international expansion stands better chances of success where qualified manpower is in place to execute and run operations across the borders. Such teams or individuals do have knowledge of the practices held within the international circuit, subtleties of the respective culture, and conditions within the local markets. First, the ability to attract and hold such talent helps to sustain long-term growth in foreign markets. Adding further, Oliva et al. (2022) argue that adequate financing is necessary in that it takes care of the sunk costs of entering new markets—comprising market research, local business setup, and compliance with foreign trade regulations. It provides financial strength that gives the firm resiliency required in times of challenges, which one cannot easily avoid avoiding operational instability. According to Luo (2021), organizational readiness alludes to the overall preparedness of the organization in terms of strategic fit, cultural adaptability, and operational flexibility required in managing cross-border operations. Companies whose strategies for globalization are coherent and capable of adaptation to very different environments, both business and cultural, will be most likely to succeed in an international sphere. By leveraging these resources and capabilities, firms will be able to negotiate the intricacies of international markets effectively and convert the global challenges more easily into opportunities for growth by this advantage.

2.3.3 Strategic Drivers

George & Schillebeeckx (2022) put it that strategic drivers for internationalization anchor the critical alignment of a company's global ambitions with the overriding business strategy, focusing on the long-term goals and elements of strategic fit. This driver is critical in determining the direction and success of a company's expansion into international markets. Growth opportunity is among the key motivations of the firm in the decision of internationalizing. Entry to new markets may yield access to a bigger customer base and higher

potentials in terms of revenues. This clearly stems out, especially to companies that come from saturated domestic markets or industries identified with slow growth; hence, international expansion may provide a path to better business scalability.

Moreover, Lewin, Ramamurti, & Rose (2023) add that entering a foreign market allows the firm to diversify its market presence, reducing the dependency from one market and, at the same time, spreading the economic risk. Operating in several countries helps firms even out the cash flows and the earnings since the harshness of a specific country might be, due to various reasons, offset by a stronger performance located elsewhere. This diversification even goes to the extent of sourcing and logistics, providing companies with the opportunity to optimize their supply chains and reduce their costs. The third strategic driver is gaining competitive advantage. Through internationalization, companies may enter foreign markets so as to take advantage of unique competencies and superior products which are currently not available in the local market, thus establishing themselves as market leaders. Besides, the competitive global environmental trends force the firm to continue innovating so that it improves its competences even in the local market. Martos-Martínez & Muñoz-Guarasa (2021) went further to agree that the need to access important resources, be it raw materials, technological knowledge, or human capital, can also motivate the need to go international. The firms often consider establishing operations in regions where these resources are abundant or cost-effective, thereby enhancing overall operational efficiency. Firms may also be internationalizing in reaction to the globalization strategies of competitors. In fact, it can be just as crucial that a firm, to remain relevant within the industry, keeps pace with competitors who are pushing the borders outside the country.

2.4 Significance of Millennial Users

By examining internationalization within the framework of animation companies, one can gain insight into the strategic expansion of this dynamic sector into worldwide markets, all the while being cognizant of the opportunities and obstacles that present themselves. The findings will be examined in greater detail in the subsequent sections of the study. Previous research will be utilized to illustrate the level of difficulty that animation companies face when attempting to expand globally.

2.4.1 Millennial Demographics

Diverse interpretations concur that the millennial generation, comprising individuals born from the early 1980s to the early 2000s, has significantly influenced public behavior and television programming. Due to their upbringing during a period characterized by rapid technological advancements, globalization, and significant societal transformations, Millennials possess distinctive values, experiences, and lifestyles (Bhalla et al., 2021; International Monetary Fund, 2017). Understanding millennials is contingent on one's comprehension of their technological usage. They are widely recognized for their adeptness in utilizing digital tools, the internet, and social media. According to Dwivedi & Lewis (2021), these technological platforms have not only integrated themselves extensively into individuals' daily lives, but have also significantly influenced their behavior and preferences. They dedicate over six and a half hours each day to activities such as browsing the web and engaging in social media. This demonstrates the profound impact that the digital age has had on their way of life. Incredibly, millennials in the United States devote 18 hours per day to various forms of media, per Statista (2017).

Millennials are distinctive in additional respects besides their technological prowess. Their worldviews and convictions were shaped by the rapid pace of globalisation and social transformation during which they were raised (Johnson et al., 2022). On similar lines, Deloitte (2023) highlights that millennials are a generation that values inclusivity, diversity, and social justice, often prioritizing brands and media content that align with these principles. Their experiences growing up in a rapidly changing world have made them more adaptable and open to new ideas, making them a key demographic for industries seeking to engage a dynamic and evolving consumer base. Demographically, millennials are currently the largest group worldwide (International Monetary Fund, 2017). Asia, in particular, boasts a substantial millennial population, with 24% of its total population, around 1.1 billion people, falling into this age group. China, a prominent example, has a significant number of passport holders under 40 years of age. Looking ahead, it's projected that 75% of ASEAN consumers will belong to the Millennial and Gen Z generations by 2030 (Visual Capitalist, 2021). This underscores the significance of millennials as a crucial consumer segment not only in the United States but also on a global scale.

2.4.2 Animation and Behavioral Intentions

For instance, when attempting to target millennials, Gan et al. (2021) assert that behavioral intentions are crucial for comprehending why individuals are willing to use and expend money on products or services. Comprehending these objectives is critical in view of the globalization of the animation industry. Behavioral intention, according to Fithriya et al. (2019), reveals what individuals truly desire to use, thereby facilitating our comprehension of their desires and decisions. The growth and success of the animation business will be significantly influenced by Millennials' behavioral goals. It is important to have a full understanding of the usual behavior of this group of people because a lot of them are regular customers. According to

Watson et al. (2023) and Caraka et al. (2022), millennial buyers are those who were born between 1981 and 1996 and are known for having specific needs and wants. Understanding their intention is important for getting and keeping their attention.

Suki & Suki (2017) thought about the students' behavior goals when they were making animation and story apps. It was discovered that social pressures, performance standards, and effort standards had a significant effect on students' intention to develop their imaginations through narrative and animation. If the animation business wants to draw millennial users, these results should make them happy because they show how important it is to make goods that meet these needs. Raman and Thannimalai's study from 2021, on the other hand, showed that things like hedonic drive and events that made behavior easier did not have much of an effect on students' behavior goals. It is important to fully understand the choices millennials make because their planned action may change depending on the situation and the result they want.

Motorized ads are a common way for marketers to get people of all kinds interested. Referring back to what Goel & Upadhyay (2017) said, using funny characters like Vodafone ZooZoos may help people remember things better. This shows that animation can be used by people of all ages, which makes it a good way to get millennials and other customers interested. Morais & Ferreira (2020) say that because the animation business is growing around the world, it is important to know its problems and its target audience, which is made up of millennials. If the animation business wants to keep growing steadily and methodically, it needs to look for ways to expand internationally. Neufeld says that there are 1.8 billion millennials in the world. They are a big target market because of this, and knowing how they act is important for doing well in the world market.

2.5 Unified Theory of Acceptance and Use of Technology model

With the Unified Theory of Acceptance and Use of Technology (UTAUT), professionals may be able to learn more about how people act and how they feel about new technology. One example of this kind of model is the Theory of Reasoned Action (TAM). Another is the Theory of Reasoned Action (TAM). This model, according to Abbad (2021), shows the main factors that affect people's choices about how to use technology and their real willingness to accept such tools. This review looks at more than just the person's gender, age, level of activity, and work history. Performance standards, good conditions, and the effect on society are also taken into account. Wedlock & Trahan (2019) say that UTAUT gives us a uniform and flexible way to talk about tools and people's behavior. It is important to remember that people's choices about how to use technology are affected by many social and environmental factors, not just how easy it is to use and how fast it is. UTAUT also helps make tools that are easy for people to use, which is good for expert staff. The research by Dwivedi et al. (2019) shows that the model correctly predicts and explains how people will accept and use technology in different situations. In addition, it could be used for a wide range of things. As a result, it is an important tool for understanding technology and making it easier to use in different situations.

The UTAUT model, according to Ramos (2017), is a great way to find out how millennials plan to use technology to achieve their behavioural goals. Millennial technology users use it in specific ways because that is how they were born. UTAUT is very helpful in this situation because it was carefully made with many things that affect how people use technology in mind. Kurniawan et al. (2021) found three UTAUT factors: the social effect, the effort prediction (how easy the user thinks it is to use), and the result hope. These factors have an impact on millennials' intention to use new tools. Millennials' behavior is significantly influenced by the idea that technology can make everything better and boost output. The model looks at both the

person's attitudes and the situations that make those attitudes stronger. This is especially important for millennials, who might not know much about technology or have trouble getting to it.

Nawaz (2020) says that businesses, institutions, and governments need to know how millennials choose the tools they will use. Through the study of real-world data about how people use new technologies in different situations, UTAUT experts may be able to help develop and sell technologies that appeal to this group of people. In the context of the animation industry's attempts to grow worldwide, Dasgupta & Grover (2019) assert that the UTAUT model is also very helpful for identifying the behavioural goals of young consumers. How far a company can go in foreign markets depends a lot on how many millennials join. It is important to know what tools and daily habits they like best. The UTAUT framework has four parts: favorable conditions, effort expectancy, performance expectancy, and social effect. These parts can be used to look at how millennials understand and accept technology when it comes to animation platforms, services, and material. Zarei et al. (2018) say that this information is very important for the company because it helps them improve their international efforts and make sure that the technologies and materials they offer are appealing to millennials, which ultimately leads to their global success.

2.5.1 Performance Expectancy

In the dynamic technological landscape, understanding what really drives users' intentions to perform a behavior, especially in industries like animation that are looking for international expansion, is paramount. The Unified Theory of Acceptance and Use of Technology (UTAUT) presents a very inclusive framework whereby the construct of performance expectancy emerges as the unique and principal factor that underlies the users' intention. Recent research in disparate domains underscores the deep influence of performance expectancy on technology

acceptance decisions. Al-Saedi et al. (2020) provide empirical validation of the UTAUT model in the context of Oman with respect to mobile payment adoption and further elaborate that performance expectancy is the first predictor of the user intention to adopt the mobile payment system. This point leads to the importance of the role of performance expectancy in shaping users' perceptions regarding the technology's potential to improve job performance. In the line of this, Elsha et al. (2022) further give a kind of trial to the use of E-learning systems, where the performance expectancy fails to show a significant effect within the Faculty of Economics and Business. However, underlying much of this broader literature is an appreciation for the multifaceted nature of technology adoption, whereby contextual factors can influence the salience of performance expectancy in different settings.

In the era of smart cities, Jena (2021) investigates the adoption of smart services and points to the important role of performance expectancy among the number of UTAUT factors. Thus, performance expectancy is one of the factors that significantly influences user intention to use smart services in the present study, along with effort expectancy and attitude, which displaces its relevancy in different technology contexts. Further, it is with the extension of increasing relevance to the performance expectancy when Shoheib & Abu-Shanab (2022) add the expectations of performance to the relevance of the adaptation of UTAUT2 model in the domain of social commerce. Their results point to the mediating role performance expectancy has in predicting perceived value indirectly affecting behavioral intention, pointing to a complex interplay between user perceptions and acceptance of the technology.

In this background, the study of the internationalization of the animation business would benefit tremendously if the insights of performance expectancy research could be leveraged within the UTAUT framework. This study is based on millennial users and dissects the factors

influencing behavioral intentions in the context of international expansion. Therefore, this study objective synchronizes well with UTAUT model capabilities in multiple dimensions. It identifies in such depth the drivers and barriers drawing an intention for the millennial users and adding great value to understanding the processes of the animation industry towards internationalization.

2.5.2 Effort expectancy

Effort expectancy, a determinant derived from the Unified Theory of Acceptance and Use of Technology (UTAUT), played a central role in predicting users' intentions towards the behavior of technology adoption. A role of effort expectancy, from a wide array of studies in different areas, has appeared very clear in having a bearing on the acceptance of the user and usage behavior, with its multifaceted implications for technology adoption. In the study of the online flipped classroom during COVID-19, the study of Haneefa (2023) is very inspiring with how effort expectancy has actually proven to be a great predictor of the students' intention to engage with educational technologies. In fact, those online learning platforms are so user-friendly that accessibility and involvement of students, especially the talented ones, soar sky-high, and it consequently proves that user-friendly interfaces can really have a huge transforming potential in education.

Building on such postulations, Thomas, Singh, & Renville (2020) explore the adoption of mobile learning in the Caribbean to reveal how effort expectancy influences the behavioral intentions of the users amidst such varied university environment scenarios. Their findings further prove that there is a relationship between the perceived ease of use and increased use intention—something that critically underpins the necessity for a frictionless user experience

to further adoption of the technology within educational settings. Beyond academia, one gets further insights on effort expectancy and its influence on customer acceptance in Jeon et al.'s (2020) study on self-service technologies in restaurants. The latter explains how "user-friendly" interfaces and "streamlined processes" enhance customer experiences, increasing acceptance and use of self-service technologies in the hospitality industry.

Abbad (2021) further exposes that the use of e-learning systems within developing countries brings an even more direct influence of effort expectancy on students' intentions to use educational platforms such as Moodle. The study underscores the importance of easy-to-use technologies in fostering effective learning environments. Hence, easy access and use of technological equipment is paramount for learning environments in resource-restricted settings. UTAUT effort expectancy, integrated into the framework of the internationalization of the animation business, assumes great implications for understanding and predicting millennial users' behavioral intentions. As one of the many industries that is currently looking towards expanding its global footprint, animation finds analysis of factors affecting acceptance and engagement of prime importance.

The study embodies that the international expansion process is complex and has strong ramifications in the market, therefore reinforcing the importance of the analysis of user behavior. This finding shall be valuable to the key drivers and barriers of international expansion for the determinants that highly influence behavioral intentions of millennial users. This shall help stakeholders in the industry to make informed decisions and result in strategic investments. Further, they describe the effect of these predictors on technology adoption through the UTAUT model and specifically answer the relationship between user perceptions and technology adoption in the animation industry. Therefore, such insights will help in making

practical suggestions for enhancing the acceptance and engagement of millennial users with the international animated content based on the research from the effort expectancy.

2.5.3 Social influence

Social influence is one of the theoretical background constructs in Unified Theory of Acceptance and Use of Technology (UTAUT). Social influence is the theoretical background construct that discusses how social context and peer pressure dominate individual decisions to adopt the technology. Recent years have seen research from diverse fields throw light on the complex interplay of social influence and behavioral intentions, and its manifold impacts on technology adoption. Further exploring the adoption of tablets among digital immigrants, the findings show that social norms continue to be a leading influence on the acceptance of a technology (Joa & Magsamen-Conrad, 2021). These findings further confirm the pervasiveness of community and the perceived social norm to influence the perceived behavior and subjective social norm of individual intention to adopt new technology, supporting the central effect of social influence to facilitate or impede behavioral changes in technology adoption.

For example, Abdat (2020) conducted research on social media adoption by Indonesian SMEs and found strong influences of social influence on behavioral intentions. The results of the studies would therefore imply, through these better understandings, explaining further social context effects on organizational decisions and configuration of market dynamics with peer influence and the effects of industry standards on configuring technology adoption in a small business. Whereas Elsha et al. (2022) reported that social influence has an insignificant impact on the utilization of the e-learning system, it plays a very important role at early adoption stages. The study will bring to light the influence of peer and institutional pressures

over individuals' perceptions and behaviors concerning the technology during early adoption, thereby emphasizing complex interplays of social influence.

Further, Leow et al. (2021) investigate social influence in the UTAUT framework by extending it further to clarify how different forms of institutional pressures affect the behavioral intentions of accounting lecturers in Malaysia. In contrast, their findings would indicate a subtle influence of social influence such that normative and coercive pressures would influence intentions significantly, and would serve as a basis for recognizing the multiplicity of ways through which social context influences technology adoption behaviors. The social influence within the UTAUT framework, applied in the context of international business in animations, adds invaluable insights toward understanding and prediction of behavioral intentions by millennial users. The animation industry is increasingly seeking to expand its global reach, making this analysis therefore critical—to try and assess the factors influencing user acceptance.

Exploring the rationale to analyze user behavior, the study is set to appreciate the role played by social influence in molding the perceptions and attitudes of individuals towards international animated content. Identifying the factors influencing the behavioral intentions of millennial users offers key drivers of international expansion and barriers, thus allowing industry stakeholders to be empowered with fact-based decisions and strategic investments. In addition, through this, an attempt was made to measure the impact of these by applying standards from the UTAUT model, showing intricate interplay in the animation industry between the social context and technology adoption. This will thus involve insight brought out from social influence studies to make recommendations for practice towards increasing millennial users' acceptance and involvement in the production of international animations.

2.5.4 Facilitating conditions

The facilitating conditions, a Unified Theory of Acceptance and Use of Technology (UTAUT) construct, epitomize infrastructure and organizational support critical for fostering the adoption and utilization of new technology systems. Recent studies in different fields all converge on the fact that the facilitating conditions play a central role in coming up with the behavioral intentions of the users and causes the adoption of technology. These findings will, therefore, provide invaluable insights into the multifaceted implications of facilitating conditions on the adoption of the technology and, thereby, inform the current study on the internationalization of the animation business.

Elsha et al. (2022) highlight the important role of facilitating conditions in E-learning systems, which is reflected by its huge effect on the usage of the online platform. The research was conducted at the Faculty of Economics and Business, University of Mataram, with the following highlights intended: resource support structures able to facilitate effective use of technology in educational settings are what is important. This study, therefore, underscores that through the role of facilitating conditions, it elucidates the importance of infrastructural support in improving user experiences and adoption of technology to realize its potential towards innovative growth in the animation industry. Similarly, Abdat (2020) from the study on the adoption of social media by Indonesian SMEs contributed to the encouragement of business activity through digital platforms by easing conditions. The findings bring to focus the importance of technical support and infrastructure in the ability of SMEs to be able to use social media effectively for matters of marketing and customer engagement. By emphasizing the role of facilitating conditions in enhancing organizational capabilities and driving technology

adoption, this study provides valuable insights for the animation industry seeking to expand its global footprint.

A study from Prasetyo & Santiago (2021) explains enabling conditions with higher production and well-being in advanced techno-urban environments, reflecting the importance of "Facilitating Conditions" within smart city environments since infrastructures directly affect behavior intentions. This article adds some very useful insights into the world of the animation industry as it negotiates its way through the complexities of going international and draws out a very pertinent factor in shaping users' experiences and driving adoption: the importance of facilitating conditions. Further, Thottoli & Thomas (2022) expounded facilitating conditions into the adoption of ERP software among auditors and, in this view, unveiled crucial effects on the usage of the system. Their outcomes really underline what is essential for the effective use of such complex software systems in a professional environment to be possible—supportive conditions. The research clearly brings out the role of facilitating conditions that enable the user to overcome barriers and maximize benefits from the use of technology. This paper is therefore relevant to the animation industry, whereby it tries to bring out, with the help of a clear mind, the role of enabling conditions to help the user get over the barriers and maximize benefits from using this technology.

Within the internationalization context of the business of animation, the integration of facilitating conditions within UTAUT presents a very critical insight into the understanding and prediction of the behavioral intentions of the users from the millennial segment. The study, therefore, will explore the role of facilitating conditions that shape users' experience and motivate their adoption of the technology in finding some of the drivers and barriers to international expansion. With such insights in mind, the study is able to propose actionable

recommendations for enhancing acceptance and use by millennial users of international animated content, thus ensuring sustainable growth and innovation in the animation industry.

2.6 Research Gap

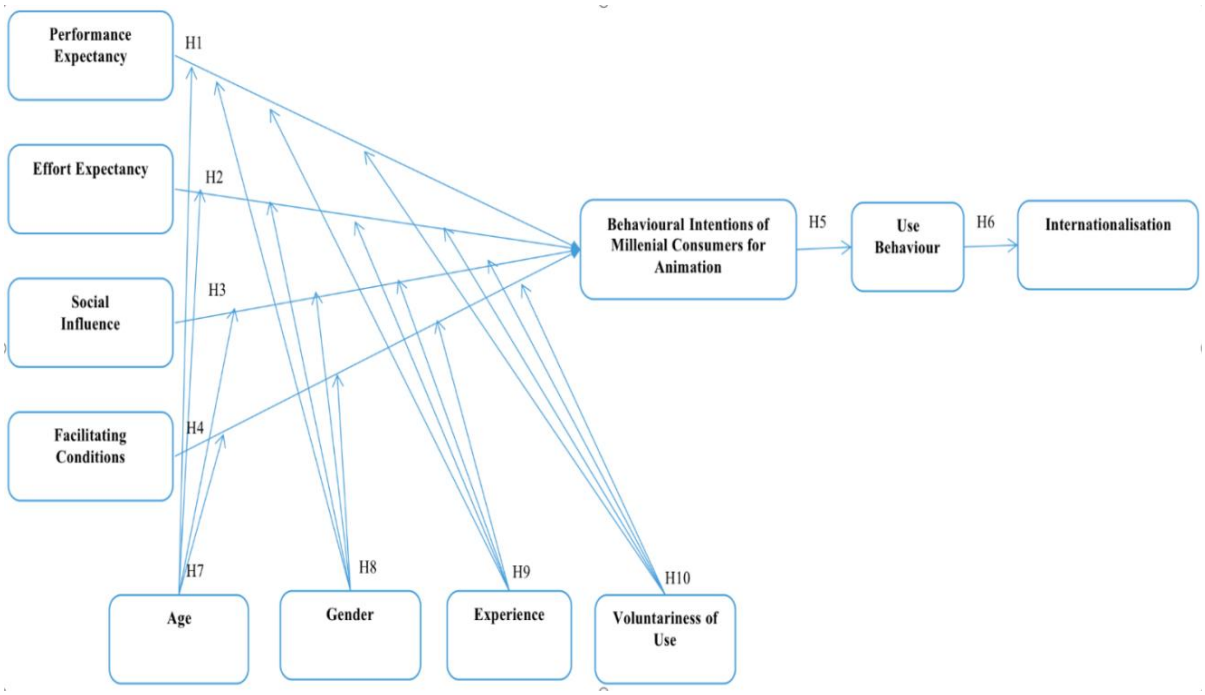
Despite the fact that the animation industry has evolved and expanded rapidly in recent years, much research remains to be conducted. The expansion of the animation industry on a global scale is a dynamic and intricate subject. This subject requires further investigation. When examining the behavioural objectives of adolescent clients, this becomes particularly apparent. It is the creative economy that initially enables the expansion of the animation industry. However, there is a scarcity of extensive research examining the impact of youthful consumers on this internationalization process. Because the industry relies on millennials as a customer base, it is crucial to comprehend how their preferences and behavioural objectives affect efforts to go global. This research can assist in determining whether the strategies employed by the animation industry effectively cater to the demands of millennial viewers. If not, it can provide insights into whether further modifications are required to better suit the requirements of this demographic.

The internationalisation of the animation industry is also known to be significantly influenced by innovative technologies. Nevertheless, the extent to which millennials utilise and impact these technologies remains unknown. Insufficient research has been conducted on the perceptions and reactions of millennial customers towards internationalisation issues, notwithstanding the existence of studies that have examined the difficulties encountered by animation companies. In the animation industry, governments and businesses must devise strategies to preserve the preferences of millennials amidst challenges such as piracy, dispersed production methods, and shifting worker relationships.

2.7 Conceptual Framework of the research

In this study, we implemented the UTAUT paradigm, an approach that was initially proposed by Venkatesh et al. (2003). Predictions can be generated using the model's four primary variables: anticipated performance, anticipated effort, anticipated social influence, and anticipated enabling factors. Additionally, demographic moderators that impact behavioral intentions include age, gender, intention, and voluntariness of usage. This perspective considers the actual usage behavior and behavioral intentions of millennial consumers as mediating factors that establish a connection between the dependent variable, internationalization, and the independent variables.

Figure 1: Conceptual Framework



(Source: Author)

By applying this conceptual framework to the animation industry's efforts, both individually and collectively, it is possible to investigate in a systematic manner how these

critical factors influence the behavioral intentions of millennial users. Obtaining an in-depth comprehension of the variables that influence the industry's strategies and outcomes on the global market is the objective, with particular emphasis on the significant role that millennial consumers assume.

2.8 Hypotheses Development

Based on the above conceptual framework, the following hypotheses are framed:

H_{01}: Performance Expectancy does not have a significant impact on the behavioral intentions of millennial consumers for animation.

H_{11}: Performance Expectancy has a significant impact on the behavioral intentions of millennial consumers for animation.

H_{02}: Effort Expectancy does not have a significant impact on the behavioral intentions of millennial consumers for animation.

H_{12}: Effort Expectancy has a significant impact on the behavioral intentions of millennial consumers for animation.

H_{03}: Social Influence does not have a significant impact on the behavioral intentions of millennial consumers for animation.

H_{13}: Social Influence has a significant impact on the behavioral intentions of millennial consumers for animation.

H_{04}: Facilitating Conditions do not have a significant impact on the behavioral intentions of millennial consumers for animation.

H_{14}: Facilitating Conditions have a significant impact on the behavioral intentions of millennial consumers for animation.

H_{05}: Behavioral intentions of millennial consumers for animation do not have a significant impact on their Use behavior.

H_{15}: Behavioral intentions of millennial consumers for animation have a significant impact on their Use behavior.

H_{06}: Use behavior of millennial consumers does not have a significant impact on Internationalization success of animation businesses.

H_{16}: Use behavior of millennial consumers does have a significant impact on Internationalization success of animation businesses.

H_{07}: Age does not moderate the impact of UTAUT factors on behavioral intention of millennial consumers.

H_{17}: Age moderates the impact of UTAUT factors on behavioral intention of millennial consumers.

H_{08}: Gender does not moderate the impact of UTAUT factors on behavioral intention of millennial consumers.

H_{18}: Gender moderates the impact of UTAUT factors on behavioral intention of millennial consumers.

H_{09}: Experience does not moderate the impact of UTAUT factors on behavioral intention of millennial consumers.

H_{19}: Experience moderates the impact of UTAUT factors on behavioral intention of millennial consumers.

H_{010}: Voluntariness of use does not moderate the impact of UTAUT factors on behavioral intention of millennial consumers.

H_{110}: Voluntariness of use moderates the impact of UTAUT factors on behavioral intention of millennial consumers.

2.9 Chapter summary

The second chapter of the dissertation is aimed at reviewing sources on the rapid spread of the animation industry within the creative economy, under the influence of transformative technologies and strategic deployment from internationalization. It further goes ahead to track this evolution in the industry; with the first tools used being from traditional, moving towards modern digital CGI, and as such shows how advancements like AI and VR are changing everything, right from production to viewer involvement. This chapter discusses internationalization as a international strategy through the illustration of benefits and challenges of adapting to the diverse markets and regulatory environments in meeting the growing international demand for animation. Specifically, the chapter addresses the area of the millennials who had been regarded as the influential key consumer demographics with strength in technology and media consumption that provoke trends within the industry. The article, through the UTAUT model, finds out how performance expectancy, effort expectancy, social influence, and facilitating conditions affect millennials' acceptance and use of animation technologies. The next chapter hones on identifying research gaps, one of which is the lack of extensive research on how the preferences and behavioral intentions of the millennials affect the internationalization and technological adoption within the animation industry. Finally, this

will cement the need for further research to understand how these demographic shifts are affecting strategies within the global market.

CHAPTER III: RESEARCH METHODOLOGY

The previous chapter was concerned with reviewing the existing comprehensive literature. The current chapter is concerned with outlining the key methodological processes that shall be strategically adopted for addressing the gaps in the research.

3.1 Research Design

Consistent with the positivist research paradigm (Saunders et al., 2019), this investigation underscores the criticality of employing empirical evidence and concrete illustrations. Antwi & Hamza (2015) argue that individuals who hold positive perspectives must maintain a discerning awareness of potential outcomes; thus, disseminating accurate and reliable information assumes paramount significance. Positiveness contains elements that are both positive and negative. It fails to consider the diverse array of emotions that individuals may experience and oversimplifies intricate social circumstances (Park et al., 2020).

The fact that the experts conducting the data collection and analysis have no personal investment in the field ensures that truth and impartiality are of the utmost importance (Park et al., 2020). Hunter et al. (2019) examine the impact of globalisation on the animation industry through an analysis of millennials' beliefs and behaviours. The research query will employ a systematic and structured methodology in order to achieve its objective. Much research is required to completely comprehend the behaviour of millennials. However, it is crucial to acknowledge that this inquiry may not consistently unveil the underlying causes of specific patterns (Siedlecki, 2020).

The experts decided to conduct an official survey in order to gain a deeper understanding of how adolescents think and behave. As an illustration, employing a sizable sample size for

data collection permits a meticulous examination of the myriad of variables that influence the global expansion of the animation industry (Grey, 2019). Conversely, conventional polls may fail to encompass the entirety of the respondents' distinct and comprehensive perspectives (Grey, 2019). A crucial component of quantitative research methodology entails the systematic collection of data via surveys (Rahi, 2017). Using this approach, individuals can acquire a more profound comprehension of the fundamental elements that influence human decision-making. There is a potential oversight on the part of the researcher regarding the intricate cognitive processes or methodologies employed in the computation of these figures (Aspers & Corte, 2019).

The study employs logical reasoning in order to arrive at its conclusions (Rahi, 2017). Numbers and scientific concepts underpin the research procedure. This requires examining real-world occurrences and collecting pertinent data (Gorog, 2022). As depicted in Table 1, the research methods utilised in this study are highly consistent with positivist theory. Furthermore, it employs a comprehensive study strategy, a quantitative evaluation approach, and intuitive reasoning. In the wake of the industry's global expansion, these selections attempt to provide a comprehensive depiction of the fundamental motivations that influence the behaviour of millennials.

Table 1: Methodology

Research Philosophy	Overall Approach	Design	Method(s)	Role of researcher	Kind of data collected	Intended Analysis

Positivism	Descriptive	Survey	Questionnaire	Removed	Quantitative approach	Deductive

Source: Author

3.2 Population and Sample

The objective of this research is to examine the increasing phenomenon of globalisation in the animation sector, with a specific emphasis on the millennials that extensively consume animated material via various social media platforms. As clients, Millennials play a pivotal role in the animation industry, specifically with regard to the worldwide dissemination of content. As a result, it is essential to acquire their perspectives in order to gain valuable knowledge.

In order to guarantee an exhaustive and scrupulous screening process, the survey endeavours to incorporate approximately 383 self-identified Millennials. The sample size is sufficient as it comprises a heterogeneous group of Millennials who possess a predilection for animated content. The aim of this study is to illustrate, through the use of a significant sample size, the broad spectrum of emotions and behaviours exhibited by Millennials while consuming foreign animated content. How to ascertain the appropriate sample size for a given group is detailed below:

$$n = \frac{N}{1 + N(e^2)}$$

Where:

- n is the desired sample size.
- N is the population size.
- e is the margin of error

$$e = \frac{\sqrt{N-n}}{nN}$$

According to ONS Gov (2022), the millennial population in the United Kingdom is 14,391,255. Minimum sample size of 383 is necessary to adequately represent the entire population, according to Cochran.

Figure 2: Sample Size calculation based on Crochan Formula

Required Sample Size†

Population Size	Confidence = 95% Margin of Error				Confidence = 99% Margin of Error			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	196	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
1,000	278	440	606	906	399	575	727	943
1,200	291	474	674	1067	427	636	827	1119
1,500	306	515	759	1297	460	712	959	1376
2,000	322	563	869	1655	498	808	1141	1785
2,500	333	597	952	1984	524	879	1288	2173
3,500	346	641	1068	2565	558	977	1510	2890
5,000	357	678	1176	3288	586	1066	1734	3842
7,500	365	710	1275	4211	610	1147	1960	5165
10,000	370	727	1332	4899	622	1193	2098	6239
25,000	378	760	1448	6939	646	1285	2399	9972
50,000	381	772	1491	8056	655	1318	2520	12455
75,000	382	776	1506	8514	658	1330	2563	13583
100,000	383	778	1513	8762	659	1336	2585	14227
250,000	384	782	1527	9248	662	1347	2626	15555
500,000	384	783	1532	9423	663	1350	2640	16055
1,000,000	384	783	1534	9512	663	1352	2647	16317
2,500,000	384	784	1536	9567	663	1353	2651	16478
10,000,000	384	784	1536	9594	663	1354	2653	16560
100,000,000	384	784	1537	9603	663	1354	2654	16584
300,000,000	384	784	1537	9603	663	1354	2654	16586

A basic random sample will be utilized to determine the level of enthusiasm that the Millennial generation has regarding the worldwide expansion of the cartoon industry. The study ensures the equitable and comprehensive inclusion of all Millennials through the implementation of this methodology (Saunders et al., 2019). Soliciting perspectives on internationalization from individuals residing in diverse geographical locations and possessing

unique life experiences is of the utmost importance. An important advantage of random sampling is that it can provide accurate and unbiased data.

An individual will be selected at random to participate in this investigation. The objective is to contact individuals aged 18 to 40 who self-identify as Millennials, have a preference for animated content on social media, and are prepared to provide explicit consent to participate in the survey. Individuals must be at least 18 years old and maintain a current, active presence on social media. Those who fail to satisfy the age requirements or exhibit insufficient engagement on social media platforms may be excluded due to the possibility that their perspectives do not precisely align with those of the intended audience.

By selecting social media posts to analyze with care and employing snowball sampling, the research will ascertain crucial information regarding prospective employees from a diverse array of ethnic backgrounds. This study aims to determine the perspectives of a cohort of Millennials regarding the increasing globalization of the animation industry. Participating in the research will require users to distribute the poll's URL on their personal social media profiles. That objective is the motivating force behind this endeavor. These plans are consistent with the fundamental principles of collaboration and adaptability that define the animation community. It is possible to gain a comprehensive understanding of the thoughts and actions of Millennials worldwide by analyzing video content.

3.3 Data Collection and Instrumentation

The approach to collecting the data is rigorous and methodical. It involves the systematic and formal attainment of substantial, precise, and relevant knowledge in a specific academic discipline. When an animation company seeks to broaden its operational scope on a global

scale, secondary approaches are less effective than primary data acquisition methods. Survey methodology enables the direct collection of primary data from the subjects of investigation. As stated by Ghauri et al. (2020), the utilisation of this methodology increases the probability of attaining accurate and long-lasting results. Using logical concepts, the questionnaire queries contributed to the achievement of the study's objectives. Goertzen (2017) asserts that this methodology enables the examination of the action intentions of Millennial users as well as the factors that impact the worldwide proliferation of the animation industry.

There is a significant correlation between the particular objectives of examining the global expansion of the animation industry and the primary purpose, which is to conduct a survey. It is imperative that the participant satisfactorily complete the form so that the research may accumulate a sufficient amount of valuable data for this scholarly investigation. This specific element contributes to the achievement of the research goals. The current investigation utilised a restricted survey design to examine the factors that influence the global expansion of the animation industry. The research centering on the purchasing intentions of the Millennial generation. One can obtain precise and quantifiable information regarding the probability that a specific action will be performed by the target group by adhering to a systematic approach (Ghauri et al., 2020). The primary objective of this research is to identify the critical determinants that influence the trajectory of expansion or contraction within the worldwide animation sector. Using a questionnaire in these situations is extremely beneficial because it permits the inclusion of targeted inquiries that delve more deeply into the crucial subjects. Understanding the determinants of internationalisation is feasible through the application of a logical framework (Ghauri et al., 2020).

According to Goertzen (2017), polls are a dependable and practical method for gathering voluminous data about a specific group of individuals while ensuring data consistency. Experts employ scientific methodologies, for instance, to investigate fundamental factors that influence individuals' decisions and behaviours. This subject is extremely vital for those who conduct investigation. Goertzen et al. (2017) obtained pertinent and comprehensive data for their research endeavour from surveys exclusively through the application of logical reasoning. Currently, Millennials around the world are extremely interested in the impact of objectives and strategies on the expansion of the animation industry, which is the subject of this study. As previously stated in the study, the implementation of the thought structure significantly facilitated the completion of the form.

Conducting a survey is the most effective method for determining the level of interest that Millennials have in foreign animation content. One can determine the opinions of individuals regarding a variety of claims by employing a five-point Likert scale. Acquiring a substantial number of poll responses is crucial in order to conduct statistical analysis and ascertain the significance of any observed trends.

Table 2: Questionnaire Instrument

Section	Number of Items
Part A: Demographic Information	4
Part B: Performance Expectancy	5
Part C: Effort Expectancy	5
Part D: Social Influence	5

Part E: Facilitating Conditions	5
Part F: Behavioral Intentions	5
Part G: Use Behaviour	5
Part H: Internationalisation	5

Source: Author

The study can categorize the factors influencing Millennial interest in foreign animation into five groups—performance expectation, effort expectation, social effect, facilitating conditions, and behavioural intention—so as to provide a comprehensive understanding of the situation. According to Ghauri et al. (2020) & Goertzen (2017), employing the Likert scale improves the accuracy of the data and facilitates the achievement of the study's objectives.

3.3.1 Instrumentation

The term 'instrumentation' is the process or method used to select or design tools used for data collection in research. It ensures there is consistency in the tools that are put to use and that they are apt in capturing the needed data to answer the research questions. This present study questionnaire contained standardized scales and a self-developed scale, according to the objectives of the research, concerning animation viewing preferences and behavioural intentions of the millennial consumer. They use standardised scales from previously published scholarly work for use in their context, where these scales measure from digital media usage to the psychological constructs like motivation and attention in the context of media usage. These scales support the relevance of the dimensions within our context of animation consumption and further ensure that the dimensions are measured with the needed reliability.

Also, the designed questionnaire is applied, aiming to measure Animation Viewing Preferences and Engagement Levels. The section of the questionnaire on the pattern of international animation consumption by millennial media is designed after thorough literature review on the subject of animation studies and millennial media consumption habits, to befit the subtleties involved in the interaction and influence of millennials through international animations. The instrumentation is developed to provide an "understanding of the broad trends and specific details of millennials' consumers' behavioral intentions and preferences related to the animation." This has become possible through a mix of standardized tools and bespoke items. This approach furthers the validity of the findings of this research but also brings in more understanding of the evolving patterns of animation consumption in a digital age.

Self-Developed Scale for Animation Viewing Preferences & Engagement:

It is in this vein that a custom scale had to be developed to serve the purpose of this study, for no standard scale had ever been employed in a bid to empirically investigate the millennial users' animation viewing preferences and engagement levels. A questionnaire based on variables found from an extensive literature review on the international scene of consumption of animation was prepared. In fact, the growing influence of the internet and digital media platforms have strongly been the change agent in millennial engagements with animations, hence affecting changes in their viewing behavior and shaping preferences through social media and online communities. Thus, the present developed scale seeks to provide insights into how digital media consumption influences viewing preference and engagement levels with international animations. The scale is self-developed and comprises two clear, distinct dimensions: 'Animation Viewing Preferences' and 'Engagement Levels,' measured separately. Each of the dimensions is composed of several items, which were measured using a closed-ended question and a Likert scale. The scale for this item was carefully developed with a clear

structure, oriented to assure relevance and avoid poor translation in capturing the data under focus.

a. Preparation:

Detailed review of tools for scales on animation viewing and engagement was done, before developing the statements and questions for the same. This review, therefore, offers critical insight and clarity on how effectively to design the survey items in order to capture the nuanced viewing and engagement behavior of millennial consumers on international animations. Thus, based on discussions with professionals in the field, including animators, media psychologists, digital content strategists, and academic researchers within cultural studies, a holistic list of the independent variables was made. This basis derived a tailored set of questions, some structured in multiple-choice forms while others measured on a 5-point Likert scale to gauge the intensity of the respondents' attitudes and behaviors. Great care was taken to design these questions in such a way that they would draw out the minutest details regarding the behavioral intention and level of engagement of the respondents with international animated content. A list of as many as 75 potential items, which covered the influences and preferences of a very wide spectrum, was initially prepared. These items are placed in a logical and cohesive order of sequences. This initial broad list of items would be expected to be whittled down in the next stages of questionnaire design, using a funnel approach, so that only the most important items are retained in the final scale.

b. First Trial:

A pilot study was first considered, and the questions in the survey instrument were placed rationally. A total of 25 respondents came from the population of millennial consumers of the study. The selected participants were invited to go through the prototype of the questionnaire, which focused on viewing preferences and behavioral intentions towards international

animation. Feedback was gathered from them according to the perception of questions, difficulties faced by them to answer the questions, or how some words or phrases were ambiguous to them. This has been very helpful in improving the questions in the questionnaire, where some key changes are improved clarity, minimized ambiguity, and ensured relevance for each question. After effecting these changes, the first draft of the questionnaire for Animation Viewing Preferences and Engaging Levels covered 65 items. This number was set high initially, in order for a comprehensive coverage of the topics to be facilitated, with the anticipation that the less critical ones would be filtered through the subsequent iterative reviews and the funnel approach, further refining the questionnaire to a more focused set of core items.

c. Second Trial:

Having completed this, another pilot study was conducted with 50 millennial consumers who were drawn from the general pool of study participants. The updated questionnaire was issued to these millennial consumers after the required permissions were sought and the purpose of the research and its value were explained to them. The setting was highly controlled: the answers were deliberated, the millennial consumers briefed well on the study's objectives and what their contribution would mean. It is worth mentioning that although a tight time limit was not imposed on them, most participants took an average of 35 minutes to respond to the questionnaire. Post-survey, all participants were encouraged to report any kind of difficulty that they encountered in giving responses. This kind of feedback allowed us to specifically identify areas of concern that culminated in our eliminating 6 more items strategically judged as redundant or unclear. This reduced the focus of the refinement further to simplify the scales, thus giving more focus to the cardinal dimensions of behavioral intentions and engagement of millennial consumers with international animations.

d. Selection of items:

The process to refine the animation and behavior intentions questionnaire was guided by the overall aims of the study and a focus on the critical dimensions of the animation viewing preferences and engagement levels. Subject matter experts in the area of animation consumer behavior and digital media consumption carefully assessed the remaining items. Each of them is responsible for access to relevancy and clarity within the assigned dimension of the factor. The evaluation was made, taking into account two general criteria. One was the relevance of each to the general topic of the study, and two, the appropriateness and relevance of the wording and language used in the item. Feedback and suggestions of these experts were given due consideration for finalizing the acceptance/rejection of items. Only those items were retained in the scale that had 50% agreement. This rigorous exercise further whittled the list and produced an even more succinct and focused set of 35 items that effectively measured the animation viewing preferences and engagement tendencies of the millennial consumer. The final version of the questionnaire is attached as an appendix to this study.

e. Scoring of the Animation Viewing Preferences & Engagement scale:

The Animation Viewing Preferences & Engagement Levels scale comprises a total of 35 items, of which 48 items are structured to elicit responses through a Likert scale. This goes from 1 (Strongly Disagree) to 5 (Strongly Agree), capturing a continuum where 1 is coded as STRONGLY DISAGREE, 2 as DISAGREE, 3 as NEITHER AGREE NOR DISAGREE, 4 as AGREE, and 5 as STRONGLY AGREE. This provides a way for accurate measurement of the attitudes and behaviors towards international animations that the respondents portray and the magnitude of involvement. Four further items are measured on a 5-point scale of 1 (Never) to 5 (Always), designed to measure specifically how behaviors relate to viewing animation. These are coded as 1 for never, 2 for rarely, 3 for sometimes, 4 for often, and 5 for always, respectively, which provides the vivid indication about the habitual elements of animation

consumption amidst millennial consumers. This scoring system is aimed at making sure that each and every item reflects accurately the intensity of the preferences and engagement of the respondents.

f. Reliability of Animation Viewing Preferences & Engagement Scale:

Reliability can be understood as the extent to which a scale consistently produces the same results each time it is employed to measure a specific phenomenon. It confirms that the items on the scale are likely to gather pertinent information and that they are not interdependent within the used instrument. For the current study on animation viewing preferences and behavioral intentions of millennial consumers, reliability statistics were calculated using SPSS, specifically through the Cronbach alpha test. This test is crucial for measuring the internal consistency, i.e., the reliability of the questionnaire, and is particularly applicable to instruments developed with Likert scale statements to determine their reliability.

The initial reliability testing was conducted using the Cronbach alpha formula, and each item's reliability was also assessed individually. The results for various dimensions of the questionnaire were as follows:

Performance Expectancy: Cronbach's alpha (α) = 0.683

Effort Expectancy: Cronbach's alpha (α) = 0.582

Social Influence: Cronbach's alpha (α) = 0.689

Facilitating Conditions: Cronbach's alpha (α) = 0.673

Behavioral Intentions: Cronbach's alpha (α) = 0.721

Use Behavior: Cronbach's alpha (α) = 0.718

Internationalization: Cronbach's alpha (α) = 0.726

These results indicate a satisfactory level of internal consistency across most dimensions, with the Cronbach's alpha values suggesting that the scale is generally reliable for studying the specified aspects of millennial consumers' engagement with international animations.

3.4 Procedures

The study project will gather responses through the utilization of a premeditated online questionnaire. The objective is to investigate the globe-spanning expansion of the animation industry. A significant proportion of Millennials who are busy with work but enjoy engaging content on social media are likely to participate in the survey. According to the researcher, disseminating the poll URL across multiple websites and social media platforms (e.g., Facebook and Instagram) would facilitate communication among members of the cartoon community.

The researcher aims to increase participation and obtain a wider range of perspectives. He intends to accomplish this by conversing with members of established networks and local community organizations via her personal social media accounts. The questionnaire will be available for completion by Millennial participants on a voluntary basis, providing them with the autonomy to decide whether or not to engage in the research. This methodology is consistent with the ever-changing and dynamic characteristics of the animation community, guaranteeing that contributions are exclusive to individuals who genuinely care about and actively participate in the global expansion of the animation sector.

The approach to information distribution will transcend the individual connections of the scholar. The study will solicit the assistance of acquaintances and colleagues in order to

distribute the hyperlink to the survey on their individual social media accounts. By doing so, the study will be able to efficiently broaden our audience to encompass a greater variety and depth of demographics within our target community. In order to augment the study's inclusiveness, this collaborative effort seeks the viewpoints of Millennials representing a wide array of social groups and online communities. To optimise the survey response rate, potential participants will receive personalised invitations accompanied by commendatory remarks to stimulate their involvement. Three weeks after obtaining legal sanction, the procedure of collecting data online will commence. Data collection transactions should exclusively occur on online platforms to safeguard the integrity of the digital domain and the attributes of the intended audience. Considering the propensity of Millennials to favour digital materials, this approach guarantees the animation industry's rapid and effortless global expansion.

3.5 Data Analysis

This research will employ descriptive statistics to analyse the data collected regarding the global expansion of the animation industry, with a specific emphasis on Millennial social media users. To identify patterns or trends in the responses provided by the subjects, researchers will employ statistically significant metrics, including means, proportions, and rates. Incorporating inferential statistics into the data report will enhance the comprehensiveness of the study by providing more reliable and precise information. SPSS, or "Statistical Package for the Social Sciences," will serve as the primary research instrument. Additionally, it is capable of generating graphs. Using animated content from various countries, it is possible to conduct a comprehensive study on the factors that influence the action intentions of Millennial users.

3.6 Limitations

When individuals provide the data for an animated study, the research may be susceptible to reaction bias. When individuals respond to queries in a manner consistent with social norms and common sense, this bias is evident. Although Millennials are technologically savvy and make extensive use of social media, they may find it challenging to establish productive connections with members of other generations. Protecting the identities of individuals and maintaining the confidentiality of information are critical for eliciting candid responses. Regardless of the group's size, the data might not possess universal applicability. However, they have significantly advanced our understanding of the perspectives and behaviours of this group. The principal aim of traditional quantitative research is to discern recurring patterns within the data, as opposed to deriving general conclusions.

3.7 Ethical Considerations

When investigating approaches to global expansion of the animation sector, the study consistently maintains a commitment to ethical standards. It is imperative to incorporate informed consent, data protection, and privacy assurance into the questionnaire survey. A concise introduction to the survey provides a synopsis of the study's specifics. Entities affix their endorsement through the act of filling out the document and subsequently mailing it back. The maintenance of ethical standards in the management and examination of data is critical, as it provides the strongest protections for privacy and confidentiality. The collected information will be securely stored in a system that is password-protected and will only be accessible to the researcher and her supervisor. Every piece of data will be expunged five years subsequent to the culmination of the academic programme, in adherence to rigorous regulations. By

implementing this measure, the privacy and confidentiality of all individuals involved in the research are consistently and permanently protected.

3.8 Summary

It is the duty of the research methodology section to formulate an all-encompassing strategy for the investigation. Furthermore, the study incorporates a multifaceted research approach, incorporating both quantitative and qualitative methods to gather and analyse data. Positivist philosophy serves as the basis for this. Deliberately gathered are the behavioural intentions of millennials with regard to foreign animation content via the implementation of a structured survey. Through meticulous optimisation, the online poll will amass substantial visibility, thereby emphasising the criticality of data provided by individuals who are self-reporting within the target demographic. Significant attention is devoted to ethical concerns such as obtaining informed consent, protecting privacy, and exercising caution when handling data. In the process of conducting comprehensive analysis for my project, the study employ statistical instruments such as SPSS and give precedence to gathering raw data. Despite the method's limitations in generalizability and reaction bias, it contributes to the study's objectives and enhances our understanding of the way in which Millennials perceive foreign animations. This contribution is of the utmost importance to the discipline.

CHAPTER IV: DATA ANALYSIS AND FINDINGS

4.1 Introduction

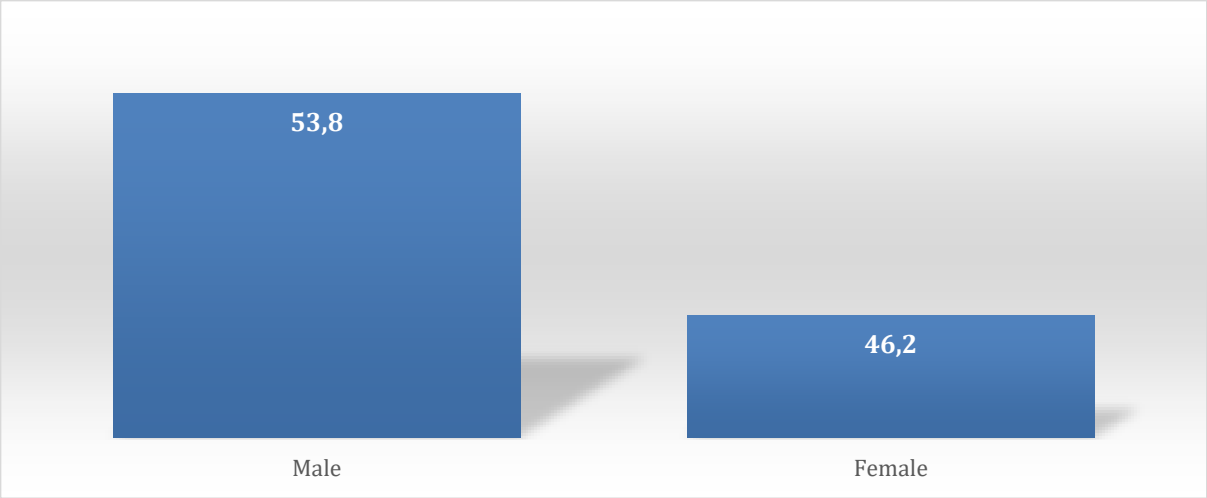
This chapter conducts a comprehensive analysis of a dataset comprising 383 individuals, examining demographic factors such as age, gender distribution, participation in animations, voluntary usage, and various scale items associated with behavior intentions and internationalization. Significant differences in behavior are observed between the sexes and age groups, indicating that individuals approach cartoons in various ways. The study also employs the Unified Theory of Acceptance and Use of Technology (UTAUT) to investigate the influence of various factors on individuals' intentions to engage in specific behaviors. Complex relationships are revealed by the results; therefore, more research is required to determine why millennials select particular animated series and how they engage with them.

4.2 Demographic

4.2.1 Gender

The query concerned the distribution of the genders of 383 individuals in a sample. The findings of the research indicate that males comprise the majority of the participants, comprising 53.8% (206) and 46.2% (177), respectively. This stark gender disparity suggests a potential imbalance in the sample, with males being more significantly represented.

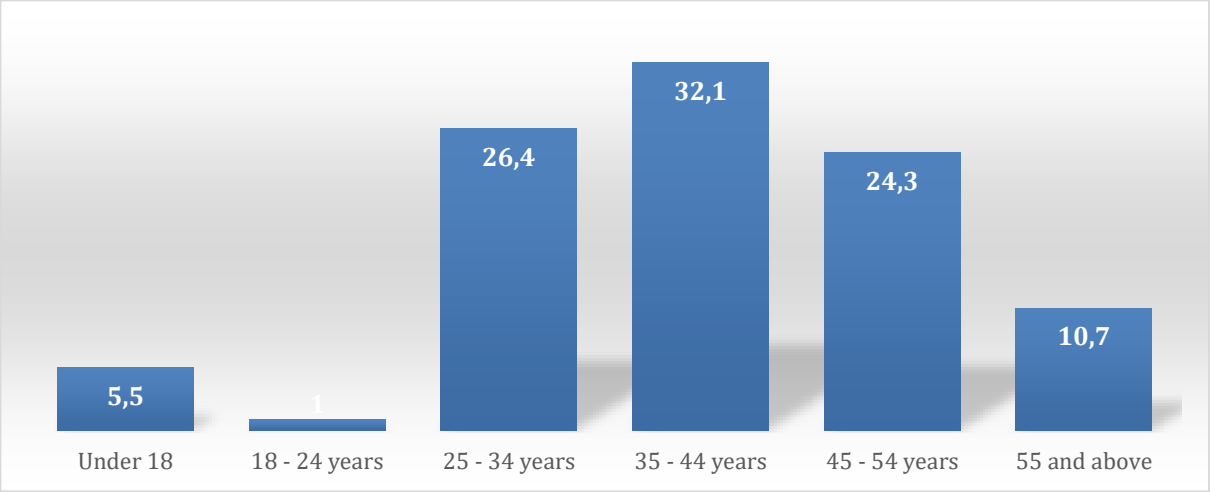
Figure 3: Gender



4.2.2 Age

The inquiry centered on age distribution within a dataset of 383 individuals. Analysis reveals a predominant representation in the 35-44 age group, comprising 32.1% (123) of the total, followed by 25-34 years at 26.4% (101). Notably, the under-18 group accounts for only 5.5% (21). The diminishing percentages from 35-44 years onwards indicate a decline in sample representation with increasing age. This skew might impact the generalizability of findings for older age groups, potentially neglecting insights into the experiences and preferences of the elderly.

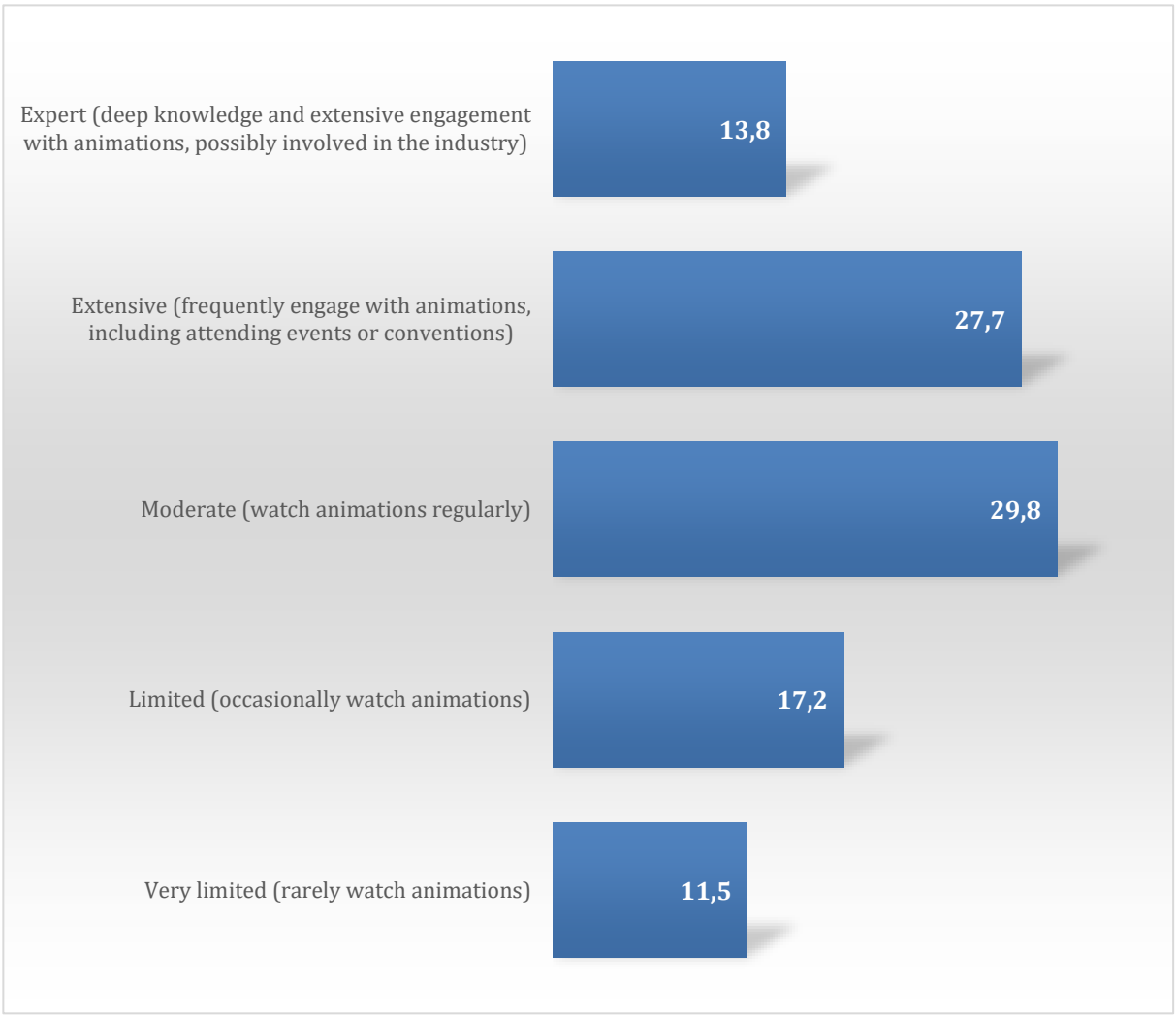
Figure 4: Age



4.2.3 Experience with Animations

The inquiry delved into the extent of individuals' engagement with animations within a dataset of 383 respondents. The majority falls under the "Moderate" category, representing 29.8% (114), indicating regular animation consumption. Following closely is the "Extensive" group at 27.7% (106), suggesting a significant portion frequently engages with animations, including event attendance. Notably, the "Expert" category, indicating deep knowledge and industry involvement, constitutes 13.8% (53). The presence of these categories highlights a diverse spectrum of animation enthusiasts.

Figure 5: Experience with animations



4.2.4 Voluntariness of Use

The inquiry focused on the motivations behind individuals' animation consumption within a dataset of 383 respondents. The largest group, comprising 32.6% (125), "Sometimes watch animations voluntarily," indicating a mix of personal interest and external influence. Following closely, 25.6% (98) "Rarely watch animations voluntarily," suggesting external pressures often dictate viewing habits. Conversely, 11.7% (45) each "Always watch animations voluntarily" and "I don't watch animations voluntarily at all," highlighting personal choice versus external

factors, respectively. These findings underscore the multifaceted nature of individuals' engagement with animations, influenced by both intrinsic and extrinsic factors.

Figure 6: Voluntariness of Use

4.3 Scaled Items

4.3.1 Performance Expectancy

International animated content, with innovative storytelling, enhances viewing quality. It offers diverse themes, fresh perspectives on global cultures, and introduces intriguing characters, making it more appealing. The belief in superior quality compared to local productions drives interest, contributing to the study's goal of understanding preferences and motivations.

- A substantial 51.3% (196) agreed or strongly agreed that international animations showcase innovative storytelling techniques, indicating a positive perception of the creative approaches employed. This suggests a demand for unique and novel narratives, highlighting the potential for global animations to captivate audiences with their storytelling prowess.

- A noteworthy 49.6% (194) of respondents expressed agreement or strong agreement regarding the notion that foreign animated content surpasses that of domestic productions. This concept highlights the importance of maintaining high production standards for localized animated films to compete globally, perhaps influencing viewers' viewing habits.

- The responses were evenly spread throughout the categories, with 48.7% (191) indicating agreement or strong agreement. This indicates how many people value the cultural depth and diversity of foreign cartoons, highlighting their role as vehicles for propagating global narratives and learning about different cultures.

- The majority of respondents (209, or 54.4%) found foreign cartoons intriguing for their diverse topics and stories. This finding suggests that the audience prefers a variety of narrative approaches and seeks information that covers a wide range of topics outside tale telling.

- A significant 33% (122) of respondents agreed or strongly agreed that international films effectively introduce audiences to new and interesting personalities. This emphasizes the importance of character development and individuality in increasing the overall attraction of global animations.

4.3.2 Effort Expectancy

Effortless access, user-friendly navigation, and minimal technical barriers characterize the experience of consuming international animated content. Hassle-free streaming or downloading, easy subtitle options, and platform familiarity contribute to the study's objective of assessing the perceived ease of accessing and enjoying such content.

- A notable 42.2% (162) agreed or strongly agreed that accessing international animated content is straightforward and user-friendly. While a significant portion remains neutral or dissatisfied, this suggests a considerable segment finds the process accessible, reflecting a potential positive trend in platform usability.
- The majority, 53.6% (206), indicated ease in navigating platforms hosting international animations. This positive perception bodes well for platforms, emphasizing the importance of intuitive interfaces to enhance user satisfaction and streamline the content discovery process.
- A notable 48.8% (192) agreed or strongly agreed that there are no significant technical barriers when attempting to watch international animated content. However, the existence of dissenting opinions suggests the need for continuous improvement in overcoming potential technical challenges to ensure a smoother viewing experience for all users.
- A substantial 57% (218) agreed or strongly agreed that streaming or downloading international animations is a hassle-free experience. This positive sentiment underscores the importance of efficient streaming services, indicating that a majority of viewers find the process convenient and without significant disruptions.
- A considerable 38.9% (149) agreed or strongly agreed that they can quickly find subtitles or dubbing options for international animated content. This suggests that while a

significant portion finds the process efficient, there is room for improvement in ensuring prompt and accessible language options for diverse audiences.

4.3.3 Social Influence

Peer discussions, recommendations, and social media exposure significantly influence the decision to consume international animated content. Trending topics in social circles, both online and offline, contribute to the overall social influence, aligning with the study's focus on understanding the impact of social factors on viewership choices.

- The agreement and strong agreement (43.4%) indicate a significant portion actively seeks out new animation releases, reflecting a dynamic audience interested in staying abreast of the latest trends. This suggests a potential demand for up-to-date and diverse content.
- With 61.1% agreeing or strongly agreeing, individuals often recommend animations to friends and family, influencing their viewing choices. This highlights the power of personal recommendations in shaping the preferences of a substantial portion of the audience.
- While there is a notable neutral response (35.7%), the overall inclination to attend animation-related events (46.4%) suggests a moderate interest. Organizers can capitalize on this interest by enhancing event offerings to attract a wider audience.
- The strong agreement (41.3%) indicates a significant portion frequently engages in discussions about animations, underscoring a vibrant community interested in exploring and sharing thoughts on themes, characters, and narratives. This engagement can foster a sense of community among animation enthusiasts.

- The presence of neutral and disagreement responses (52.7%) suggests that individuals may not be overwhelmingly inclined to subscribe to streaming platforms primarily for their animation catalog. This highlights the need for platforms to enhance their offerings or promote the diverse content they already provide to attract potential subscribers.

4.3.4 Facilitating Conditions

Reliable internet access, possession of necessary devices, convenient payment methods, absence of geographic restrictions, and awareness of content platforms contribute to the enabling conditions for consuming international animated content. These factors align with the study's goal of examining external conditions facilitating or hindering consumption.

- The presence of disagreement and neutral responses (41.9%) indicates that a significant portion faces challenges in accessing reliable internet for streaming international animated content. This suggests potential barriers to online content consumption.
- With 65.7% agreeing or strongly agreeing, it appears that a majority possesses the required devices, contributing to the accessibility of international animated content across various platforms.
- The considerable neutral and disagreement responses (44.4%) suggest that payment methods for accessing international animations might not universally align with users' preferences, indicating room for improvement in making payment options more convenient and accessible.

- The strong agreement (68.9%) implies that, for a significant majority, geographic restrictions do not pose a substantial barrier to accessing international animated content. This is a positive indicator for global content distribution.
- While there is a fair awareness (52%) of platforms offering international animated content, the presence of neutral and disagreement responses suggests that efforts are needed to enhance awareness and accessibility to a broader array of platforms, ensuring users have diverse options for content consumption.

4.3.5 Behavioral Intentions of Millennial Consumers for Animation

Actively seeking new releases, recommending animations, attending events, engaging in discussions, and subscribing for diverse catalogs showcase the behavioral intentions of millennial consumers. These align with the study's aim of exploring the motivations and preferences that drive the consumption patterns of this demographic.

- The agreement and strong agreement (43.4%) indicate a significant portion actively seeks out new animation releases, reflecting a dynamic audience interested in staying abreast of the latest trends. This suggests a potential demand for up-to-date and diverse content.
- With 61.1% agreeing or strongly agreeing, individuals often recommend animations to friends and family, influencing their viewing choices. This highlights the power of personal recommendations in shaping the preferences of a substantial portion of the audience.

- While there is a notable neutral response (35.7%), the overall inclination to attend animation-related events (46.4%) suggests a moderate interest. Organizers can capitalize on this interest by enhancing event offerings to attract a wider audience.
- The strong agreement (41.3%) indicates a significant portion frequently engages in discussions about animations, underscoring a vibrant community interested in exploring and sharing thoughts on themes, characters, and narratives. This engagement can foster a sense of community among animation enthusiasts.
- The presence of neutral and disagreement responses (52.7%) suggests that individuals may not be overwhelmingly inclined to subscribe to streaming platforms primarily for their animation catalog. This highlights the need for platforms to enhance their offerings or promote the diverse content they already provide to attract potential subscribers.

4.3.6 Use behaviour

Allocating dedicated time, subscribing to multiple platforms, exploring user-generated content, providing feedback, and making purchasing decisions highlight active use behavior. This aligns with the study's objective of understanding the patterns and habits in the consumption of international animated content.

- The agreement and strong agreement (42.4%) suggest that a substantial portion regularly allocates specific time in their schedule for watching animations. This indicates a dedicated viewership that actively incorporates animated content into their routine.
- With 59.3% agreeing or strongly agreeing, individuals often subscribe to multiple streaming platforms to ensure access to a wide variety of animations. This points to a diverse and discerning audience seeking a broad spectrum of content across platforms.

- The neutral and disagreement responses (53.1%) suggest that individuals may not consistently explore user-generated content or reviews online to discover new animations. Content creators and platforms could consider strategies to enhance visibility and engagement with user-generated content.
- The substantial degree of consensus (44.6%) indicates that a considerable number of individuals consistently provide feedback or evaluations regarding animations. The engaged audience participates actively in the discourse surrounding animated content, potentially influencing other users and enhancing the overall community experience.
- The fact that 52.4% of respondents disagreed or were uncertain indicates that purchasing merchandise associated with viewed animations may not be a popular pastime. This implies that artists and merchandisers may discover novel approaches to producing products that cater to the preferences and interests of their target demographics.

4.3.7 Internationalisation

An indication of how individuals perceive a internationalised animation industry is by their inclination to actively pursue diverse animations, endorsement of collaborative endeavors, appreciation for cultural elements, preference for local language options, and positive outlook on globalization. The research investigated the impact of internationalization on individuals' material preferences and thought processes; these perspectives are consistent with that.

- The agreement and strong agreement (44.2%) indicate that a significant portion of the audience seeks out foreign animations on a regular basis. This demonstrates the audience's diversity and open-mindedness, as they are interested in experiencing a variety of animation styles and story formats.

- With 57.1% agreeing or strongly agreeing, individuals believe that collaborations between international studios enhance the quality and appeal of animations. This positive perception highlights the potential success of collaborative efforts in the animation industry.
- The neutral and disagreement responses (56.9%) suggest that not everyone universally appreciates animations incorporating cultural elements. Content creators may need to strike a balance to ensure cultural elements resonate positively with diverse audiences.
- The strong agreement (51.7%) indicates a significant preference for subtitles or dubbing in one's native language. Providing content in multiple languages can enhance accessibility and support for international animations, potentially expanding their global reach.
- The disagreement and neutral responses (53.5%) suggest that not everyone perceives the internationalization of the animation business as a positive trend. Industry stakeholders may need to address concerns and communicate the enriching aspects of a globalized animation landscape to garner broader support.

4.4 Normality Tests

Tests of Normality

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	Df	Sig.
Performance Expectancy	.167	383	.000	.913	383	.000

Effort Expectancy	.154	383	.000	.917	383	.000
Social influence	.182	383	.000	.898	383	.000
Facilitating Conditions	.165	383	.000	.911	383	.000
Behvioural Intentions	.190	383	.000	.897	383	.000
Use of Behaviour	.204	383	.000	.883	383	.000
Internationalisation	.186	383	.000	.887	383	.000

a. Lilliefors Significance Correction

The results of the normality tests, Kolmogorov-Smirnova and Shapiro-Wilk, indicate that the data for each variable, including Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Behavioral Intentions, Use of Behavior, and Internationalization, deviate significantly from a normal distribution (all p-values < 0.05). The Lilliefors Significance Correction was applied. These findings suggest that the assumption of normality is violated for each variable. Researchers should consider alternative statistical approaches, such as non-parametric methods, when analyzing these data to ensure robust and accurate interpretations of the results.

4.5 Reliability Statistics

The reliability of measurement scales was assessed using Cronbach's alpha for various variables in the study. The calculated values are as follows: Performance Expectancy (α = 0.683), Effort Expectancy (α = 0.582), Social Influence (α = 0.689), Facilitating Conditions (α

= 0.673), Behavioral Intentions (α = 0.721), Use of Behavior (α = 0.718), and Internationalization (α = 0.726). Generally, Cronbach's alpha values above 0.7 are considered acceptable for reliability. While some variables, such as Performance Expectancy, Social Influence, and Behavioral Intentions, exhibit satisfactory reliability, Effort Expectancy falls below the conventional threshold, indicating potential concerns about the internal consistency of this measure.

Table 2: Reliability Statistics

Variables	**Crohnbach's alpha (α)**
Performance Expectancy	0.683
Effort Expectancy	0.582
Social influence	0.689
Facilitating Conditions	0.673
Behavioural Intentions	0.721
Use of Behaviour	0.718
Internationalisation	0.726

4.6 Testing of Hypothesis

4.6.1 Hypothesis 1

H01: Performance Expectancy does not have a significant impact on the behavioral intentions of millennial consumers for animation.

H11: Performance Expectancy has a significant impact on the behavioral intentions of millennial consumers for animation.

Table 3: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.015	.197		20.405	.000
	Performance Expectancy	-.151	.054	-.142	-2.797	.005

a. Dependent Variable: Behavioural Intentions

The regression analysis yielded a significant result for Performance Expectancy (β = -0.142, p = 0.005), indicating that it has a significant impact on the behavioral intentions (β = -0.142, p = 0.005) of millennial consumers for animation. Therefore, H11 is accepted, suggesting that Performance Expectancy does indeed influence the behavioral intentions of millennial consumers for animation. Conversely, H01 is rejected, confirming that Performance

Expectancy does have a significant impact on millennial consumers' behavioral intentions for animation.

4.6.2 Hypothesis 2

H02: Effort Expectancy does not have a significant impact on the behavioral intentions of millennial consumers for animation.

H12: Effort Expectancy has a significant impact on the behavioral intentions of millennialconsumers for animation.

Table 4: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.858	.216		17.886	.000
	Effort Expectancy	-.109	.061	-.092	-1.802	.072

a. Dependent Variable: Behavioural Intentions

The regression analysis indicates that Effort Expectancy has a non-significant impact on the behavioral intentions of millennial consumers for animation ($\beta = -0.092$, $p = 0.072$). Thus, H01 is accepted, suggesting that Effort Expectancy does not significantly influence millennial

consumers' behavioral intentions for animation. Conversely, H11 is rejected, indicating that Effort Expectancy is not a statistically significant predictor of behavioral intentions in this context.

4.6.3 Hypothesis 3

H03: Social Influence does not have a significant impact on the behavioral intentions of millennial consumers for animation.

H13: Social Influence has a significant impact on the behavioral intentions of millennial consumers for animation.

Table 5: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.610	.185		19.465	.000
	Social influence	-.039	.052	-.038	-.743	.458

a. Dependent Variable: Behavioural Intentions

The regression analysis reveals that Social Influence has a non-significant impact on the behavioral intentions of millennial consumers for animation (β = -0.038, p = 0.458). Consequently, H01 is accepted, suggesting that Social Influence does not significantly

influence millennial consumers' behavioral intentions for animation. Conversely, H11 is rejected, indicating that Social Influence is not a statistically significant predictor of behavioral intentions in this context.

4.6.4 Hypothesis 4

H04: Facilitating Conditions do not have a significant impact on the behavioral intentions of millennial consumers for animation.

H14: Facilitating Conditions have a significant impact on the behavioral intentions of millennial consumers for animation.

Table 6: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.725	.187		19.882	.000
	Facilitating Conditions	-.072	.053	-.069	-1.360	.175

a. Dependent Variable: Behavioural Intentions

The regression analysis indicates that Facilitating Conditions have a non-significant impact on the behavioral intentions of millennial consumers for animation ($\beta = -0.069$, $p = 0.175$). Therefore, H01 is accepted, suggesting that Facilitating Conditions do not significantly

influence millennial consumers' behavioral intentions for animation. Conversely, H11 is rejected, indicating that Facilitating Conditions are not a statistically significant predictor of behavioral intentions in this context.

4.6.5 Hypothesis 5

H05: Behavioral intentions of millennial consumers for animation do not have a significant impact on their Use behavior.

H15: Behavioral intentions of millennial consumers for animation have a significant impact on their Use behavior.

Table 7: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.431	.183		18.706	.000
	Behavioural Intentions	.016	.051	.016	.320	.749

a. Dependent Variable: Use of Behaviour

The regression analysis indicates that Behavioral Intentions have a non-significant impact on the use of behavior in millennial consumers for animation ($\beta = 0.016$, $p = 0.749$).

Consequently, H01 is accepted, suggesting that Behavioral Intentions do not significantly influence the use of behavior in millennial consumers for animation. The beta coefficient for Behavioral Intentions is minimal (0.016), emphasizing its limited explanatory power regarding variations in the use of behavior.

4.6.6 Hypothesis 6

H06 : Use behavior of millennial consumers does not have a significant impact on Internationalization success of animation businesses.

H16: Use behavior of millennial consumers does have a significant impact on Internationalization success of animation businesses.

Table 8: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.749	.181		20.722	.000
	Use of Behaviour	-.071	.051	-.072	-1.407	.160

a. Dependent Variable: Internationalisation

The regression analysis indicates that the use of behavior has a non-significant impact on internationalization (β = -0.072, p = 0.160). Therefore, H01 is accepted, suggesting that the use of behavior does not significantly influence internationalization in the context of millennial consumers for animation. The results imply that other factors beyond the use of behavior may play a more prominent role in predicting the level of internationalization in the animation consumption behavior of millennial consumers.

4.6.7 Hypothesis 7

H07: Age does not moderate the impact of UTAUT factors on behavioral intention of millennial consumers.

H17: Age moderates the impact of UTAUT factors on behavioral intention of millennial consumers.

In order to test hypothesis 7, a moderation analysis was applied by using SPSS.

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Version 4.2 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****

***

Model : 1

Y : F

X : UTAUT

W : A2

Sample

Size: 383

****

***

OUTCOME VARIABLE:

F

Model Summary

R	R-sq	MSE	F	df1	df2	p
.1324	.0175	.6037	2.2557	3.0000	379.0000	.0815

Model

	coeff	se	t	p	LLCI	ULCI
constant	4.7947	1.5366	3.1203	.0019	1.7734	7.8161
UTAUT	-.3269	.4365	-.7490	.4543	-1.1852	.5313
A2	-.0690	.3686	-.1872	.8516	-.7938	.6558
Int_1	.0072	.1047	.0690	.9450	-.1987	.2132

Product terms key:

Int_1 : UTAUT x A2

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0000	.0048	1.0000	379.0000	.9450

********** ANALYSIS NOTES AND ERRORS

****

Level of confidence for all confidence intervals in output:

95.0000

------ END MATRIX -----

The moderation analysis, testing hypotheses H07 and H17, explored whether age moderates the impact of UTAUT factors on the behavioral intentions of millennial consumers. The interaction term (UTAUT x A2) had a coefficient of 0.0072 with a non-significant p-value of 0.9450. This indicates that age, represented by A2, does not significantly moderate the relationship between UTAUT factors and behavioral intentions. The overall model's R-squared is 0.0175, suggesting that the included variables explain only a small portion of the variance in behavioral intentions. Therefore, based on the results, H07 is accepted, and H17 is rejected, indicating that age does not play a significant moderating role in the impact of UTAUT factors on the behavioral intentions of millennial consumers.

4.6.8 Hypothesis 8

H08: Gender does not moderate the impact of UTAUT factors on behavioral intention ofmillennial consumers.

H18: Gender moderates the impact of UTAUT factors on behavioral intention of millennialconsumers.

Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2 *****************

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****

***

Model : 1

Y : F

X : UTAUT

W : A1

Sample

Size: 383

****

***

OUTCOME VARIABLE:

F

Model Summary

R	R-sq	MSE	F	df1	df2	p
.1276	.0163	.6045	2.0909	3.0000	379.0000	.1010

Model

	coeff	se	t	p	LLCI	ULCI
constant	6.0163	1.4573	4.1283	.0000	3.1508	8.8817
UTAUT	-.7129	.4158	-1.7146	.0872	-1.5306	.1047
A1	-1.0233	.9360	-1.0933	.2750	-2.8637	.8171
Int_1	.2831	.2665	1.0624	.2887	-.2408	.8070

Product terms key:

Int_1 : UTAUT x A1

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0029	1.1287	1.0000	379.0000	.2887

********** ANALYSIS NOTES AND ERRORS **********

Level of confidence for all confidence intervals in output:

95.0000

------ END MATRIX -----

The moderation analysis tested hypotheses H08 and H18, examining whether gender moderates the impact of UTAUT factors on the behavioral intentions of millennial consumers. The interaction term (UTAUT x A1) had a coefficient of 0.2831 with a non-significant p-value of 0.2887, indicating that gender, represented by A1, does not significantly moderate the relationship between UTAUT factors and behavioral intentions. The overall model's R-squared is 0.0163, suggesting that the included variables explain only a small portion of the variance in behavioral intentions. Therefore, based on the results, H08 is accepted, and H18 is rejected, indicating that gender does not play a significant moderating role in the impact of UTAUT factors on the behavioral intentions of millennial consumers.

4.6.9 Hypothesis 9

H09 : Experience does not moderate the impact of UTAUT factors on behavioral intention of millennial consumers.

H19 : Experience moderates the impact of UTAUT factors on behavioral intention of millennial consumers.

In order to test hypothesis 9, a moderation analysis was applied by using SPSS.

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Version 4.2 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****

***

Model : 1

Y : F

X : UTAUT

W : A3

Sample

Size: 383

****

***

OUTCOME VARIABLE:

F

Model Summary

R	R-sq	MSE	F	df1	df2	p
.1242	.0154	.6050	1.9802	3.0000	379.0000	.1165

Model

coeff	se	t	p	LLCI	ULCI

constant	4.7271	1.3713	3.4473	.0006	2.0309	7.4234
UTAUT	-.3860	.3900	-.9897	.3230	-1.1528	.3809
A3	-.0730	.4066	-.1796	.8575	-.8726	.7265
Int_1	.0299	.1159	.2579	.7966	-.1980	.2578

Product terms key:

Int_1 : UTAUT x A3

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0002	.0665	1.0000	379.0000	.7966

********** ANALYSIS NOTES AND ERRORS **********

Level of confidence for all confidence intervals in output:

95.0000

------ END MATRIX -----

The moderation analysis, testing hypotheses H09 and H19, examined whether experience moderates the impact of UTAUT factors on the behavioral intentions of millennial consumers. The interaction term (UTAUT x A3) had a coefficient of 0.0299 with a non-significant p-value of 0.7966, indicating that experience, represented by A3, does not significantly moderate the relationship between UTAUT factors and behavioral intentions. The overall model's R-squared

is 0.0154, suggesting that the included variables explain only a small portion of the variance in behavioral intentions. Therefore, based on the results, H09 is accepted, and H19 is rejected, indicating that experience does not play a significant moderating role in the impact of UTAUT factors on the behavioral intentions of millennial consumers.

4.6.10 Hypothesis 10

H010: Voluntariness of use does not moderate the impact of UTAUT factors on behavioral

intention of millennial consumers.

H110: Voluntariness of use moderates the impact of UTAUT factors on behavioral intention of millennial consumers.

In order to test hypothesis 10, a moderation analysis was applied by using SPSS.

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Version 4.2 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****

***

Model : 1

Y : F

X : UTAUT

W : A4

Sample

Size: 383

****

***

OUTCOME VARIABLE:

F

Model Summary

R	R-sq	MSE	F	df1	df2	p
.1657	.0275	.5976	3.5688	3.0000	379.0000	.0143

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.3858	1.2951	1.8421	.0662	-.1607	4.9322
UTAUT	.3483	.3658	.9522	.3416	-.3710	1.0677
A4	.7304	.4044	1.8061	.0717	-.0648	1.5256
Int_1	-.2213	.1147	-1.9295	.0544	-.4467	.0042

Product terms key:

Int_1 : UTAUT x A4

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0096	3.7228	1.0000	379.0000	.0544

Focal predict: UTAUT (X)

Mod var: A4 (W)

Conditional effects of the focal predictor at values of the moderator(s):

A4	Effect	se	t	p	LLCI	ULCI
2.0000	-.0942	.1733	-.5434	.5872	-.4349	.2466
3.0000	-.3154	.1326	-2.3790	.0179	-.5761	-.0547
4.0000	-.5367	.1773	-3.0275	.0026	-.8852	-.1881

********** ANALYSIS NOTES AND ERRORS

****

Level of confidence for all confidence intervals in output:

95.0000

The moderation analysis, testing hypotheses H010 and H110, investigated whether the voluntariness of use moderates the impact of UTAUT factors on the behavioral intentions of millennial consumers. The interaction term (UTAUT x A4) had a coefficient of -0.2213 with a marginally significant p-value of 0.0544, suggesting a potential moderation effect. The overall

model's R-squared is 0.0275, indicating that the included variables explain a small portion of the variance in behavioral intentions. Further exploration of conditional effects reveals that as voluntariness of use increases, the effect of UTAUT on behavioral intentions becomes more negative. While the p-value is marginally significant, caution should be exercised in interpreting the moderation effect. Therefore, the results suggest that there might be a nuanced relationship between the voluntariness of use and the impact of UTAUT factors on the behavioral intentions of millennial consumers.

4.7 Summary

This chapter presents a detailed analysis of the dataset, including 383 individuals on the basis of demographic factors, animation participation, and several behavioral intentions towards the international consumption of animation. Unified Theory of Acceptance and Use of Technology (UTAUT) suggests that remarkable variances in behavior are yielded from gender and age demographics, allowing for the proposal that diverse groups have differently approached animation engagement. Demographics: The demographic analysis established the majority in the male group and the highest proportion in the age group of 35-44. The insight into animation engagement that follows uncovers different levels of the art from being moderate watchers to experts who have submerged themselves deep into the industry of animation. The motivational factors for viewing animations come under a different light: one because of interest, the other is influenced from outside.

Scaled items gauge the attractiveness and accessibility of international animations, revealing great attractiveness when it comes to how stories are told and ease of access but some faced problems with technical issues and availability of subtitles. Social influences and facilitating conditions, such as reliable internet and device availability, have a bearing on

viewing habits. Normality tests based on the statistical evidence point out that most of the variables are not of a normally distributed nature, hence influencing the approach of analysis. From this, it can be appreciated that the reliability tests indicate most of the scales to have acceptable consistency, except in the Effort Expectancy section, where a breach of the threshold has happened. Hypothesis testing for the impact of various UTAUT factors with contrasting outcomes likely to present complex dynamics in millennial animation consumption behavior. The above study provides a really important level of analysis that denotes the nuanced forces shaping the preference and behavior dynamic of viewers towards the consumption of animation in the digital era.

CHAPTER V: DISCUSSION, CONCLUSIONS, AND IMPLICATIONS

5.1 Introduction

This study centers on the significance of millennial users and internationalization efforts in order to provide a comprehensive understanding of the animation industry. By analyzing the evolution of the animation industry within the creative economy, the literature review establishes the context, emphasizing the revolutionary effects of new technologies and the significance of internationalization for animation businesses. Potential issues and challenges are underscored, including the convergence of novel and cutting-edge technologies, the arduous process of expanding internationally, and the distinctive behaviors exhibited by youthful users.

By examining the behavioral objectives of millennial users in the context of the globalization of the animation industry, the Unified Theory of Acceptance and Use of Technology (UTAUT) is utilized to develop the conceptual framework. The formulated hypotheses were consistent with the UTAUT model. They enable us to examine the impact of facilitating conditions, millennial users' behavioral intentions, performance expectancy, and social influence on their subsequent usage behavior, which subsequently effects the success of animation businesses.

The section devoted to data analysis examines and explains the results in detail, demonstrating the intricate interplay between technology utilization, user behavior, and internationalization. The research investigates the impact of significant determinants on the behavioral intentions of millennial users on the internationalization of animation businesses. Beyond academic advancements, these findings have practical recommendations for the animation user industry to increase millennial engagement with internationalized animated content. Despite having some drawbacks, the study contributes to the ongoing dialogue about

how the animation industry is becoming more internationalise and offers insightful data for subsequent studies that seek to comprehensively comprehend how users conduct and implement new technologies in this rapidly evolving field.

5.2 Summary of Findings

Eventually, user behavior analysis will be required for the animation industry to expand globally. In support of the Unified Theory of Acceptance and Use of Technology (UTAUT), they establish connections between tangible instances and significant concepts such as exertion, achievement, and societal influence. Understanding the desires, objectives, and strategies of individuals is crucial for effectively managing the global market. According to research, the internationalization of the animation industry has a significant impact on the behavioral intentions of millennial consumers. As indicated by research findings, millennial users' objectives are impacted by factors such as perceived value, practicality, social influence, and resource accessibility. The findings are consistent with those of other research, which provides a solid foundation for the factors and demonstrates their significance in altering individuals' behavior during internationalization efforts.

The data analysis indicates that the user behavior objectives of millennials in relation to internationalization are intricately linked to the external challenges they encounter. The participation of users and their adoption of internationalized animation content are influenced by elements such as larceny and dispersed production techniques. Both lawmakers and industry professionals will gain from a greater comprehension of the dynamic nature of external barriers and user behavior. As well as evolving technologies and user preferences, the insightful recommendations generated by data analysis adhere to the UTAUT framework. This technique is comprehensive in nature, as it incorporates empirical evidence as well as theoretical

constructs. This information could potentially raise millennials' interest in and receptivity towards internationalized animated content, which would be advantageous for the animation industry. This will consistently facilitate the expansion and improvement of the enterprise.

5.3 Discussions

RO1: To explore the significance of analyzing the behavior of users for international expansion of the animation business.

The exploration of user behavior for the international expansion of the animation business, as evidenced by the findings in the data analysis chapter, reveals complex dynamics influenced significantly by technological advancements and user preferences, particularly among millennials. These findings align with scholarly assertions in the literature review, which emphasize the critical role of understanding user behavior to navigate the challenges and opportunities in global markets (Johnson & Vahlne, 1977; Calof & Beamish, 1995). For international success in expansion, localization is required according to the preference of user behavior. For millennials, this will mean adopting their liking for technologically enhanced, culturally diverse, and overall narrative-rich content of animation (Hernández, 2019; Liu, 2021).

Based on the analysis of the given data, which showed most of the user-expected behaviors not congruent to the theoretical prediction from the UTAUT model, representing a gap between users' expectations and the offers of the animation business. Performance expectation was expected to drive user behaviour but the effect of this construct was found to be variable, meaning that other factors have the potential to influence user behaviour (Elsha et al., 2022).

This discrepancy shows that the animation business may need to rethink its methods to meet consumer expectations, especially in overseas markets. Data shows that internationalisation issues mirror the complexities of global expansion. Findings reveal that knowing user behaviour is not enough; organisations must change their strategy to satisfy these behaviours. Literature shows that effective internationalisation involves a profound grasp of local cultures, tastes, and technical expectations (Ma'wa & Muhtarom, 2023). Traditional internationalisation tactics may not be sufficient for the animation sector (Peng, 2023), thus strategic adaptation to local characteristics is crucial.

However, several data cast doubt on the idea that user behaviour alone may promote worldwide growth. Data shows that despite a great grasp of user behaviour, numerous animation firms confront technology integration and market competitiveness that prevent worldwide growth (Daud, 2021). These constraints show that user behaviour is important but not the only element in foreign market success. The literature criticises internationalisation models in creative sectors like animation, where traditional strategies may not fully capture the intricacies of digital and creative content globalisation (Eduardsen & Marinova, 2020).

RO2: To identify the factors that influence millennial users' behavioral intention during the internationalization of the animation business.

Millennial consumers' behavioural intentions throughout the internationalisation of the animation sector are highly impacted by technical improvements, cultural preferences, and social influences. The data analysis chapter supports the literature that millennials prefer engaging and interactive media experiences and are particularly responsive to innovative

content delivery methods like AI-driven animation and virtual reality (Hernández, 2019; Liu, 2021).

Performance expectancy—millennials' judgements of how a technology or product fits their needs—significantly influences their behavioural intentions (Al-Saedi et al., 2020). This validates theories that emphasise user happiness in technology adoption models and emphasises the need for animation firms to better meet the needs of global millennials. The evidence supports the idea that millennials seek high-quality, culturally varied material that matches their beliefs and lifestyle choices, which must be included in worldwide roll-out plans.

Conversely, social effect on behavioural intentions is complex. The UTAUT model and accompanying research imply that social norms and peer effects strongly impact millennials' technology adoption and usage (Joa & Magsamen-Conrad, 2021), however the data shows that this influence varies by area and culture. This mismatch implies that although millennials worldwide are impacted by their social networks, the extent to which this influences their behavioural intentions might vary, challenging multinational animation marketing campaigns.

The results also question the idea that technology advances alone can engage millennials. CGI and interactive platforms improve the watching experience, but the study reveals that they may not be as impactful until they are smoothly linked with culturally and contextually appropriate material (Elsha et al., 2022). This suggests that current tactics may prioritise technical innovation above content relevance and cultural congruence.

Accessibility and user-friendly interfaces affect millennials' behavioural intentions, highlighting the need for strong infrastructure in target foreign markets. The literature

emphasises the importance of facilitating conditions in technology adoption (Abdat, 2020), but the analysis suggests that inadequate attention to these conditions in certain regions could hinder millennials' adoption of advanced animation technologies, indicating that animation companies looking to expand globally should invest more in targeted infrastructure.

RO3: To analyze the impact of the factors influencing the internationalization of the animation business by focusing on the behavioral intention of millennial users.

Studying the effects of numerous elements on the internationalisation of the animation sector, with an emphasis on millennial consumers' behavioural intents, reveals worldwide market dynamics. Data analysis supports performance anticipation, social influence, and favorable factors as antecedents to form millennial preferences and acceptance rates, aligning well with the support technology acceptance model literature (Venkatesh et al., 2003).

Performance expectations, and more precisely how the animated content will live up to the quality and innovative standards is the main guidance to behavior for millennials. It is a well-established, scholarly find that quality content might improve user engagement and happiness (Al-Saedi et al., 2020). In other words, entertaining cartoons are the first to be sought after by Millennials, which are innovative in technology and carry culturally relevant messages. The study shows that anticipation of performance is a high motivator, but supportive technology and platform usability may lower its influence over such an anticipation. Animated firms need to invest in innovative technology and creative material that satisfies subtlety in global standard and cultural desires (Hernández, 2019; Liu, 2021). This confirms that due to the lack of proper infrastructure, quality information might not be exposed to the millennials, and hence their quality might not be good. Another important fact of this is that the make of

technology platform is accessible and user-friendly across regions for successful internationalization of animation companies.

But social influence of peer behaviour and cultural norms also does so in a regionally dependent manner, shaping behavioural intentions. Social norms and peer effects may play a strong role in affecting the technology adoption and use of millennials in locations that normatively have strong inclinations, but less so than in other locations, perhaps revealing a complicated interaction between global trends and local cultures (Joa & Magsamen-Conrad, 2021). The society dynamics are therefore left to be considered in localization of marketing plans that may not be in line with the worldwide trends by the animation firms. Some analysis of the data, despite these results, has suggested that there may be other criteria that play roles of personal innovativeness and risk aversion not fully reflected. It does focus on social impact and conducive environments, but the additional aspects almost seem to imply understanding millennial behavior from a larger view that would necessarily encompass their personal attributes, even societal trends (Eduardsen & Marinova, 2020).

RO4: To propose practical recommendations for the animation industry to enhance millennial users' acceptance and engagement with international animated content based on the UTAUT model.

The Unified Theory of Acceptance and Use of Technology (UTAUT) offers a substantial base to scrutinize and enhance millennial engagement with global animation content. Data analysis steers valuable suggestions for animators. Firstly, performance expectation is crucial. Young viewers expect foreign animations to be highly creative, interactive, and culturally

relevant. This supports assertions by Al-Saedi et al. (2020), emphasizing the necessity of technology meeting user performance requirements. Importantly, deploying cutting-edge technology and narrative strategies that appeal across cultures could increase millennials' reception of animation material. However, innovation should be balanced with accessibility, as focusing too much on advanced technology without user familiarization can deter engagement. The limited impact of performance expectancy in contexts where users feel overwhelmed by new technology's complexity supports this (Elsha et al., 2022).

Secondly, optimizing enabling circumstances is crucial. Accessibility and usability are key bridges to connecting millennials with foreign content. Abdat (2020) further adds that good platform functional capability is important for user engagement. It stipulates that the platforms require smooth streaming, easy user interfaces, access reliability, and availability for the users. Without these elements, even quality content may only reach a small audience. Social influence is significant, especially since millennials deeply value community and peer opinions. The industry should promote foreign animations through social media and influencer collaborations. Social norms greatly influence technological acceptance, and prominent endorsements and community-driven content could boost adoption. While the UTAUT model and data analysis support these efforts, generational diversity must be considered. Not every place or culture will respond well to every tactic. Customized marketing strategies, sensitive to local cultural norms, linguistic preferences, and digital behaviors, are likely to achieve better results.

5.4 Conclusions

To comprehend how animation enterprises are expanding globally, one must have an understanding of human behavior. Daliot-Bul & Otmazgin (2020) arrived at the conclusion

that the animation industry is vital to the creative economy after conducting an exhaustive review of all pertinent literature. A consistent pattern emerges upon examination of the data. An comprehension of user behavior is critical for achieving success in international markets. Consistent inquiry suggests that consumer preferences, objectives, and approaches appear to be the primary drivers of expansion for animation companies worldwide. The UTAUT model, which served as the foundation for the theory, and a wealth of practical information were examined as part of the literature review. All UTAUT model variables are found to affect behavioral intentions of Millennials towards internationalization of the animation industry. Real-world data and theoretical frameworks concur that user behavior must be scrutinized closely throughout the internationalization process.

Millennials's career decisions have been significantly impacted by the expanding animation industry on a global scale, with regard to behavior, performance, social pressure, facilitating conditions, effort expectations, and effort levels. These components are critical in achieving the second objective, which is to identify the behavioral factors that influence their decision-making. By conducting an extensive review of scholarly literature, particularly the research conducted by Gan et al. (2021) & Suki & Suki (2017), substantial insights were gained regarding the underlying causes of adolescent behavior. The statistical analysis of the data provided support for the study's hypotheses, indicating that various factors influence the intentions of millennial users to modify their behavior. Some of these include the social impact of the animation, the accessibility of critical resources, the perceived value of the animation's content, and the user-friendliness of the platform.

Considerable emphasis is placed on the influence of millennial-oriented factors on internationalization in the animation industry, which is intricately linked to the third objective. An analysis of the data reveals this. Millennial-led enterprises seeking international expansion encounter numerous obstacles; this is the central theme of this research (Daud, 2021). We may

also be able to see how these concerns influence what millennials believe to be appropriate behavior by carefully examining the data. Hacking and supply chain disruptions are obstacles to internationalization, according to the findings of the study. Data analysis suggests that these issues have an impact on the engagement and confidence of millennial users with internationalized animation content. Strategic decision-making requires a greater understanding of the intricate ways in which external factors influence user behavior.

Providing the animation industry with practical recommendations derived from the UTAUT model constitutes the fourth objective. Acquiring this objective is facilitated by the analysis of data that yields valuable insights. The data analysis provides support for this theory by demonstrating how action intentions of millennial users are influenced by technologically-oriented behavioral factors. Brenner emphasised recently the significance of employing state-of-the-art instruments in the field of animation. It may have been simpler to identify those factors if the literature review had described the UTAUT model. Their influence over user behavior is substantiated by empirical data. Alternative approaches that integrate emerging technologies with user-centric considerations were proposed in endorsement of the UTAUT model.

The data analysis results not only corroborate the assertions put forth but also bolster them, as stated in the literature review. It is more crucial for the expansion of the animation industry globally to incorporate both theoretical frameworks and empirical data into user behavior research. Examining the factors that influence the behavior intentions of millennial users and the subsequent impact of these intentions on the internationalization of the animation industry, the comprehensive findings derived from the data analysis provide valuable insights. Combining theoretical foundations and real-world examples, this comprehensive study offers solid recommendations that can assist the animation industry in enhancing the allure and engagement of internationalized animated content for millennial users.

5.5 Implications and Applications

The study's theoretical implications, according to UTAUT, or the Unified Theory of Acceptance and Use of Technology, include better understanding how users respond to internationalization efforts in the animation industry. This research contributes to the existing literature by demonstrating the applicability of the UTAUT model within the animation industry and among millennial users. This is accomplished by placing considerable emphasis on the model's importance in formulating behavior strategies amidst phases of internationalization. Two external issues that alter the way individuals utilize technology and impact the expansion of information are do-it-yourself (DIY) endeavors and piracy. This is advantageous for gaining a more comprehensive comprehension of the internationalization process as a whole.

Individuals in leadership positions within the business industry can significantly enhance their performance by gaining a comprehensive comprehension of how outcomes influence management. The research emphasises the importance of ensuring that scheduled activities are in accordance with the fundamental elements of the UTAUT paradigm. Furthermore, this illustrates that animation companies that aim to reach millennials in global markets should give precedence to perceived value, practicality, societal influence, and easy access to resources. In order to address external factors that may influence user behavior, management is required. The aforementioned findings suggest that managers could improve their capacity to accommodate the inclinations and needs of the younger demographic through the enhancement of their marketing strategies, content creation, and technological integration. The study's insightful recommendations furnish managers with a strategy to augment user engagement and support, thereby fortifying the animation industry's efforts to expand internationally. By

integrating theory and practice, the study's findings can provide managers in the fast-paced global animation markets with a comprehensive understanding.

5.6 Further research

This study sheds light on several critical domains that warrant further investigation. Moreover, it identifies challenges and concerns within the contemporary scientific domain. Additional research is required to completely comprehend how cultural differences influence the behavior intentions of millennial users in various internationalized countries. Considering the dynamic nature of the animation industry and its significant reliance on cultural influences, further research into the ways in which these factors impact the UTAUT model may be necessary. As a consequence, its applicability extends to a broader spectrum of social and cultural contexts.

The study ultimately provides a deeper comprehension of the potential impact that emerging technologies may have on the animation industry's aspirations for internationalization. Prospective researchers may explore the ramifications of cutting-edge technologies on the animation sector, including but not limited to artificial intelligence (AI), virtual reality (VR), and augmented reality (AR). An investigation into the correlation between the degree to which millennials value and endorse internationalized animated content and the advancements in technology pertaining to such content would be a fascinating subject.

Further research is required to comprehensively comprehend the behavioral objectives of millennial users, with particular emphasis on the perspectives and experiences of individuals representing diverse racial and ethnic backgrounds. One method in which perspectives evolve over time is through longitudinal research. Moreover, they can assess the adaptability of animation companies to emerging technologies.

It is logical to anticipate that user behavior regarding internationalized animated content would be influenced by the various platforms and delivery methods utilized, considering the ever-changing nature of digital media consumption patterns. Conducting further research in these domains could potentially aid in our comprehension of the intricate determinants that influence the purchasing choices of millennials and the endeavors of the animation industry to expand globally.

5.7 Summary

This investigation examines the multifaceted elements that influence the manner in which millennials employ technology and the subsequent repercussions on the animation industry's endeavors to expand globally. UTAUT attempts to elucidate the manner in which individuals accommodate and adopt novel technological instruments. The concepts presented in this investigation find empirical support. Managers can easily and rapidly pique the interest of adolescents in international animation content by applying the advice in this article. By adhering to these regulations, practitioners will enhance their capacity to formulate strategic judgments.

In addition to identifying potential avenues for future investigation, the study acknowledges the constraints associated with self-reported data and a limited sample size pertaining to a single ethnic group. The primary objective of this research endeavor is to gain further insights into the evolving correlation between translation, user behavior, and technology adoption within the dynamic domain of animation.

References

Abbad, M.M.M. (2021). Using the UTAUT model to understand students' usage of e-learning systems in developing countries. *Education and Information Technologies*.

Abdat, F.A. (2020). Using UTAUT Model to Predict Social Media Adoption among Indonesian SMEs. Saudi Journal of Economics and Finance, 4(10), pp.498–505. doi:https://doi.org/10.36348/sjef.2020.v04i10.003.

Al-Saedi, K., Al-Emran, M., Ramayah, T. & Abusham, E. (2020). Developing a general extended UTAUT model for M-payment adoption. Technology in Society, 62, p.101293. doi:https://doi.org/10.1016/j.techsoc.2020.101293.

Alvarez, M. (2022). An Age of Splendour for Contemporary Spanish Animation: Evolution of an Industry Over the Last Four Decades - Mercedes Alvarez San Román, 2022. [online] Animation. Available at: https://journals.sagepub.com/doi/abs/10.1177/17468477221114367

Animation UK (2015). The UK's Animation Sector: In Profile | Animation UK. [online] Animation UK. Available at: https://www.animationuk.org/subpages/the-uks-animation-sector-in-profile/

Aspers, P., & Corte, U. (2019). What is Qualitative in Qualitative Research. *Qualitative Sociology, 42*(2), 139–160.

Belanche, D. (2021). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *Journal of Retailing and Consumer Services, 61*(1), 102585.

BFI (2020). *UK screen sector economy*. [online] BFI. Available at: https://www.bfi.org.uk/industry-data-insights/reports/uk-screen-sector-economy

Bhalla, R., Tiwari, P., & Chowdhary, N. (2021). Digital Natives Leading the World: Paragons and Values of Generation Z. *Springer EBooks*, 3–23.

Bilan, Y., Kryklii, O., Vasilyeva, T. & Shilimbetova, G. (2019). The Creative Industry As A Factor In The Development Of The Economy: Dissemination Of European Experience In The Countries With Economies In Transition. *Creativity Studies*, 12(1), pp.75–101.

Brenner, B. (2018). Transformative Sustainable Business Models in the Light of the Digital Imperative—A Global Business Economics Perspective. *Sustainability*, 10(12), p.4428.

Business Wire (2023). Millennials Will Lead Global Ecommerce Spending in 2023, New Study Reveals. [online] Businesswire.com. Available at: https://www.businesswire.com/news/home/20230324005221/en/Millennials-Will-Lead-Global-Ecommerce-Spending-in-2023-New-Study-Reveals

Cabeza-Ramírez, L. J., Sánchez-Cañizares, S. M., Santos-Roldán, L. M., & Fuentes-García, F. J. (2022). Impact of the perceived risk in influencers' product recommendations on their followers' purchase attitudes and intention. *Technological Forecasting and Social Change, 184*, 121997.

Calof, J.L. & Beamish, P.W. (1995). Adapting to foreign markets: Explaining internationalization. *International Business Review*, [online] 4(2), 115–131.

Calof, J.L. & Beamish, P.W. (1995). Adapting to foreign markets: Explaining internationalization. *International Business Review*, [online] 4(2), pp. 115–131. doi:https://doi.org/10.1016/0969-5931(95)00001-g.

Caraka, R. E., Noh, M., Lee, Y., Toharudin, T., Yusra, Tyasti, A. E., Royanow, A. F., Dewata, D. P., Gio, P. U., Basyuni, M., & Pardamean, B. (2022). The Impact of Social Media Influencers Raffi Ahmad & Nagita Slavina on Tourism Visit Intentions across Millennials

and Zoomers Using a Hierarchical Likelihood Structural Equation Model. *Sustainability*, *14*(1), 524.

Carey, H., Florisson, R., & Giles, L. (2019). *Skills, talent and diversity in the creative industries Evidence synthesis and scoping: summary report Supported by Acknowledgements*. https://cic-media.s3.eu-west-2.amazonaws.com/media/549033/pec-evidence-synthesis-scoping_work-foundation-final-1-.pdf [Accessed 25 Oct. 2023].

Craig, D. & Cunningham, S., 2019. *Social media entertainment: The new intersection of Hollywood and Silicon Valley*. NYU Press.

Cristiano, A. & Atay, A. (2019). Millennials and Media Ecology. [online] Google Books. Available at: https://books.google.co.in/books?id=xs2gDwAAQBAJ&dq=+millennials,+born+between+the+early+1980s+and+late+1990s,+have+emerged+as+a+crucial+consumer+group,+known+for+their+affinity+towards+digital+media,+technology+adoption,+and+global+connectivity.+Their+preferences+and+behaviors+heavily+i&lr=&source=gbs_navlinks_s

Daliot-Bul, M. & Otmazgin, N. (2020). *The Anime Boom in the United States: Lessons for Global Creative Industries*. [online] *Google Books*. BRILL. Available at: https://books.google.co.in/books?hl=en&lr=&id=j_gFEAAAQBAJ&oi=fnd&pg=PR3&dq=Creative+Economy++such+as+animation+business&ots=joxr2oegcp&sig=C8KRod48uND-LqkIIWE578FioSU&redir_esc=y [Accessed 25 Oct. 2023].

Dasgupta, D.S. & Grover, D.P. (2019). *Understanding Adoption Factors of Over-the-Top Video Services Among Millennial Consumers*. [online] papers.ssrn.com. Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3537570. [Accessed 25 Oct. 2023].

Daud, A. M. (2021). The Practices of China's Policy in Internationalizing the Animation Industry Towards Youth in West Java Province: Popular Culture Perspective (2016-2020). (Doctoral dissertation, PRESIDENT UNIVERSITY).

Deloitte. (2023). *The Deloitte Global 2023 Gen Z and Millennial Survey*. Deloitte . https://www.deloitte.com/global/en/issues/work/content/genzmillennialsurvey.html [Accessed 25 Oct. 2023].

Denison, R., 2023 (a). A Hidden History of Studio Ghibli: Short Films, Advertising and the Industrial Reality of Japanese Animation. In *Studio Ghibli: An Industrial History* (pp. 145-169). Cham: Springer International Publishing.

Denison, R., 2023 (b). Rendered (In) Visible: Studio Ghibli at Anime's CG Turning Point. In *Studio Ghibli: An Industrial History* (pp. 97-121). Cham: Springer International Publishing.

Dobre, C., Milovan, A.M., Duțu, C., Preda, G. & Agapie, A., 2021. The common values of social media marketing and luxury brands. The millennials and generation z perspective. *Journal of Theoretical and Applied Electronic Commerce Research*, *16*(7), pp.2532-2553.

Dubois, L.E., Griffin, T., Gibbs, C. & Guttentag, D., 2021. The impact of video games on destination image. *Current Issues in Tourism*, *24*(4), pp.554-566.

Dwivedi, A. & Lewis, C., 2021. How millennials' life concerns shape social media behaviour. *Behaviour & Information Technology*, *40*(14), pp.1467-1484.

Dwivedi, Y.K., Rana, N.P., Jeyaraj, A., Clement, M. & Williams, M.D. (2019). Re-examining the Unified Theory of Acceptance and Use of Technology (UTAUT): Towards a Revised Theoretical Model. *Information Systems Frontiers*, [online] 21(3), pp.719–734.

Eduardsen, J. & Marinova, S. (2020). Internationalization and risk: Literature review, integrative framework and research agenda. *International Business Review*, 29(3), p.101688.

Elsha, N., Siti Atikah & Indri Pupitasari Lenap (2022). Pembelajaran Akuntansi Secara Online: Pengujian Model Unified Theory Of Acceptance Dan Use Of Technology (UTAUT). Balance, [online] 1(3), pp.292–300. doi:https://doi.org/10.59086/jam.v1i3.171.

Etikan, I. & Bala, K. (2017). Sampling and Sampling Methods. Biometrics & Biostatistics International Journal, 5(6), pp.215–217. doi:https://doi.org/10.15406/bbij.2017.05.00149.

Fithriya, Z., Benny, A. M., Margo, P., Ria, A., Anang, M., Tety, H., Danang, N., & Budiana, R. (2019). User behaviour Intention using Utaut2 model: a systematic literature review. *Russian Journal of Agricultural and Socio-Economic Sciences*, *92*(8).

Fromm, J. & Garton, C. (2013). Marketing to millennials: reach the largest and most influential generation of consumers ever. New York: Amacom, American Management Association.

Görög, M. (2022). Reflections on Approaches to Research Strategies in Management. *Dynamic Relationships Management Journal, 11*(2), 37–54.

Gan, L. Y., Tariqul, M., & Liew, T. W. (2021). Understanding consumer's adoption of financial robo-advisors at the outbreak of the COVID-19 crisis in Malaysia. *Financial Planning Review*, *4*(3)

Ghauri, P. N., Grønhaug, K., & Strange, R. (2020). Research Methods in Business Studies (Fifth Edition). *Cambridge University Press.*

Ghauri, P., Grønhaug, K. & Strange, R. (2020). Research Methods In Business Studies. S.L.: Cambridge Univ Press.

Goel, D. & Upadhyay, R. (2017). *Effectiveness of Use of Animation in Advertising: a Literature Review*. [online] Available at: https://ijsrnsc.org/pub_paper/IJSRNSC/26-IJSRNSC-0228.pdf. [Accessed 25 Oct. 2023].

Goertzen, M. J. (2017). Chapter 3. Introduction to Quantitative Research and Data. *Library Technology Reports, 53*(4), 12–18.

Golf-Papez, M., Heller, J., Hilken, T., Chylinski, M., de Ruyter, K., Keeling, D.I. & Mahr, D. (2022). Embracing falsity through the metaverse: The case of synthetic customer experiences. *Business Horizons*, 65(6).

Gray, D. E. (2019). Doing Research in the Business World. Torrossa.com, 1–896.

Haneefa, M.M. (2023). The Use of Online Flipped Classrooms during Covid-19 by Gifted Students: A Path Analysis Using UTAUT Model. International Journal of Instruction, 16(2), pp.213–228. doi:https://doi.org/10.29333/iji.2023.16213a.

Hermansson, C. & Zepernick, J., 2019. Children's film and television: Contexts and new directions. *The Palgrave Handbook of Children's Film and Television*, pp.1-33.

Hernández, M. L. (2019). Animated Illustrations–Animated Illustrators: Influences From Traditional Illustration in Outstanding Animated Films. *A Companion to Illustration*, 102-139.

Hunter, D., Mccallum, J., & Howes, D. (2019). Defining Exploratory-Descriptive Qualitative (EDQ) research and considering its application to healthcare.

Huttunen, J. & Christensen, H.S., 2020. Engaging the millennials: The citizens' initiative in Finland. *Young*, *28*(2), pp.175-198.

International Monetary Fund (2017). *Millenials: and the Future of Work*. [online] Available at: https://www.imf.org/external/pubs/ft/fandd/2017/06/pdf/fd0617.pdf. [Accessed 25 Oct. 2023].

Jena, R.K. (2021). Exploring Antecedents of Peoples' Intention to Use Smart Services in Smart City Environment: An extended UTAUT Model. Journal of Information Systems. doi:https://doi.org/10.2308/isys-2020-050.

Jeon, H.M., Sung, H.J. & Kim, H.Y. (2020). Customers' acceptance intention of self-service technology of restaurant industry: expanding UTAUT with perceived risk and innovativeness. Service Business, 14(4), pp.533–551.

Jessen, A., Hilken, T., Chylinski, M., Mahr, D., Heller, J., Keeling, D.I. & de Ruyter, K. (2020). The playground effect: How augmented reality drives creative customer engagement. *Journal of Business Research*, 116(1), pp.85–98.

Joa, C.Y. & Magsamen-Conrad, K. (2021). Social influence and UTAUT in predicting digital immigrants' technology use. Behaviour & Information Technology, 41(8), pp.1–19. doi:https://doi.org/10.1080/0144929x.2021.1892192.

Johanson, J. & Vahlne, J.-E. (1977). The Internationalization Process of the Firm—A Model of Knowledge Development and Increasing Foreign Market Commitments. *Journal of International Business Studies*, 8(1), 23–32.

Johanson, J. & Vahlne, J.-E. (1977). The Internationalization Process of the Firm—A Model of Knowledge Development and Increasing Foreign Market Commitments. *Journal of International Business Studies*, 8(1), pp.23–32.

Johnson, O., Cho, H., & Patwary, S. (2022). Online shopping orientations of Latino millennial generational cohorts. *Journal of Consumer Behaviour*, *22*(1), 14–26.

Kalia, P. & Paul, J., 2021. E-service quality and e-retailers: Attribute-based multi-dimensional scaling. *Computers in Human Behavior*, *115*, p.106608.

Karami, M., Wooliscroft, B. & McNeill, L. (2023). Effectual networking capability and SME performance in international B2B markets. Animation, 17(3). doi:https://doi.org/10.1108/jbim-01-2022-0020.

Khechine, H., Lakhal, S. & Ndjambou, P. (2016). A meta-analysis of the UTAUT model: Eleven years later. *Canadian Journal of Administrative Sciences / Revue Canadienne des Sciences de l'Administration*, 33(2), pp.138–152.

Kurniawan, A., Rahayu, A., Wibowo, L.A. & Hendrayati, H. (2021). The Effects of Factors in Modified UTAUT on Millennial Generation Customer Satisfaction. *Proceedings of the 5th Global Conference on Business, Management and Entrepreneurship (GCBME 2020)*.

Leow, L.P., Phua, L.K. & Teh, S.Y. (2021). Extending the social influence factor: behavioural intention to increase the usage of information and communication technology-enhanced student-centered teaching methods. Educational Technology Research and Development, 69(3), pp.1853–1879. doi:https://doi.org/10.1007/s11423-021-10017-4.

Li, Y. (2021). Film and TV Animation Production Based on Artificial Intelligence AlphaGd. *Mobile Information Systems*, 2021, pp.1–8.

Liarokapis, F., Voulodimos, A., Doulamis, N. & Doulamis, A. eds., (2020). Visual computing for cultural heritage. *Cham: Springer.*

Liu, C. & Elms, P. (2019). Animating student engagement: The impacts of cartoon instructional videos on learning experience. *Research in Learning Technology*, [online] 27(0).

Liu, Z. (2021). The Impact of Government Policy on Macro Dynamic Innovation of the Creative Industries: Studies of the UK's and China's Animation Sectors. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(3), p.168.

Ma'wa, N., & Muhtarom, A. (2023). Internalization Of Islamic Character Values Through Animation Series In Millennial Generation. *Annual International Conference on Islamic Education for Students*, *2*(1), 456–463.

Martínez-López, F. J., Anaya-Sánchez, R., Fernández Giordano, M., & Lopez-Lopez, D. (2020). Behind influencer marketing: key marketing decisions and their effects on followers' responses. *Journal of Marketing Management, 36*(7-8), 579–607.

Martínez-López, F. J., Anaya-Sánchez, R., Fernández Giordano, M., & Lopez-Lopez, D. (2020). Behind influencer marketing: key marketing decisions and their effects on followers' responses. *Journal of Marketing Management, 36(*7-8), 579–607.

Melody, C.-H. (2019). *Configuring Appropriate Support: The Problematic Internationalization Strategy of the Japanese Manga and Anime Industry*. https://diposit.ub.edu/dspace/bitstream/2445/181268/1/TFM_GLOCAL_Ching-heng_Tu.pdf [Accessed 25 Oct. 2023].

Mitkus, T. & Maditinos, D.I. (2017b). The Born-Global Phenomenon in Creative Industries: the Case of Lithuanian Animation Industry. *Proceedings of 5th International Scientific Conference Contemporary Issues in Business, Management and Education '2017*. [online]

Mohajan, H. K. (2020). Quantitative research: A successful investigation in natural and social sciences. *Journal of Economic Development, Environment and People, 9*(4), 50–79.

Morais, F. & Ferreira, J.J. (2020). SME internationalisation process: Key issues and contributions, existing gaps and the future research agenda. European Management Journal, 38(1), pp.62–77. doi:https://doi.org/10.1016/j.emj.2019.08.001.

Morais, F. & Ferreira, J.J. (2020). SME internationalization process: Key issues and contributions, existing gaps and the future research agenda. *European Management Journal*, 38(1), 62–77.

Mukherjee, D., Makarius, E.E. & Stevens, C.F. (2021). A reputation transfer perspective on the internationalization of emerging market firms. [online] 123, pp.568–579. doi:https://doi.org/10.1016/j.jbusres.2020.10.026.

Narula, R., Asmussen, C.G., Chi, T. & Kundu, S.K., 2019. Applying and advancing internalization theory: The multinational enterprise in the twenty-first century. *Journal of International Business Studies*, *50*, pp.1231-1252.

Nawaz, I.Y. (2020). *Characteristics of Millennials and Technology Adoption in the Digital Age*. [online] Handbook of Research on Innovations in Technology and Marketing for the Connected Consumer. Available at: https://www.igi-global.com/chapter/characteristics-of-millennials-and-technology-adoption-in-the-digital-age/239505. [Accessed 25 Oct. 2023].

Neufeld, D. (2021). Demographics: How many millennials are there in the world? [online] World Economic Forum. Available at: https://www.weforum.org/agenda/2021/11/millennials-world-regional-breakdown/

ONS Gov (2022). Millennials in the UK - Office for National Statistics. [online] Ons.gov.uk. Available at: https://www.ons.gov.uk/aboutus/transparencyandgovernance/freedomofinformationfoi/millennialsintheuk [Accessed 22 Jan. 2024].

Park, Y. S., Konge, L., & Artino, A. R. (2020). The Positivism Paradigm of Research. *Academic Medicine, 95*(5), 690–694. Researchgate.

Parkinson, C., Terras, M., Speed, C. & Somerville, R. (2020). *Developing data-driven innovation in creative industries*. [online] era.ed.ac.uk. Available at: https://era.ed.ac.uk/handle/1842/37206. [Accessed 25 Oct. 2023].

Peng, S. (2023). The causes and measures of Chinese animation mainly for young age. *SHS Web of Conferences*, *158*, 01016–01016.

Persson, K. (2019). Confident Millennials: Differences in Consumer Confidence Across Five Generations. *Economics and Sociology*, *12*(4), 257–277.

Purwanto, P. (2021). #I Envy, Therefore, I Buy! #: The Role of Celebgram Trustworthiness and Para-Social Interactions in Consumer Purchase Intention. *Jurnal Manajemen Dan Kewirausahaan, 23(*2), 186–196.

Queirós, A., Faria, D. & Almeida, F. (2017). Strengths and Limitations of Qualitative and Quantitative Research Methods. European Journal of Education Studies, 3(9). doi:https://doi.org/10.46827/ejes.v0i0.1017.

Rahi, S. (2017). Research Design and Methods: a Systematic Review of Research Paradigms, Sampling Issues and Instruments Development. International Journal of Economics & Management Sciences, 06(02), pp.1–5. doi:https://doi.org/10.4172/2162-6359.1000403.

Raman, A. and Thannimalai, R. (2021). Factors Impacting the behavioral Intention to Use E-learning at Higher Education amid the Covid-19 Pandemic: UTAUT2 Model. [online] 26(3), 82–93.

Raman, A. & Thannimalai, R. (2021). Factors Impacting the Behavioural Intention to Use E-learning at Higher Education amid the Covid-19 Pandemic: UTAUT2 Model. [online] 26(3), pp.82–93. doi:https://doi.org/10.17759/pse.2021260305.

Ramos, F.A.B. (2017). *Accessing the determinants of behavioral intention to adopt fintech services among the millennial generation*. [online] run.unl.pt. Available at: https://run.unl.pt/handle/10362/23218 [Accessed 26 Oct. 2023].

Rinka, X., & Pratt, S. (2018). Social media influencers as endorsers to promote travel destinations: an application of self-congruence theory to the Chinese Generation Y. *Journal of Travel & Tourism Marketing, 35*(7), 958–972.

Saunders, M., Lewis, P. & Thornhill, A. (2019). Research Methods for Business Students. 8th ed. United Kingdom : Pearson.

Saunders, M., Lewis, P., & Thornbill, A. (2019). Research methods for business students. (Eigth Edition). Pearson education.

Shoheib, Z. & Abu-Shanab, E.A. (2022). Adapting the UTAUT2 Model for Social Commerce Context. International Journal of E-Business Research, 18(1), pp.1–20. doi:https://doi.org/10.4018/ijebr.293293.

Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services, 53*(1).

Statista., 2023 (a). https://www.statista.com/statistics/817601/worldwide-animation-market-size/

Statista., 2023 (b). https://www.statista.com/chart/2002/time-millennials-spend-interacting-with-media/

Statistia. (2017). *Global animation market value 2017-2020 | Statista*. [online] Statista. Available at: https://www.statista.com/statistics/817601/worldwide-animation-market-size/. [Accessed 26 Oct. 2023].

Suki, N.M. & Suki, N.M. (2017). Determining students' behavioral intention to use animation and storytelling applying the UTAUT model: The moderating roles of gender and experience level. [online] 15(3), 528–538.

Suki, N.M. & Suki, N.M. (2017). Determining students' behavioural intention to use animation and storytelling applying the UTAUT model: The moderating roles of gender and experience level. [online] 15(3), pp.528–538. doi:https://doi.org/10.1016/j.ijme.2017.10.002.

Theodoraki, C. & Catanzaro, A., 2022. Widening the borders of entrepreneurial ecosystem through the international lens. *The Journal of Technology Transfer*, *47*(2), pp.383-406.

Thomas, T., Singh, L. & Renville, D. (2020). The Utility of the UTAUT: An Application to Mobile Learning Adoption in the Caribbean. International Journal of Education and Development using Information and Communication Technology (IJEDICT), [online] 16, pp.122–143. Available at: https://files.eric.ed.gov/fulltext/EJ1268812.pdf.

Thottoli, M.M. & Thomas K. V. (2022). ERP Software and Practicing Auditors. International Journal of Innovation in the Digital Economy, 13(1), pp.1–13. doi:https://doi.org/10.4018/ijide.292009.

Venciute, D., Mackeviciene, I., Kuslys, M., & Correia, R. F. (2023). The role of influencer–follower congruence in the relationship between influencer marketing and purchase behaviour. Journal of Retailing and Consumer Services, 75, 103506.

Venkatesh, V., Morris, M.G., Davis, G.B. & Davis, F.D. (2003). User Acceptance of Information Technology: toward a Unified View. MIS Quarterly, 27(3), pp.425–478. doi:https://doi.org/10.2307/30036540.

Visual Capitalist. (2021). *A Regional Breakdown of Millennials Around the World*. [online-website] Available at: https://www.visualcapitalist.com/sp/a-regional-breakdown-of-millennials-around-the-world/ [Accessed 26 Oct. 2023].

Wang, J., Xu, C. & Liu, W., 2022. Understanding the adoption of mobile social payment: from the cognitive behavioural perspective. *International Journal of Mobile Communications*, *20*(4), pp.483-506.

Watson, A., Rozenn Perrigot, & Dada, O. (2023). The effects of green brand image on brand loyalty: The case of mainstream fast food brands. *Business Strategy and the Environment*.

Wedlock, B.C. & Trahan, M.P. (2019). Revisiting the Unified Theory of Acceptance and the Use of Technology (UTAUT) Model and Scale: An Empirical Evolution of Educational Technology. *Research Issues in Contemporary Education*, [online] 4(1), pp.6–20.

Widia, F., Rosanensi, M. & Rahmawati, L. (2021). Netflix's Strategy to Dominate the World's Entertainment Media Market After the Death of Blockbuster. [online] 12(3), pp.155–171. doi:https://doi.org/10.18196/jbti.v12i3.13396.

Woiceshyn, J. & Daellenbach, U. (2018). Evaluating Inductive Vs Deductive Research in Management Studies. Qualitative Research in Organizations and Management: an International Journal, [online] 13(2), pp.183–195. doi:https://doi.org/10.1108/QROM-06-2017-1538

Wojdynski, B. W., Evans, N. J., & Hoy, M. G. (2017). Measuring Sponsorship Transparency in the Age of Native Advertising. *Journal of Consumer Affairs, 52*(1), 115–137.

Xing, B., Marwala, L. & Marwala, T., 2018. *Adopt fast, adapt quick: Adaptive approaches in the South African context* (pp. 171-206). Springer Singapore.

Yoon, H. (2015). Globalization of the animation industry: multi-scalar linkages of six animation production centers. International Journal of Cultural Policy, 23(5), pp.634–651. doi:https://doi.org/10.1080/10286632.2015.1084298

Zahra Fithriya, Alexandri Mohammad Benny, Margo, P., Arifianti Ria, Muftiadi Anang, Herawati Tety, Nugroho Danang & Ruslan Budiana (2019). User behaviour Intention using Utaut2 model: a systematic literature review. Russian Journal of Agricultural and Socio-Economic Sciences, [online] 92(8). Available at: https://cyberleninka.ru/article/n/user-behaviour-intention-using-utaut2-model-a-systematic-literature-review

Zarei, A., Feiz, D. & Asadi, M. (2018). Developing a Model for Animation Industry International Market Entry with Grounded Theory Method. *Global Media Journal-Persian Edition*, [online] 13(1), pp.43–65.

APPENDIX A:

QUESTIONNAIRE DEVELOPMENT

The primary objective of this questionnaire is to gather insights from millennial users regarding their perspectives and intentions related to international animations. This tool is designed to understand the factors influencing their preferences, behaviors, and engagement with animations from different regions. The research project titled **"An Analysis of the Internationalization of the Animation Business Based on the Behavioral Intention of Millennial Users"** seeks to explore the evolving landscape of animation consumption in a global context. Respondents are kindly urged to provide thoughtful responses to ensure the accuracy and relevance of the data collected. Please note that all information shared through this questionnaire will be used exclusively for research purposes and will remain confidential.

Part A: Demographic Information

Please select one appropriate option in each of the following questions:

1. **Gender**

- Male
- Female

2. **Age**

- Under 18

- 18-24
- 25-34
- 35-44
- 45-54
- 55 and above

3. How would you describe your experience with animations?

- Very limited (rarely watch animations)
- Limited (occasionally watch animations)
- Moderate (watch animations regularly)
- Extensive (frequently engage with animations, including attending events or conventions)
- Expert (deep knowledge and extensive engagement with animations, possibly involved in the industry)

4. Voluntariness of Use

- Always watch animations voluntarily; it's a personal choice.
- Mostly watch animations voluntarily but sometimes due to peer or family influence.
- Sometimes watch animations voluntarily, often due to external recommendations or obligations.
- Rarely watch animations voluntarily; it's usually due to external pressures or requirements.
- I don't watch animations voluntarily at all; it's always due to external reasons.

Part B: Performance expectancy

On a scale of 1-5, outline the extent to which each of the following channels you have come across while searching for higher education institutions. (SD = Strongly Disagree, D = Disagree, N = Neither Agree nor Disagree, A = Agree, SA = Strongly Agree)

Statements	SD	D	N	A	SA
1. International animated content offers innovative storytelling techniques.					
2. I believe international animated content is of higher quality than local productions.					
3. International animations provide fresh perspectives on global cultures and stories.					
4. The diversity in themes and narratives in international animations is appealing.					
5. International animated content introduces me to new and intriguing characters.					

Part C: Effort Expectancy

On a scale of 1-5, please indicate the degree to which you agree to the statements given below based on your experience. (SD = Strongly Disagree, D = Disagree, N = Neither Agree nor Disagree, A = Agree, SA = Strongly Agree)

Statements	SD	D	N	A	SA
1. Accessing international animated content is straightforward and user-friendly.					
2. I find it easy to navigate platforms that host international animations.					
3. There are no significant technical barriers when I try to watch international animated content.					
4. Streaming or downloading international animations is a hassle-free experience for me.					
5. I can quickly find subtitles or dubbing options for international animated content.					

Part D: Social Influence

On a scale of 1-5, please indicate the degree to which you agree to the statements given below based on your experience. (SD = Strongly Disagree, D = Disagree, N = Neither Agree nor Disagree, A = Agree, SA = Strongly Agree)

Statements	SD	D	N	A	SA
1. My friends often discuss and recommend international animated series or movies.					
2. Peer recommendations significantly influence my decision to watch international animations.					
3. I feel more inclined to watch international animations if they are trending or popular among my social circle.					
4. Social media platforms play a significant role in exposing me to international animated content.					
5. Conversations about international animations frequently occur in my social groups.					

Part E: Facilitating Conditions

On a scale of 1-5, please indicate the degree to which you agree to the statements given below based on your experience. (SD = Strongly Disagree, D = Disagree, N = Neither Agree nor Disagree, A = Agree, SA = Strongly Agree)

Statements	SD	D	N	A	SA
1. I have access to reliable internet to stream international animated content.					
2. I possess the necessary devices (smartphones, tablets, computers) to watch international animations.					
3. Payment methods for accessing international animations are convenient and accessible for me.					
4. There are no geographic restrictions preventing me from accessing international animated content.					
5. I am aware of platforms or services that offer a wide range of international animated content.					

Part F: Behavioral Intentions of Millennial Consumers for Animation

On a scale of 1-5, please indicate the degree to which you agree to the statements given below based on your experience. (SD = Strongly Disagree, D = Disagree, N = Neither Agree nor Disagree, A = Agree, SA = Strongly Agree)

Statements	SD	D	N	A	SA
1. I actively seek out new animation releases and updates to stay updated with the latest trends.					
2. I often recommend animations that I enjoy to friends and family, influencing their viewing choices.					
3. I am inclined to attend animation-related events or conventions when they are organized in my city.					
4. I frequently engage in discussions online or in person about the themes, characters, and narratives of animations I watch.					
5. I am likely to subscribe to streaming platforms or services primarily for their diverse animation catalog.					

Part G: Use behaviour

On a scale of 1-5, please indicate the degree to which you agree to the statements given below based on your experience. (SD = Strongly Disagree, D = Disagree, N = Neither Agree nor Disagree, A = Agree, SA = Strongly Agree)

Statements	SD	D	N	A	SA
1. I regularly allocate time in my schedule specifically to watch animations.					
2. I have subscribed to multiple streaming platforms to ensure I have access to a wide variety of animations.					
3. I often explore user-generated content or reviews online to discover new animations.					
4. I consistently provide feedback or reviews for animations I watch on platforms that allow user input.					
5. I make purchasing decisions, such as merchandise or DVDs, related to animations I particularly enjoy.					

Part H: Internationalisation

On a scale of 1-5, please indicate the degree to which you agree to the statements given below based on your experience. (SD = Strongly Disagree, D = Disagree, N = Neither Agree nor Disagree, A = Agree, SA = Strongly Agree)

Statements	SD	D	N	A	SA
1. I actively seek out animations from different countries to experience diverse storytelling and animation styles.					
2. I believe collaborations between international studios enhance the quality and appeal of animations.					
3. I appreciate when animations incorporate cultural elements or narratives from various global regions.					
4. I am more likely to support international animations if they are available with subtitles or dubbing in my native language.					
5. I perceive the internationalization of the animation business as a positive trend that enriches the global entertainment landscape.					

APPENDIX B:

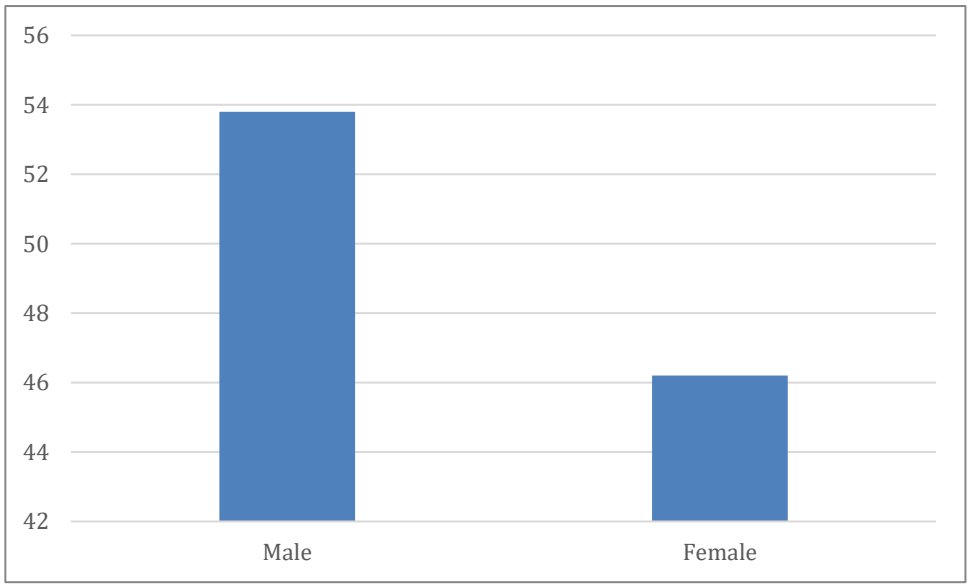
DATA ANALYSIS

Descriptive statistics

From the following table we can observe that, about 53.8% of the respondents were males. Following bar chart also shows taller bar corresponding to the same.

Gender

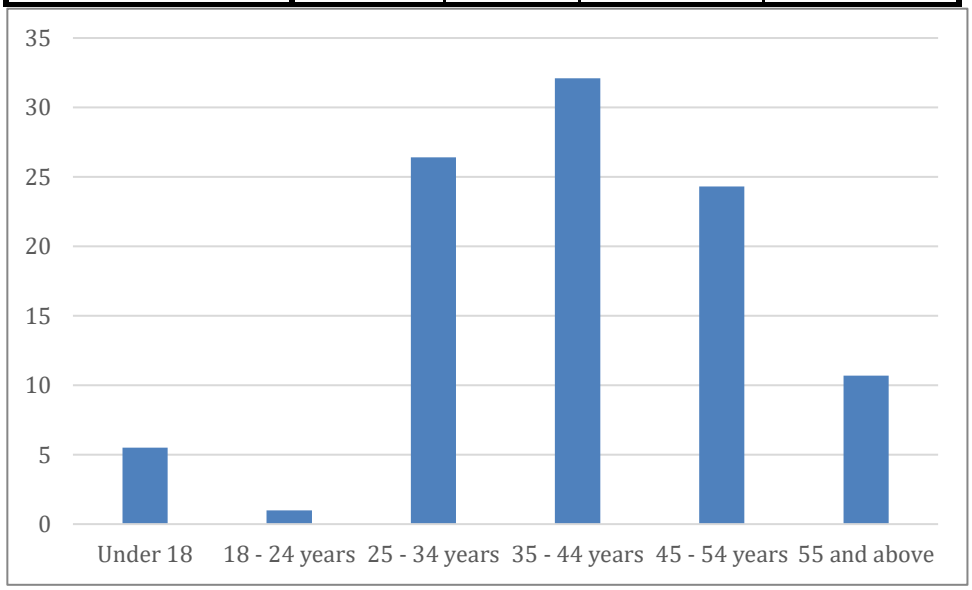
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	206	53.8	53.8	53.8
	Female	177	46.2	46.2	100.0
	Total	383	100.0	100.0	



From the following table we can observe that, about 32.1% of the respondents were aged between 35 – 44 years. Following bar chart also shows taller bar corresponding to the same.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18	21	5.5	5.5	5.5
	18 - 24 years	4	1.0	1.0	6.5
	25 - 34 years	101	26.4	26.4	32.9
	35 - 44 years	123	32.1	32.1	65.0
	45 - 54 years	93	24.3	24.3	89.3
	55 and above	41	10.7	10.7	100.0
	Total	383	100.0	100.0	

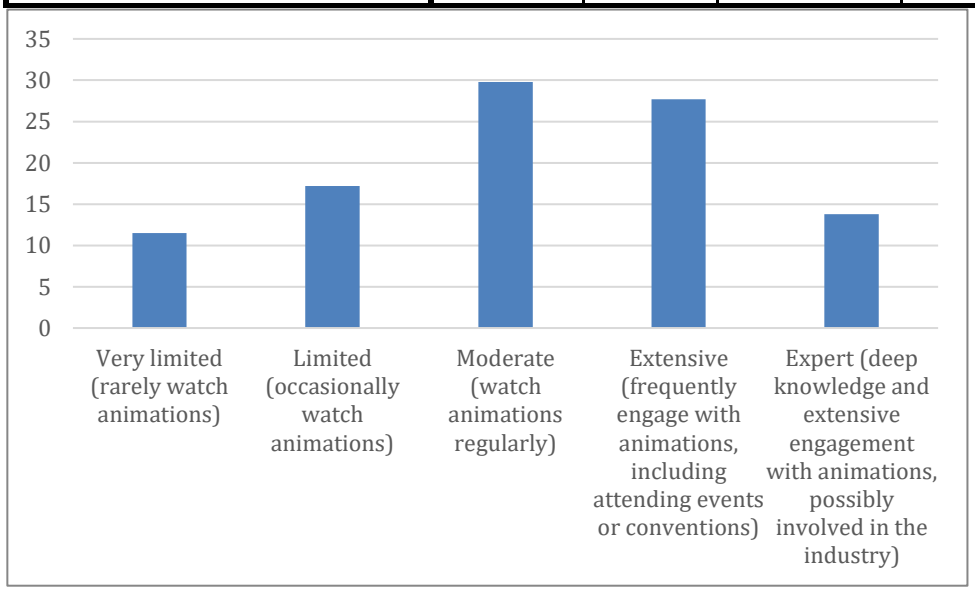


From the following table we can observe that, about 29.8% of the respondents described experience with animations as moderate. Following bar chart also shows taller bar corresponding to the same.

How would you describe your experience with animations?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very limited (rarely watch animations)	44	11.5	11.5	11.5

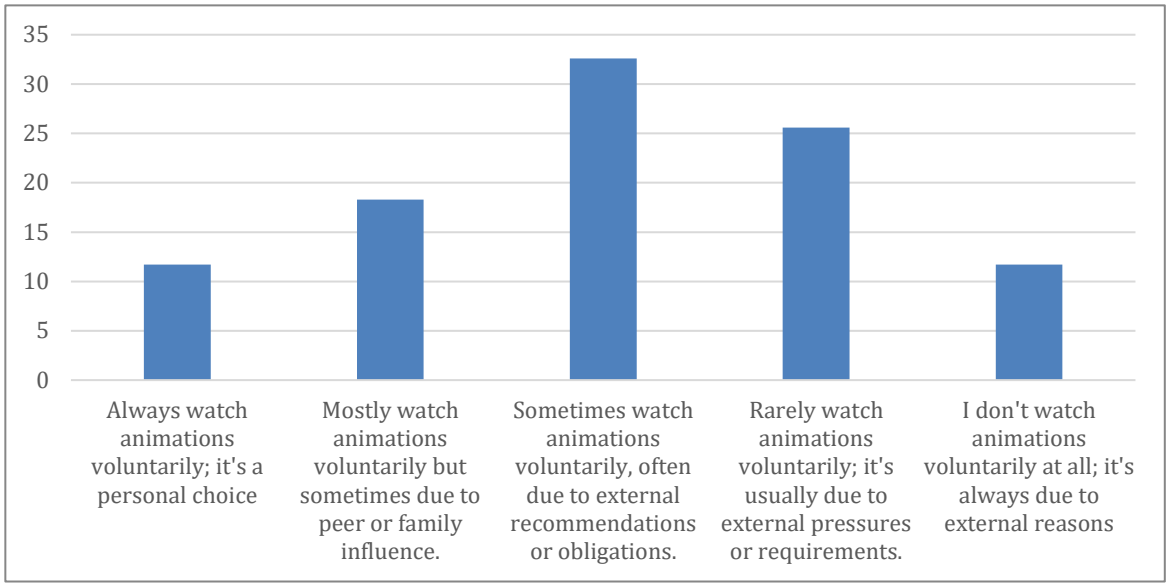
Limited (occasionally watch animations)	66	17.2	17.2	28.7
Moderate (watch animations regularly)	114	29.8	29.8	58.5
Extensive (frequently engage with animations, including attending events or conventions)	106	27.7	27.7	86.2
Expert (deep knowledge and extensive engagement with animations, possibly involved in the industry)	53	13.8	13.8	100.0
Total	383	100.0	100.0	



From the following table we can observe that, about 32.6% of the respondents expressed sometimes watching animations voluntarily . Following bar chart also shows taller bar corresponding to the same.

Voluntariness of use

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always watch animations voluntarily; it's a personal choice	45	11.7	11.7	11.7
	Mostly watch animations voluntarily but sometimes due to peer or family influence.	70	18.3	18.3	30.0
	Sometimes watch animations voluntarily, often due to external recommendations or obligations.	125	32.6	32.6	62.7
	Rarely watch animations voluntarily; it's usually due to external pressures or requirements.	98	25.6	25.6	88.3
	I don't watch animations voluntarily at all; it's always due to external reasons	45	11.7	11.7	100.0
	Total	383	100.0	100.0	



From the following table we can observe that, statement “The diversity in themes and narratives in international animations is appealing.” had a high mean value of 3.71 with a standard deviation of 1.04 and statement “International animated content introduces me to new and intriguing characters” had a low mean value of 3.39 with a standard deviation of 1.08.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
International animated content offers innovative storytelling techniques.	383	1.00	5.00	3.5274	1.16388
I believe international animated content is of higher quality than local productions.	383	1.00	5.00	3.5875	1.11489
International animations provide fresh perspectives on global cultures and stories.	383	1.00	5.00	3.5796	1.09655

The diversity in themes and narratives in international animations is appealing.	383	1.00	5.00	3.7076	1.04512
International animated content introduces me to new and intriguing characters.	383	1.00	5.00	3.3943	1.07988
Valid N (listwise)	383				

From the following table we can observe that, statement “Streaming or downloading international animations is a hassle-free experience for me.” had a high mean value of 3.72 with a standard deviation of 0.96 and statement “Accessing international animated content is straightforward and user-friendly” had a low mean value of 3.32 with a standard deviation of 1.1.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Accessing international animated content is straightforward and user-friendly.	383	1.00	5.00	3.3211	1.09914
I find it easy to navigate platforms that host international animations.	383	1.00	5.00	3.6136	1.04707
There are no significant technical barriers when I try to watch international animated content.	383	1.00	5.00	3.5352	1.10600

Streaming or downloading international animations is a hassle-free experience for me.	383	1.00	5.00	3.7180	.96204
I can quickly find subtitles or dubbing options for international animated content.	383	1.00	5.00	3.3238	1.15302
Valid N (listwise)	383				

From the following table we can observe that, statement “Social media platforms play a significant role in exposing me to international animated content” had a high mean value of 3.69 with a standard deviation of 1.12 and statement “Conversations about international animations frequently occur in my social groups” had a low mean value of 3.21 with a standard deviation of 1.12.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
My friends often discuss and recommend international animated series or movies.	383	1.00	5.00	3.4830	1.13677
Peer recommendations significantly influence my decision to watch international animations.	383	1.00	5.00	3.5535	1.19626

I feel more inclined to watch international animations if they are trending or popular among my social circle.	383	1.00	5.00	3.4543	1.16555
Social media platforms play a significant role in exposing me to international animated content.	383	1.00	5.00	3.6919	1.12520
Conversations about international animations frequently occur in my social groups.	383	1.00	5.00	3.2089	1.12246
Valid N (listwise)	383				

From the following table we can observe that, statement "There are no geographic restrictions preventing me from accessing international animated content" had a high mean value of 3.69 with a standard deviation of 1.09 and statement "I am aware of platforms or services that offer a wide range of international animated content" had a low mean value of 3.27 with a standard deviation of 1.13.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I have access to reliable internet to stream international animated content.	383	1.00	5.00	3.3864	1.15411

I possess the necessary devices (smartphones, tablets, computers) to watch international animations.	383	1.00	5.00	3.5117	1.21476
Payment methods for accessing international animations are convenient and accessible for me.	383	1.00	5.00	3.4543	1.14058
There are no geographic restrictions preventing me from accessing international animated content.	383	1.00	5.00	3.6893	1.09260
I am aware of platforms or services that offer a wide range of international animated content.	383	1.00	5.00	3.2689	1.12945
Valid N (listwise)	383				

From the following table we can observe that, statement "I frequently engage in discussions online or in person about the themes, characters, and narratives of animations I watch" had a high mean value of 3.72 with a standard deviation of 1.04 and statement "I am likely to subscribe to streaming platforms or services primarily for their diverse animation catalog" had a low mean value of 3.18 with a standard deviation of 1.11.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation

I actively seek out new animation releases and updates to stay updated with the latest trends.	383	1.00	5.00	3.5013	1.14149
I often recommend animations that I enjoy to friends and family, influencing their viewing choices.	383	1.00	5.00	3.5248	1.22101
I am inclined to attend animation-related events or conventions when they are organized in my city.	383	1.00	5.00	3.4413	1.15594
I frequently engage in discussions online or in person about the themes, characters, and narratives of animations I watch.	383	1.00	5.00	3.7258	1.03879
I am likely to subscribe to streaming platforms or services primarily for their diverse animation catalog.	383	1.00	5.00	3.1854	1.11609
Valid N (listwise)	383				

From the following table we can observe that, statement “I consistently provide feedback or reviews for animations I watch on platforms that allow user input” had a high mean value of 3.72 with a standard

deviation of 1.08 and statement “I make purchasing decisions, such as merchandise or DVDs, related to animations I particularly enjoy” had a low mean value of 3.24 with a standard deviation of 1.13.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I regularly allocate time in my schedule specifically to watch animations.	383	1.00	5.00	3.4961	1.14378
I have subscribed to multiple streaming platforms to ensure I have access to a wide variety of animations.	383	1.00	5.00	3.5587	1.19820
I often explore user-generated content or reviews online to discover new animations.	383	1.00	5.00	3.4230	1.16614
I consistently provide feedback or reviews for animations I watch on platforms that allow user input.	383	1.00	5.00	3.7258	1.08321
I make purchasing decisions, such as merchandise or DVDs, related to animations I particularly enjoy.	383	1.00	5.00	3.2376	1.13186
Valid N (listwise)	383				

From the following table we can observe that, statement “I am more likely to support international animations if they are available with subtitles or dubbing in my native language” had a high mean value of 3.71 with a standard deviation of 1.08 and statement “I perceive the internationalization of the animation business as a positive trend that enriches the global entertainment landscape” had a low mean value of 3.22 with a standard deviation of 1.11.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I actively seek out animations from different countries to experience diverse storytelling and animation styles.	383	1.00	5.00	3.5326	1.11785
I believe collaborations between international studios enhance the quality and appeal of animations.	383	1.00	5.00	3.5796	1.16372
I appreciate when animations incorporate cultural elements or narratives from various global regions.	383	1.00	5.00	3.4569	1.14297

I am more likely to support international animations if they are available with subtitles or dubbing in my native language.	383	1.00	5.00	3.7128	1.08585
I perceive the internationalization of the animation business as a positive trend that enriches the global entertainment landscape.	383	1.00	5.00	3.2193	1.11343
Valid N (listwise)	383				

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
International animated content offers innovative storytelling techniques.	40	32	56	196	59
I believe international animated content is of higher quality than local productions.	27	45	52	194	65
International animations provide fresh perspectives on global cultures and stories.	28	37	65	191	62
The diversity in themes and narratives in international animations is appealing.	24	28	53	209	69

International animated content introduces me to new and intriguing characters.	17	63	118	122	63
Accessing international animated content is straightforward and user-friendly.	30	59	92	162	40
I find it easy to navigate platforms that host international animations.	19	49	51	206	58
There are no significant technical barriers when I try to watch international animated content.	31	37	67	192	56
Streaming or downloading international animations is a hassle-free experience for me.	18	25	63	218	59
I can quickly find subtitles or dubbing options for international animated content.	37	51	96	149	50
My friends often discuss and recommend international animated series or movies.	36	41	58	198	50
Peer recommendations significantly influence my decision to watch international animations.	36	48	37	192	70
I feel more inclined to watch international animations if they are trending or popular among my social circle.	40	40	61	190	52
Social media platforms play a significant role in exposing me to international animated content.	37	16	49	207	74
Conversations about international animations frequently occur in my social groups.	31	68	122	114	48
I have access to reliable internet to stream international animated content.	39	46	72	180	46

I possess the necessary devices (smartphones, tablets, computers) to watch international animations.	41	45	40	191	66
Payment methods for accessing international animations are convenient and accessible for me.	36	44	62	192	49
There are no geographic restrictions preventing me from accessing international animated content.	34	16	54	210	69
I am aware of platforms or services that offer a wide range of international animated content.	32	63	105	136	47
I actively seek out new animation releases and updates to stay updated with the latest trends.	40	32	56	206	49
I often recommend animations that I enjoy to friends and family, influencing their viewing choices.	41	46	35	193	68
I am inclined to attend animation-related events or conventions when they are organized in my city.	39	42	62	191	49
I frequently engage in discussions online or in person about the themes, characters, and narratives of animations I watch.	25	20	63	202	73
I am likely to subscribe to streaming platforms or services primarily for their diverse animation catalog.	30	72	125	109	47
I regularly allocate time in my schedule specifically to watch animations.	38	39	50	207	49
I have subscribed to multiple streaming platforms to ensure I have access to a wide variety of animations.	36	48	36	192	71
I often explore user-generated content or reviews online to discover new animations.	41	41	65	187	49

I consistently provide feedback or reviews for animations I watch on platforms that allow user input.	33	14	51	212	73
I make purchasing decisions, such as merchandise or DVDs, related to animations I particularly enjoy.	31	67	115	120	50
I actively seek out animations from different countries to experience diverse storytelling and animation styles.	35	35	55	207	51
I believe collaborations between international studios enhance the quality and appeal of animations.	32	48	37	198	68
I appreciate when animations incorporate cultural elements or narratives from various global regions.	37	42	62	193	49
I am more likely to support international animations if they are available with subtitles or dubbing in my native language.	30	20	56	201	76
I perceive the internationalization of the animation business as a positive trend that enriches the global entertainment landscape.	29	69	122	115	48

Test for normality

KS test and SW test was applied in order to check the normality of the variables. All the variables had a p value of less than 0.05 and hence not normally distributed.

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	Df	Sig.

Performance Expectancy	.167	383	.000	.913	383	.000
Effort Expectancy	.154	383	.000	.917	383	.000
Social influence	.182	383	.000	.898	383	.000
Facilitating Conditions	.165	383	.000	.911	383	.000
Behvioural Intentions	.190	383	.000	.897	383	.000
Use of Behaviour	.204	383	.000	.883	383	.000
Internationalisation	.186	383	.000	.887	383	.000

a. Lilliefors Significance Correction

Reliability

Inter item consistency was measured by using crohnbach' s alpha. The crohnbach's alpha in this research ranged from 0.582 to 0.726 which is deemed to be good. All the items were considered for further analysis.

Variables	**Crohnbach's alpha (α)**
Performance Expectancy	0.683
Effort Expectancy	0.582
Social influence	0.689
Facilitating Conditions	0.673
Behavioural Intentions	0.721
Use of Behaviour	0.718
Internationalisation	0.726

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
International animated content offers innovative storytelling techniques.	118.8042	83.441	.141	.499
I believe international animated content is of higher quality than local productions.	118.7441	85.207	.066	.509
International animations provide fresh perspectives on global cultures and stories.	118.7520	84.972	.081	.507
The diversity in themes and narratives in international animations is appealing.	118.6240	85.021	.088	.506
International animated content introduces me to new and intriguing characters.	118.9373	86.923	-.014	.518
Accessing international animated content is straightforward and user-friendly.	119.0104	82.801	.190	.493

I find it easy to navigate platforms that host international animations.	118.7180	84.994	.089	.506
There are no significant technical barriers when I try to watch international animated content.	118.7963	83.885	.133	.500
Streaming or downloading international animations is a hassle-free experience for me.	118.6136	84.285	.147	.499
I can quickly find subtitles or dubbing options for international animated content.	119.0078	84.971	.071	.508
My friends often discuss and recommend international animated series or movies.	118.8486	83.940	.123	.502
Peer recommendations significantly influence my decision to watch international animations.	118.7781	83.215	.145	.499

I feel more inclined to watch international animations if they are trending or popular among my social circle.	118.8773	83.663	.130	.501
Social media platforms play a significant role in exposing me to international animated content.	118.6397	84.823	.083	.507
Conversations about international animations frequently occur in my social groups.	119.1227	86.747	-.010	.518
I have access to reliable internet to stream international animated content.	118.9452	84.146	.110	.503
I possess the necessary devices (smartphones, tablets, computers) to watch international animations.	118.8198	84.305	.091	.506
Payment methods for accessing international animations are convenient and accessible for me.	118.8773	81.197	.258	.484

There are no geographic restrictions preventing me from accessing international animated content.	118.6423	84.749	.093	.505
I am aware of platforms or services that offer a wide range of international animated content.	119.0627	85.200	.064	.509
I actively seek out new animation releases and updates to stay updated with the latest trends.	118.8303	84.649	.088	.506
I often recommend animations that I enjoy to friends and family, influencing their viewing choices.	118.8068	83.036	.147	.498
I am inclined to attend animation-related events or conventions when they are organized in my city.	118.8903	85.119	.063	.509
I frequently engage in discussions online or in person about the themes, characters, and narratives of animations I watch.	118.6057	84.559	.113	.503

I am likely to subscribe to streaming platforms or services primarily for their diverse animation catalog.	119.1462	85.591	.047	.511
I regularly allocate time in my schedule specifically to watch animations.	118.8355	81.290	.252	.485
I have subscribed to multiple streaming platforms to ensure I have access to a wide variety of animations.	118.7728	83.024	.153	.498
I often explore user-generated content or reviews online to discover new animations.	118.9086	82.366	.193	.492
I consistently provide feedback or reviews for animations I watch on platforms that allow user input.	118.6057	82.711	.199	.492
I make purchasing decisions, such as merchandise or DVDs, related to animations I particularly enjoy.	119.0940	84.054	.119	.502

I actively seek out animations from different countries to experience diverse storytelling and animation styles.	118.7990	83.088	.170	.496
I believe collaborations between international studios enhance the quality and appeal of animations.	118.7520	82.276	.198	.492
I appreciate when animations incorporate cultural elements or narratives from various global regions.	118.8747	83.937	.122	.502
I am more likely to support international animations if they are available with subtitles or dubbing in my native language.	118.6188	82.006	.235	.488
I perceive the internationalization of the animation business as a positive trend that enriches the global entertainment landscape.	119.1123	85.692	.042	.512

Testing of hypothesis

H01: Performance Expectancy does not have a significant impact on the behavioral intentions of millennial consumers for animation.

H11: Performance Expectancy has a significant impact on the behavioral intentions of millennial consumers for animation.

In order to test hypothesis 1, a regression analysis was applied by using SPSS.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.015	.197		20.405	.000
	Performance Expectancy	-.151	.054	-.142	-2.797	.005

a. Dependent Variable: Behavioural Intentions

The beta coefficient corresponding to the association between performance expectancy and behavioural intentions is -0.142 and its corresponding p value is 0.005<0.05. Since the p value is less than 0.05, we can conclude that Performance Expectancy has a significant impact on the behavioral intentions of millennial consumers for animation.

H02: Effort Expectancy does not have a significant impact on the behavioral intentions of millennial consumers for animation.

H12: Effort Expectancy has a significant impact on the behavioral intentions of millennial consumers for animation.

In order to test hypothesis 2, a regression analysis was applied by using SPSS.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.858	.216		17.886	.000
	Effort Expectancy	-.109	.061	-.092	-1.802	.072

a. Dependent Variable: Behavioural Intentions

The beta coefficient corresponding to the association between effort expectancy and behavioural intentions is -0.092 and its corresponding p value is 0.072>0.05. Since the p value is more than 0.05, we can conclude that Effort Expectancy does not have a significant impact on the behavioral intentions of millennial consumers for animation.

H03: Social Influence does not have a significant impact on the behavioral intentions of millennial consumers for animation.

H13: Social Influence has a significant impact on the behavioral intentions of millennial consumers for animation.

In order to test hypothesis 3, a regression analysis was applied by using SPSS.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.610	.185		19.465	.000
	Social influence	-.039	.052	-.038	-.743	.458

a. Dependent Variable: Behavioural Intentions

The beta coefficient corresponding to the association between social influence and behavioural intentions is -0.038 and its corresponding p value is 0.458>0.05. Since the p value is more than 0.05, we can conclude that Social Influence does not have a significant impact on the behavioral intentions of millennial consumers for animation.

H04: Facilitating Conditions do not have a significant impact on the behavioral intentions of millennial consumers for animation.

H14: Facilitating Conditions have a significant impact on the behavioral intentions of millennial consumers for animation.

In order to test hypothesis 4, a regression analysis was applied by using SPSS.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.725	.187		19.882	.000
	Facilitating Conditions	-.072	.053	-.069	-1.360	.175

a. Dependent Variable: Behavioural Intentions

The beta coefficient corresponding to the association between facilitating conditions and behavioural intentions is -0.069 and its corresponding p value is 0.175>0.05. Since the p value is more than 0.05, we can conclude that Facilitating Conditions do not have a significant impact on the behavioral intentions of millennial consumers for animation.

H05: Behavioral intentions of millennial consumers for animation do not have a significant impact on their Use behavior.

H15: Behavioral intentions of millennial consumers for animation have a significant impact on their Use behavior.

In order to test hypothesis 5, a regression analysis was applied by using SPSS.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.431	.183		18.706	.000
	Behavioural Intentions	.016	.051	.016	.320	.749

a. Dependent Variable: Use of Behaviour

The beta coefficient corresponding to the association between behavioural intentions and use of behaviour is 0.016 and its corresponding p value is 0.749>0.05. Since the p value is more than 0.05, we can conclude that Behavioral intentions of millennial consumers for animation do not have a significant impact on their Use behavior.

H06 : Use behavior of millennial consumers does not have a significant impact on Internationalization success of animation businesses.

H16: Use behavior of millennial consumers does have a significant impact on Internationalization success of animation businesses.

In order to test hypothesis 6, a regression analysis was applied by using SPSS.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.749	.181		20.722	.000
	Use of Behaviour	-.071	.051	-.072	-1.407	.160

a. Dependent Variable: Internationalisation

The beta coefficient corresponding to the association between use of behaviour and internalisation is -0.072 and its corresponding p value is 0.160>0.05. Since the p value is more than 0.05, we can conclude that Use behavior of millennial consumers does not have a significant impact on Internationalization success of animation businesses.

H07: Age does not moderate the impact of UTAUT factors on behavioral intention of millennial consumers.

H17: Age moderates the impact of UTAUT factors on behavioral intention of millennial consumers.

In order to test hypothesis 7, a moderation analysis was applied by using SPSS.

Run MATRIX procedure:

********** PROCESS Procedure for SPSS Version 4.2 **********

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****

Model : 1

Y : F

X : UTAUT

W : A2

Sample

Size: 383

****

OUTCOME VARIABLE:

F

Model Summary

R	R-sq	MSE	F	df1	df2	p
.1324	.0175	.6037	2.2557	3.0000	379.0000	.0815

Model

	coeff	se	t	p	LLCI	ULCI
constant	4.7947	1.5366	3.1203	.0019	1.7734	7.8161
UTAUT	-.3269	.4365	-.7490	.4543	-1.1852	.5313
A2	-.0690	.3686	-.1872	.8516	-.7938	.6558
Int_1	.0072	.1047	.0690	.9450	-.1987	.2132

Product terms key:

Int_1 : UTAUT x A2

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0000	.0048	1.0000	379.0000	.9450

********** ANALYSIS NOTES AND ERRORS **********

Level of confidence for all confidence intervals in output:

95.0000

------ END MATRIX -----

The beta coefficient for moderating effect of age between UTAUT Factors and behavioural intentions was 0.0072 and its corresponding p value was 0.945>0.05. Since the p value was more than 0.05, we can conclude that, Age does not moderate the impact of UTAUT factors on behavioral intention of millennial consumers.

H08: Gender does not moderate the impact of UTAUT factors on behavioral intention of millennial consumers.

H18: Gender moderates the impact of UTAUT factors on behavioral intention of millennial consumers.

In order to test hypothesis 8, a moderation analysis was applied by using SPSS.

Run MATRIX procedure:

```
***************** PROCESS Procedure for SPSS Version 4.2 *****************

        Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3

**************************************************************************
Model  : 1
    Y  : F
    X  : UTAUT
    W  : A1

Sample
Size:  383

**************************************************************************
OUTCOME VARIABLE:
```

F

Model Summary

R	R-sq	MSE	F	df1	df2	p
.1276	.0163	.6045	2.0909	3.0000	379.0000	.1010

Model

	coeff	se	t	p	LLCI	ULCI
constant	6.0163	1.4573	4.1283	.0000	3.1508	8.8817
UTAUT	-.7129	.4158	-1.7146	.0872	-1.5306	.1047
A1	-1.0233	.9360	-1.0933	.2750	-2.8637	.8171
Int_1	.2831	.2665	1.0624	.2887	-.2408	.8070

Product terms key:

Int_1 : UTAUT x A1

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0029	1.1287	1.0000	379.0000	.2887

********** ANALYSIS NOTES AND ERRORS **********

Level of confidence for all confidence intervals in output:

95.0000

------ END MATRIX -----

The beta coefficient for moderating effect of gender between UTAUT Factors and behavioural intentions was 0.2831 and its corresponding p value was 0.2887>0.05. Since the p value was more than 0.05, we can conclude that, Gender does not moderate the impact of UTAUT factors on behavioral intention of millennial consumers.

H09 : Experience does not moderate the impact of UTAUT factors on behavioral intention of millennial consumers.

H19 : Experience moderates the impact of UTAUT factors on behavioral intention of millennial consumers.

In order to test hypothesis 9, a moderation analysis was applied by using SPSS.

Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2 *****************

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****

Model : 1

Y : F

X : UTAUT

W : A3

Sample

Size: 383

****

OUTCOME VARIABLE:

F

Model Summary

R	R-sq	MSE	F	df1	df2	p
.1242	.0154	.6050	1.9802	3.0000	379.0000	.1165

Model

	coeff	se	t	p	LLCI	ULCI
constant	4.7271	1.3713	3.4473	.0006	2.0309	7.4234
UTAUT	-.3860	.3900	-.9897	.3230	-1.1528	.3809
A3	-.0730	.4066	-.1796	.8575	-.8726	.7265
Int_1	.0299	.1159	.2579	.7966	-.1980	.2578

Product terms key:

Int_1 : UTAUT x A3

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0002	.0665	1.0000	379.0000	.7966

********** ANALYSIS NOTES AND ERRORS **********

Level of confidence for all confidence intervals in output:

95.0000

------ END MATRIX -----

The beta coefficient for moderating effect of experience between UTAUT Factors and behavioural intentions was 0.0299 and its corresponding p value was 0.7966>0.05. Since the p value was more than 0.05, we can conclude that, Experience does not moderate the impact of UTAUT factors on behavioral intention of millennial consumers.

H010: Voluntariness of use does not moderate the impact of UTAUT factors on behavioral intention of millennial consumers.

H110: Voluntariness of use moderates the impact of UTAUT factors on behavioral intention of millennial consumers.

In order to test hypothesis 10, a moderation analysis was applied by using SPSS.

Run MATRIX procedure:

```
***************** PROCESS Procedure for SPSS Version 4.2 *****************

        Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3

**************************************************************************
Model  : 1
    Y  : F
    X  : UTAUT
    W  : A4

Sample
Size:  383

**************************************************************************
OUTCOME VARIABLE:
```

F

Model Summary

R	R-sq	MSE	F	df1	df2	p
.1657	.0275	.5976	3.5688	3.0000	379.0000	.0143

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.3858	1.2951	1.8421	.0662	-.1607	4.9322
UTAUT	.3483	.3658	.9522	.3416	-.3710	1.0677
A4	.7304	.4044	1.8061	.0717	-.0648	1.5256
Int_1	-.2213	.1147	-1.9295	.0544	-.4467	.0042

Product terms key:

Int_1 : UTAUT x A4

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0096	3.7228	1.0000	379.0000	.0544

Focal predict: UTAUT (X)

Mod var: A4 (W)

Conditional effects of the focal predictor at values of the moderator(s):

A4	Effect	se	t	p	LLCI	ULCI
2.0000	-.0942	.1733	-.5434	.5872	-.4349	.2466
3.0000	-.3154	.1326	-2.3790	.0179	-.5761	-.0547

4.0000	-.5367	.1773	-3.0275	.0026	-.8852	-.1881

********** ANALYSIS NOTES AND ERRORS **********

Level of confidence for all confidence intervals in output:

95.0000

W values in conditional tables are the 16th, 50th, and 84th percentiles.

------ END MATRIX -----

The beta coefficient for moderating effect of voluntariness of use between UTAUT Factors and behavioural intentions was -0.2213 and its corresponding p value was 0.0544>0.05. Since the p value was more than 0.05, we can conclude that, voluntariness of use does not moderate the impact of UTAUT factors on behavioral intention of millennial consumers.