

INFLUENCING FACTORS OF ARTISTIC POSTGRADUATES' BEHAVIOR OF COMPREHENSIVE MATERIALS ART CREATION IN CHENGDU

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Abstract

This study explores the factors influencing the artistic creation behavior of comprehensive materials among postgraduate students majoring in art in Chengdu, China. This paper assumes that students' final creative behavior is determined by Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Social Influences (SI), Subjective Norms (SN), Attitude Toward Using (ATU), and Behavioral Intention (BI). The determinants of this study are taken from three core theories; namely, planned behavior Theory (TPB), Technology acceptance model (TAM) and flow theory. The researchers used judgmental and quota sampling as a convenient sampling tool to identify 500 postgraduates at five target universities. Structural equation model (SEM) and confirmatory factor analysis (CFA) are used to analyze the model fitting, the reliability and validity of variables to ensure the rationality of the hypothesis. The preliminary results show that ATU has the strongest positive influence on BI, followed by SI and SN. The direct relationship between PEOU and BI is not significant while PU has a great influence on individual's attitude toward the use of comprehensive materials. Finally, BI determines the actual behavior of using comprehensive materials by art majors in Chengdu, China. Analysis results show that the comprehensive material widely used in the artistic creation of students, whether students use comprehensive materials to create was mainly affected by PU and SN, in addition, SI, ATU and BI also affect behavior. So the professional art universities should attach importance to the comprehensive materials course education settings, and improve students' effective cognition of comprehensive materials art.

Keywords : Comprehensive Materials Art, Art Education, Higher Education, Artistic postgraduates' behavior