

Factors influencing the effectiveness of music communication in Disney animated films

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Abstract: This study takes Disney animated film music as the subject of music communication. It discusses the key factors that influence the communication effect of Disney animated film music on listeners in the new media era. This study uses the theoretical framework of Technology Acceptance Theory and quantitative research methods. They are combined with the Technology Acceptance Model (TAM), which provides an in-depth understanding of the influence of Disney animated film music on the cognitive effect, emotional attitude effect, and behavioral effect of listeners. The findings reveal several essential factors influencing the communication effects of Disney animated film music, including listeners' cognitive level, the music, the emotional resonance of the music, and attitudes and behaviors of music communication. These findings not only optimize the communication strategy and audience experience of Disney animated film music but also provide a theoretical basis and practical reference for communication suggestions to improve the communication effect of Disney animated film music.

Keywords: *Disney animated films, Influence factors, Music communication, Technology acceptance theory.*

1. Introduction

The development of information technology has led to a new media era based on digital technology and networks, resulting in significant changes in music communication. Mobile phone terminals have become a crucial medium for music communication in this era. The convenience brought about by digital music communication has made it easier to spread, communicate, and promote music. At the same time, it provides musicians with more opportunities to showcase their work, increasing reliance on the traditional music industry. The diversity and functionality of music apps and social media have created a more interactive and social music experience.

Disney animated films are famous for their exquisite music works. In the music performance, the beautiful melodies, interludes, and theme songs promote and connect the storyline, depict the story scenes, shape the character traits and psychological performances of different characters, and express the character's inner emotions. Most music creation materials mainly come from the composer's original music, in various types and multi-vocal multi-level music; the picture presents different colors; many Disney animated films use music, song, dance, and film images to complement each other, showing comprehensive artistic beauty. When film music is combined with visual images, it not only helps to convey the unique language of the media but also reflects the current cultural and social context. It is not only the entertainment side of the presentation but a comprehensive form of artistic expression and a means of conveying social, cultural, and political commentary. Hence, the value and impact of film music in communication deserve to be comprehensively observed, analyzed, and constantly updated to conform to the development of the times and the changes in audience preferences.

The issue of communication effect is an important topic in music communication research. As a branch of communication, music communication focuses on studying various phenomena, laws, and factors that influence music in communication. According to the logical order, the effect of information communication can be divided into three levels: cognitive, emotional, attitude, and behavior (Guo Qingguang, 2011)^[1]. Cognitive level. Listeners' superficial reaction to Disney animated film music mainly manifests in the awareness, content, type, communication channels, and acceptance of Disney animated film music and emotional attitude level. The affective attitude effect is the listener's deep reaction to the music of Disney animated films, the analysis, judgment, preference, and trade-off of the cognitive content of its music communication with self-emotional colors and behavioral level. Behavioral effects are the changes that occur in the behavior of the listener after receiving the information, listening, analyzing, and internalizing the self-cognition, emotion, and attitude of the Disney animated film music. The above three levels of communication effectiveness can be used to measure and evaluate the effectiveness of communication of Disney animated film music among listeners to understand the extent to which the communication of Disney animated film music affects the listeners to better plan and optimize the communication effectiveness strategies.

Technology Acceptance Theory (TAT) is a theory of information systems proposed by Davis in 1989, which was modified using the Theory of Reasoned Behaviour and the Theory of Planned Behaviour from the Social Psychology Theory (Davis, 1989)^[2]. It predicts, explains, and enhances individuals' reception and understanding of information in various domains. The framework proposed by this theory is the Technology Acceptance Model (TAM), which is an essential tool for analyzing the adoption of new information technologies and information systems by audiences from individuals' psychological and cognitive aspects. This model mainly focuses on the influence of external factors on individuals' internal factors (cognition, beliefs, attitudes, intentions) and the influence of individuals' transformation from internal factors to behavioral factors. The communication effects (cognitive, affective-attitudinal, and behavioral effects) of Disney's animated film music studied in this paper fit perfectly with the content of the factors involved in the model of technology acceptance theory. The specific relationship of its original model is shown in Figure 1:

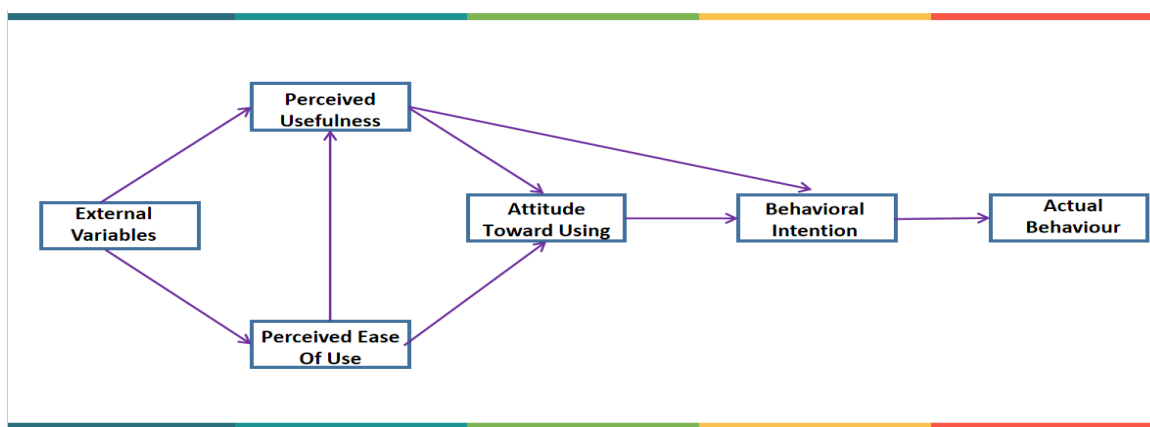


Figure 1.
TAM model.

2. Objective

To study the factors influencing the effect of music communication on Disney animated films. The main factors affecting the communication effect of music can be broadly divided into the factors of the work, the "human" factors, the factors of the communication media, and other aspects (Min Guanghui, 2007)^[3]. A better music communication effect can ultimately be achieved by comprehensively utilizing and giving full play to the role and value of the relevant factors. Using the technology acceptance theory

model in quantitative research, we can systematically understand the implicit correlation and difference between the factors affecting Disney animated film music in communication effect. The specific factors influencing the communication effect of Disney animated film music are derived, and through the analysis of multidisciplinary and theoretical cross-application, the form of communication theory is extended, and an attempt is made to construct a research model on the role mechanism of the factors influencing the communication of Disney animated film music. This will provide theoretical support and practical guidance to enhance the communication effect of Disney animated film music.

3. Methodology

3.1. Research Method

This paper adopts a quantitative research method, with technology acceptance theory as the research model and essential framework and the research tool as a questionnaire to test the hypotheses of relevant variables. In-depth analysis of the factors influencing communication in Disney animated film music. Firstly, the existing literature will be combined to provide theoretical support and background knowledge for the study. Secondly, each variable was proposed and measured, and the questionnaire content was formed by combining the questions with the specific research situation. In the study, the questionnaire was calibrated by experts. The wording and arrangement of the questionnaire were corrected according to the experts' feedback, opinions, and the results of data analysis. Finally, a formal online questionnaire was formed and collected. Finally, the theoretical model of music communication is constructed, hypotheses are put forward, and conclusions are drawn through quantitative data analysis to get the influencing factors, the role of the relationship between variables, the degree of significance, and communication suggestions in the music communication of Disney animated films for verification.

3.2. Research Model

In the present new media era, the communication behavior of Disney animated film music is a kind of communication behavior formed through the internalization of individuals' cognition based on various media platforms and music information content and in the context of co-construction of users' social capital and multi-party control institutions. Through the research results, the communication media, music content, music form, self-motivation, perceived ease of use, perceived usefulness, perceived pleasure, willingness to communicate, and communication behaviors are taken as the key factors influencing the music communication of Disney animated films, which play a role in the diffusion of music communication at different stages of the communication process both internally and externally.

Drawing on the structure of the Technology Acceptance Model (TAM) and the analysis of its linkage relationship, these nine influencing factors are used as variables to construct a research model of the mechanism of action of the influencing factors of the communication effect of Disney's animated film music. As in Figure 2:

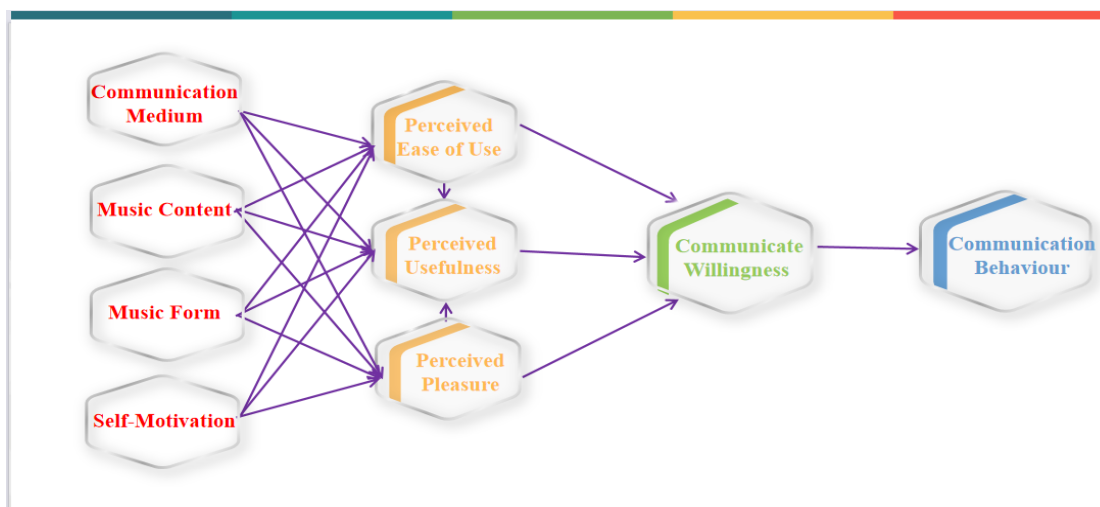


Figure 2.
The research model on the mechanisms of factors influencing the music communication in Disney animated films.

3.3. Data Collection and Analysis

Data collection for this study was in the form of an electronic questionnaire. The data collection period was from 15 February to 20 March 2024, and after the questionnaire data were collected, the final valid samples were 682 after identifying and screening the invalid questionnaires. In terms of data processing methods, this study chose the structural equation modeling (SEM) method for data analysis and model factor validation, intended to establish and validate complex causal models. It combines the features of factor analysis and regression analysis and aims to study the direct and indirect relationships between variables and quantify the effects between them. The study used SPSS and AMOS software to measure the reliability, validity, paths between variables, and significance levels of the data.

4. Results

4.1. Measurement Model Tests

Measurement model testing is mainly conducted to test the reliability and validity indicators. In this study, Cronbach's alpha was used to test the reliability of the measurement. According to Table 1, there are nine variables in this study; each variable has 5 question items, and the number of measured items is 45. The measured Cronbach's alpha value was 0.918. Cronbach's Alpha Based on Standardised Items was 0.919, and the two coefficients are very close to each other, indicating the measurement instrument's high internal consistency. Moreover, the research data reliability coefficient value is higher than 0.7, which comprehensively indicates that the data reliability is high quality and the measurement scale has good reliability and good internal consistency.

The validity test assessed the validity of each factor through the Kaiser-Meyer-Olkin (KMO) test, and approximately. Chi-Square. According to the data in Table 2, the KMO values of all factors are between 0.85 and 0.89, with numerical coefficients higher than 0.8, indicating that the factors' validity showed promising results. Through the chi-square value data, the approximate chi-square values of all factors were above the general level of significance, and the P-value of Approx. Chi-Square was less than 0.05. The synthesis indicated that the data showed good performance in terms of validity, the factor analysis model fitted the data well, and the measurement model was significant in general.

Table 1.
Measurement model reliability test.

Reliability statistics		
Cronbach's alpha	Cronbach's alpha based on standardized items	N of Items
0.918	0.919	45

Table 2.
Measurement model test.

Factor	Observed variable	Std. deviation	Mean	KMO	Approx. chi-square	P
Communication medium	CM1	1.050	3.88	0.867	1290.540	-
	CM2	1.021	4.01			***
	CM3	1.111	3.63			***
	CM4	1.066	3.73			***
	CM5	1.006	3.96			***
Music content	MC1	0.991	4.09	0.871	1338.109	-
	MC2	0.922	4.21			***
	MC3	1.016	3.94			***
	MC4	1.012	3.99			***
	MC5	0.960	4.16			***
Music form	MF1	1.041	3.72	0.859	1197.126	-
	MF2	1.026	3.84			***
	MF3	1.081	3.51			***
	MF4	1.091	3.60			***
	MF5	1.008	3.81			***
Self-motivation	SM1	1.104	3.70	0.886	1673.510	-
	SM2	1.101	3.81			***
	SM3	1.146	3.47			***
	SM4	1.152	3.55			***
	SM5	1.083	3.77			***
Perceived ease of use	PEU1	1.189	3.60	0.891	1947.249	-
	PEU2	1.185	3.54			***
	PEU3	1.158	3.71			***
	PEU4	1.147	3.65			***
	PEU5	1.140	3.76			***
Perceived usefulness	PU1	0.932	4.09	0.866	1364.497	-
	PU2	0.937	4.21			***
	PU3	1.024	3.88			***
	PU4	1.052	3.95			***
	PU5	0.936	4.15			***
Perceived pleasure	PP1	1.018	3.96	0.867	1256.681	-
	PP2	0.978	4.09			***
	PP3	1.039	3.72			***
	PP4	1.077	3.80			***
	PP5	1.024	4.03			***
Communication willingness	CW1	0.990	4.05	0.861	1237.099	-
	CW2	0.919	4.18			***
	CW3	1.062	3.81			***
	CW4	1.018	3.89			***

	CW5	0.948	4.12			***
Communication behavior	CB1	0.958	3.59	0.868	1452.971	-
	CB2	0.892	3.61			***
	CB3	0.872	3.30			***
	CB4	0.897	3.47			***
	CB5	0.897	3.53			***

Note: A horizontal bar '-' indicates that the item is a reference item. *** P<0.001.

4.2. Structural Equation Model Tests

Calculations were made by substituting the survey data into the model, and the results were obtained, as shown in the validation factors in Figure 3. The fit and fitness indicators of the model are shown in Table 3. The models and hypotheses proposed in this study were validated using structural equation modeling, and the significant results of the structural equation modeling are shown in Table 4.

According to the model fit metrics in Table 3, the overall values are within the Criteria, and the metrics meet the expected requirements. The model's fit is good and can explain the observed data well. According to the results shown in the data in Table 4, the relationship between external factor variables on the indicators of perceived ease of use, perceived pleasure, and perceived usefulness. There is no influence on perceived ease of use except for music form and self-motivation ($p > 0.05$). The hypothesis is not supported. The relationship between the indicators of the other variable factors had a significant favorable influence ($p < 0.05$). Communicating willingness is also significantly influenced by perceived usefulness, ease of use, and pleasantness ($p < 0.05$). Communicate willingness significantly influenced communication behavior ($p < 0.001$), supporting the structural equation model hypothesis.

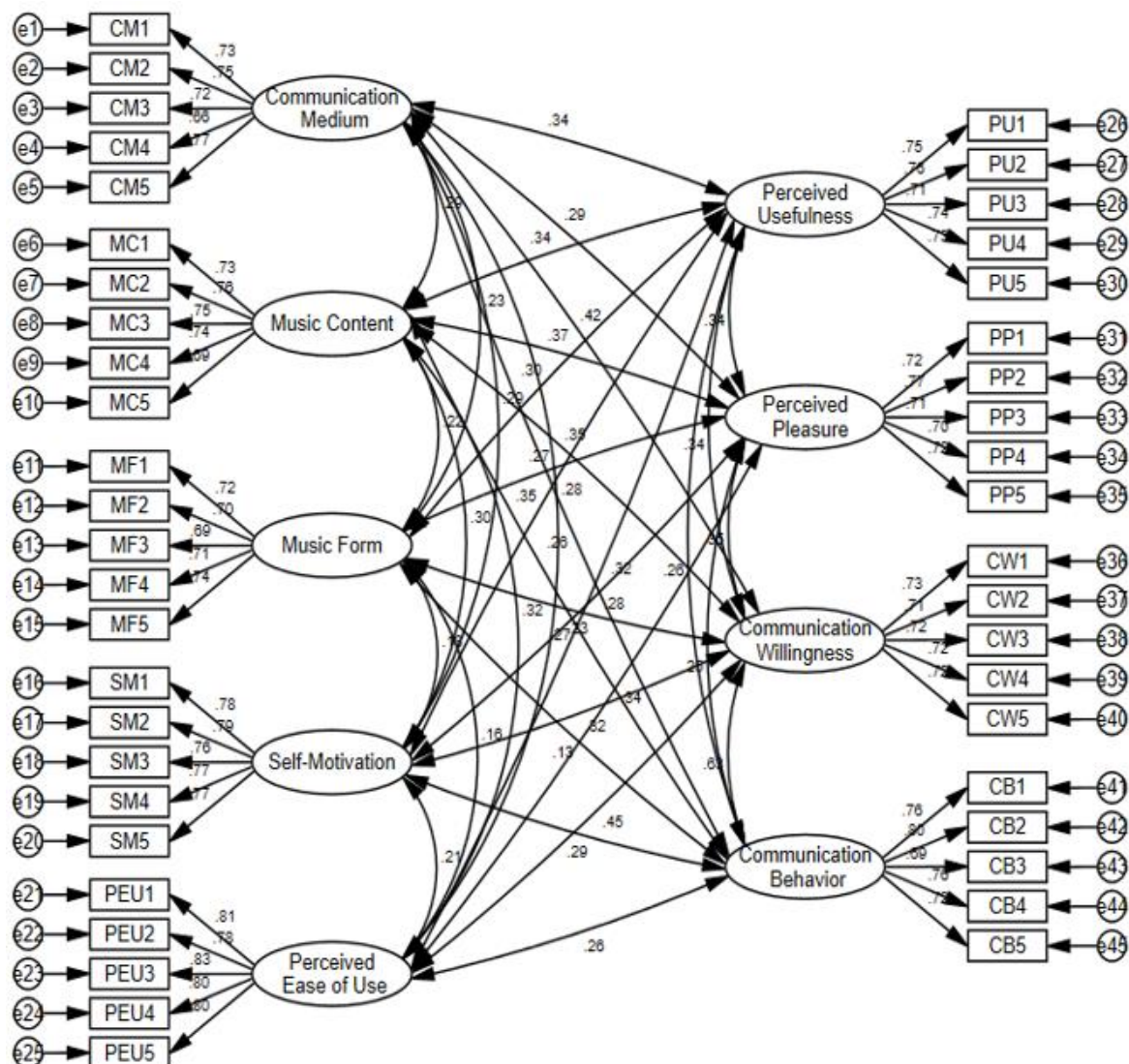


Figure 3.
Validation factor model standardized coefficients.

Table 3.
Model fit indicators.

Indicators	Criteria	Value	Fruit
χ^2/df	<3	1.163	GOOD
AGFI	>0.9	0.927	GOOD
GFI	>0.9	0.936	GOOD
TLI	>0.9	0.988	GOOD
NFI	>0.9	0.929	GOOD
CFI	>0.9	0.989	GOOD
RMSEA	>0.08	0.015	GOOD

Table 4.
Path hypothesis test results.

Parameter		P	Test results
PEU	<--- CM	***	Support
PEU	<--- MC	***	Support
PEU	<--- MF	0.165	Unsupported
PEU	<--- SM	0.053	Unsupported
PP	<--- CM	***	Support
PP	<--- MC	***	Support
PP	<--- MF	***	Support
PP	<--- SM	**	Support
PU	<--- CM	***	Support
PU	<--- MC	**	Support
PU	<--- MF	***	Support
PU	<--- SM	***	Support
PU	<--- PEU	**	Support
PU	<--- PP	**	Support
CW	<--- PU	***	Support
CW	<--- PEU	***	Support
CW	<--- PP	***	Support
CB	<--- CW	***	Support

Note: * p<0.05; ** p<0.01; *** P<0.001.

4.3. Discussion of Model Influences

4.3.1. Communication Media Positively Influence Perceived Ease of Use, Perceived Usefulness, and Perceived Pleasure

The communication medium in this study is the material entity or organizational form between the musician, the communicator, and the recipient, which is used to carry and transmit music symbols (Zhuang Yuan, 2003) [4]. The positive influence of communication media on perceived ease of use, usefulness, and pleasure further manifests the reproduction of social capital theory and communication theory in music communication in the new media era. Individuals perceiving pleasant, easy-to-use, and helpful communication media will strongly depend on the communication of Disney animated movie music, which is one of the motives for the self to communicate music based on trust sharing. Among how media communicate, digital media and social media are essential marketing communication tools (Prakikavin Srijinda, 2020) [5]. The ease of use, usefulness, and personalized design of these media, in the use between users, music communication frequency, and density of strong and weak transformation, allow Disney animated film music to form a cycle of communication state. Therefore, the communication media will significantly impact the ease of use, usefulness, and pleasure perception of Disney animated movie music communication.

4.3.2. Music Content Positively Influences Perceived Ease of Use, Perceived Usefulness, Perceived Pleasure

Music, as the communication content, contains information, themes, elements, emotions, ideas, and spiritual connotations experienced from music (Zhou Haihong, 1999) [6]. The high-quality music content of Disney animated films focuses on the expression of the musical mind, which can better promote the interaction of emotions and the communication of the spiritual core. Especially the music content rich in positive energy, more emphasis on the quality of the melody and lyrics content echo each other. Easy to listen and easy to sing have become the basic conditions for communicating music content. At the same time, the emotional resonance of the music content of Disney animated films and the series' storyline can enhance the overall grasp of the communicator and the participants of the

musicality to enhance the perception of the beauty of the pleasure. Relying on the emerging communication platform and tools of the communication media, everyone can become a "leader" in the production, fermentation, and diffusion of music that conveys beautiful emotions, morals, and values. Therefore, the higher the quality of music content in music communication, the greater the individuals' perception of ease of use, usefulness, and pleasure.

4.3.3. Musical Form Positively Influences Perceived Usefulness and Perceived Pleasure. No influence on Perceived Ease of Use

The sound styles constituted by musical acoustic movements are 'spiritual accumulations' (Yu Runyang, 1997)^[7] of historical and social significance that permeate human consciousness; as one of the critical elements of musical form, musical form in music communication is a bonding link, the adhesive that unites musical content. Through the reshaping combination of musical elements, the vein of music content is built innovatively and combined into a high-quality music ontology. Disney animation film music is so; whether from the external acoustic form and expression or the inner music structure and elements, all bring intuitive audio-visual aesthetics and inner emotional connection. This aesthetic experience increases the attractiveness of the music, bringing the audience a musical audio-visual and spiritual feast. It influences and regulates individuals' emotional and affective lyricism, enabling physical and mental satisfaction and pleasure. Thus, perceived usefulness and pleasure. Therefore, the form of music has a significant influence on perceived usefulness and perceived pleasure.

The influence of music form on perceived ease of use was not significant in the structural equation model of this study. The intrinsic reasons for this were analyzed to suggest that in a given context, music media platforms design specialized functions or interfaces for a particular music form to meet the user needs and make individuals feel easy to use and comfortable. However, the music form mainly originates from the mapping of the internal organization of the music, and the presentation of the music form itself will involve multifaceted musical elements, which are the characteristics of the elements mapped by the music itself and the influence on the formation of the individual's perceptions. However, the music form mainly originates from the mapping of the internal organization of the music, and the presentation of the music form itself will involve multifaceted musical elements, which are the characteristics of the elements mapped by the music itself and the influence on the formation of the individual's perceptions. Through research and investigation, this influence situation has a perceived ease of use influence among music composers, performers, and professionals. In mass communication, perceived ease of use is mainly a field platform. Its operational or technological ease of use does not directly influence the inherent fundamentals of the musical form. Therefore, musical form has no significant influence on individuals' perceived ease of use.

4.3.4. Self-Motivation Positively Influences Perceived Usefulness and Perceived Pleasure. No Influence on Perceived Ease of Use

Self-motivation is the intrinsic tendency that individuals exhibit in exploring, interpreting, and organizing musical knowledge and musical information and is the driving force that establishes or maintains a particular state of musical self-awareness, musical self-representation, or musical self-evaluation. (Deci Edward L.; Ryan Richard M., 2000) (Leary, 2007)^{[8][9]}. Self-motivation influences the acquisition of desired information about Disney animated film music from communication. Fluent receiving, acquiring, enjoying, and sharing behaviors bring their own emotional satisfaction and pleasurable feelings, enabling listeners to have an immersive music experience. Moreover, the high interactivity in communication can also bring individuals a sense of belonging to homogenized cognition and the novelty of heterogenized cognition, which in turn triggers the pleasure of self-motivation. Therefore, individuals' self-motivation in music communication positively influences perceived usefulness and pleasure.

As an underlying state of human consciousness, self-motivation in music communication is the drive towards intrinsic needs and goals based on one's interests and values. With this intrinsic awareness of

immersive appreciation and communication, individuals place greater importance on valuable experiences and pleasurable feelings. Although good perceived ease of use can enhance individuals' satisfaction and use efficiency of music tools, there is no direct causal relationship between hands-on and technological influences and individuals' intrinsic motivation for music, so it cannot form a direct and significant influence.

4.3.5. Perceived Ease of Use, Perceived Pleasure, and Perceived Usefulness are Positively Correlated

The positive influence of perceived ease of use, perceived pleasure, and perceived usefulness has been validated in research and theory in several fields. In this study, people's cognitive, emotional, self-growth, and social needs are satisfied through Disney animated film music. These needs usually coalesce together, presenting mutual integration and intertwining, and embody people's comprehensive perception. In the context of music communication in the new era, music communication platforms are permeated with rich content, easy operation, beautiful layout design, and convenience in sharing and other functions and technologies. Music access, appreciation, and sharing are free and straightforward for individuals in Disney animated films. From the point of view of the music itself, the melody and lyrics of Disney animated film music are easy to sing, and the values of empathy fit the audience's aesthetics. It increases the audience's understanding of the music and thus enhances the spiritual content of the self. So, the more substantial the individuals' perceived ease of use of communication media and music content, the stronger their perception of subsequent usefulness.

Under the influence of self-motivation, individuals' pleasure perception and positive music experience are closely related. From the perspective of music aesthetics, the sense of beauty of music is the aesthetic characteristics and artistic value of music works, which bring people enjoyment and a feeling of beauty. In the communication of Disney animated film music, through individuals' perception of the beautiful formal power and formal perception of music. It forms a pleasurable perception of the music ontology, thus promoting the formation of musical cognitive beauty. It can arouse people's deepest emotions and resonance and make them feel the existence and power of beauty to get inner and spiritual satisfaction and enhancement. Therefore, the stronger the individuals' sense of pleasure, the stronger their helpful perception.

4.3.6. Perceived Ease of Use, Perceived Usefulness, and Perceived Pleasure Positively Influence Communication Willingness

The data supporting this paper shows that in music communication, individuals' perceived self-consciousness has an essential influence on communication willingness and behavior. Firstly, the innovation of music communication media and technological and technical progress, the network's convenient and diverse communication media system. It is popular and easy to use, making its advantages for music communication diffusion obvious. Therefore, perceived ease of use will enhance willingness to communicate. Moreover, the perception of the usefulness of Disney animated film music, whether it is communication media, music content, or music form and self-motivation, individuals from the outside tend to music's satisfaction and enhancement of self needs, mirroring the individual's interest concerns. Individuals internalize and enhance their musical content, knowledge, aesthetics, vision, and socialization from this. They will make the audience perceive the benefits gained and promote individuals' willingness to forward them for sharing and discussion. At the same time, the feedback of pleasure and positive emotions felt and gained by individuals in Disney animated film music. It can influence, regulate, and de-stress individuals' moods and stress, creating perceptions and immersive experiences of true goodness and beauty in self-appreciation and communication. These perceptions of pleasure also enhance communication willingness.

4.3.7. Communication Willingness Positively Influences Communication Behavior

Individuals' willingness to communicate determines their communication behavior. Willing behaviors originate from the actors themselves and demonstrate and embody the subjectivity and agency of the actors (Aristotle, 2001)^[10]. Communication willingness reflects the combined willingness of actors to appraise the music of Disney's animated films as easy to use, practical, pleasurable, favorable, or unfavorable in the flow of communication. Therefore, the creation and change of individuals' music communication willingness can directly influence music communication behavioral effects, and the acceptance and rejection of the music itself can directly lead to music communication outcomes. Therefore, willingness and behavior are interlinked and constitute a close relationship, and the stronger the communication willingness, the easier it is to form communication behavior. Communication willingness positively influences communication behavior and is an essential factor in promoting the popularity and effectiveness of music in the process of music communication.

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