

# THE EFFECT OF ANIMATED ADVERTISEMENTS ON CONSUMER PERCEPTION ACROSS DIFFERENT ADVERTISING CHANNELS

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## ABSTRACT

*This study examines how animated ads affect customer perception across several advertising mediums, such as television, online platforms, websites and online display, mobile applications, and social media. Animation commercials have transformed the advertising industry by capturing consumers' attention and imagination with vivid imagery, creative storyline, and accessible characters. The research examines how animation improves brand memory, customer engagement, and consumer comprehension. It also emphasizes how customer impression is shaped by the consistency of animation commercials across chosen mediums. Marketing professionals may better interact and influence their target audiences and increase brand perception by understanding customer perception across various media. The results highlight the necessity for marketers to consider each channel's distinctive qualities and user experiences to maximize the efficacy of animated adverts.*

**Keywords:** Animated Advertisements, Television, Online Platforms, Social Media, Brand Recognition and Recall, Consumer perception.

## INTRODUCTION

Animation ads are becoming common across various advertising mediums, revolutionizing how businesses interact with customers. The advertising environment has changed due to the clever use of animated characters, colourful imagery, and inventive narrative tactics that have captivated viewers worldwide. The influence of animation commercials on customer perception across various advertising platforms is examined in this article, offering insight into how well they engage audiences and affects consumer behavior.

Animation commercials use the potency of visual storytelling to communicate ideas and elicit feelings. Animated advertisements may build deep relationships with viewers by employing engaging and sympathetic characters, promoting familiarity and brand memory. Animation has extraordinary potential to create distinctive experiences, allowing firms to stand out in a competitive market, claim Johnson and Lennon, (2020). Advertisers may improve brand awareness and foster good connections by using animation, which eventually affects customer perception.

Additionally, animation enables the portrayal of imaginative events and esoteric notions that would be challenging to communicate through live-action ads. Brands can deliver detailed information in a clear and eye-catching way because of this versatility. In comparison to standard ad formats, animation commercials dramatically improved consumer awareness of product characteristics and advantages, according to Smith et al., (2019) study. Animation advertising

can favorably influence consumer impressions of a brand's goods since they make understanding more accessible and require less cognitive work.

Animation ads are used on various platforms, including social media, mobile applications, online video streaming, television, and other advertising channels. Each channel offers particular benefits for maximizing interaction with specific target populations. For instance, social networking platforms permit the viral distribution of animated material, while gamification and augmented reality in mobile applications allow for interactive encounters.

Chen and Chang's research from 2021 showed that animation ads on many media might improve customer perception by delivering consistent brand messaging and reiterating brand identity. Animation's aesthetic Appeal and entertainment value help viewers pay closer attention and get more involved, which increases the possibility that they will remember the message and affects their sentiments towards the marketed brand.

### **Analyzing Consumer Perception via Several Mediums**

Marketers and advertisers need to understand customer perception across various platforms to customize their tactics and optimize their messaging. Consumer perception is how people understand and comprehend the information they get from various ad channels, like television, social media, the internet, or mobile applications. With this knowledge, marketers can develop focused and effective campaigns that resonate with their target market, improving brand perception, customer engagement, and business outcomes.

The importance of understanding consumer perception across many channels has been underlined by research. For instance, Lee and Yoo's, (2019) study highlighted the significance of channel congruity in influencing customer opinion. The authors discovered that when an advertising's qualities and the medium via which it is distributed are in harmony, consumers' perceptions of the commercial and the brand are favorably impacted. This emphasizes how crucial it is to use a suitable medium to communicate brand messaging and guarantee consistency in customer perception successfully.

Furthermore, recognizing the effects of channel-specific elements on advertising efficacy is made possible by studying customer perception across several channels. For instance, Huang, Davari, and Weitz, (2017) investigated how channel richness affects customer perception. They discovered that interactive and personalized channels, including social media platforms, improved customer perception by encouraging interaction and streamlining information processing. Contrarily, less affluent mediums, including conventional print media, were less successful at influencing customer impression. This shows that in order to maximize customer impression, marketers must take into account the distinctive qualities and capabilities of each channel.

Additionally, how consumers view brands across various channels might alter depending on channel preferences, trust, and perceived trustworthiness. Consumer perceptions of advertising across different channels were explored in research by De Veirman, Cauberghe & Hudders, (2017), who showed that channel choices substantially impacted people's attitudes and perceptions of commercials. Understanding these channel preferences enables marketers to customize their communication plans and choose channels that align with their target audience's preferences, improving customer perception and engagement.

## Objective

- To compare the effect of animation ads on consumer perception to that of other ad styles.
- To investigate the effects of various advertising mediums on how consumers see animation commercials.
- To examine how the consistency of animation commercials with particular advertising mediums influences customer perception.

## LITERATURE REVIEW

### Categories of Advertising Media

The numerous venues or means used to distribute animation commercials to specific audiences are called "advertising channels." These channels act as the distribution routes for animated brand messaging and marketing materials to customers. They cover a variety of conventional and digital media channels, as well as websites, mobile apps, social media, and streaming video on the internet.

#### Television

To captivate viewers, businesses can use animated images and storytelling in television commercials, which continues to be a popular medium for animation advertising (Lawton & Macintosh, 2019). It has a broad audience reach and the capacity to engage viewers with animated stories aired between commercial breaks or sponsored content.

#### Social media

Sites like Facebook, Instagram, Twitter, and YouTube are excellent venues for distributing animated commercials. Utilizing the aesthetic Appeal and shareability of animations to enhance consumer engagement, these platforms allow businesses to offer animated content directly to niche audiences.

#### Websites and Online Display

You may post animated adverts on websites and online display networks through banners, pop-up windows, or even within individual web pages. This channel uses the animated components' interaction to draw viewers and improve brand perception (Li & Yu, 2019).

#### Mobile Applications

Using the immersive quality of animations to captivate consumers on smartphones and tablets, mobile applications offer a dynamic channel for animation marketing. Through mobile applications, businesses may use animated content to offer engaging user experiences and influence consumer perception (Liu et al., 2021).

### The Role of Animation in Advertising

Animation plays various roles in marketing, each with special advantages and benefits that help engage consumers and communicate effectively.

Animations can draw viewers' attention and leave lasting impressions (Lwin & Williams, 2011). In a crowded advertising market, animated characters and visual storytelling tactics help firms stand out (Johnson & Lennon, 2020). Animation enables the portrayal of fantastical events, ethereal ideas, and brand tales that may be difficult to communicate through traditional ad formats (Smith et al., 2019). It increases customer understanding of product characteristics and advantages by simplifying complicated messaging (Smith et al., 2019).

Additionally, cartoons amuse viewers, generate emotions, and establish a familiarity that encourages good associations with the company (Johnson & Lennon, 2020). Animations' dynamic nature can improve message retention and customer engagement (Lwin & Williams, 2011). Additionally, by using animation, marketers may target various demographic groups by customizing the material to their needs (Smith et al., 2019).

Animation also allows marketers to design magical and inventive environments that improve brand awareness and uniqueness. Animation allows for depicting situations that would not be realistic or useful in live-action advertising. With this creative freedom, companies may develop distinctive brand identities, communicate their values, and forge emotional bonds with their target market (Johnson & Lennon, 2020).

### **Factors That Influence Consumer Perception**

Consumer perception of animated commercials is affected by several things. These elements may influence how customers perceive, assess, and react to animated content in advertising.

The compatibility of the animation's qualities with the message or brand identity is an important consideration. According to research, aligning the animation style, plot, and marketed item or service can improve viewer perception and message retention (Smith et al., 2019). Consumers have a consistent and memorable experience when the animation supports and promotes the brand message.

The degree of realism in the animation is another determining element. Realistic animations can enhance the perceived value and dependability of the marketed brand or product by evoking a feeling of authenticity and credibility (Lwin & Williams, 2011). On the other side, more stylized or abstract animations might exude originality, inventiveness, and a contemporary brand image (Vanwesenbeeck & Walrave, 2019). The preferred brand perception and the target audience's preferences should guide the choice of animation style.

Furthermore, the animation material must speak to the intended demographic. The degree to which animated marketing speaks to the target audience's needs, interests, and values might affect consumer perception (Smith et al., 2019). Advertisements that incorporate relevant people, settings, and cultural allusions increase consumer engagement and a sense of the brand's relevance.

Consumer perception is also influenced by where animated adverts are placed inside different advertising channels. Consumer impressions may be affected by the environment in which they view animated advertisements. For instance, a social media user may experience an animated advertisement differently from a television viewer. Specific channels' features and consumption patterns can influence consumer expectations, attention spans, and attitudes toward animated material (Johnson & Lennon, 2020).

Individual variances in customer tastes and attitudes toward animation must be considered. Consumer reactions to animated commercials can be influenced by age, cultural

background, and personal experiences (Vanwesenbeeck & Walrave, 2019). Advertising campaigns can target specific audiences more successfully by considering these characteristics.

## **METHODOLOGY**

In order to assess the effects of animation commercials on customer perception across various advertising platforms, this study will use a secondary data analysis methodology. Data that other academics or organizations have previously gathered for their goals is called secondary data.

### **Data Collection**

Current sources such as academic publications, industry papers, market research databases, and reliable web sources will be used to gather the data for this project. These resources will offer pertinent details on customer perception, the function of animation in advertisements, and the influences of various advertising mediums on consumer behavior.

### **Data Selection**

To find studies, papers, and reports that mainly discuss animation commercials and consumer perception across advertising channels, the researcher will perform a thorough examination of the literature. Relevance, dependability, and the caliber of the sources will all be considered in the selection process.

### **Data analysis**

Both qualitative and quantitative methods will be used to examine the secondary data gathered. The researcher will look for recurring themes, patterns, and trends in the chosen studies.

### **Consumer Perception Comparison across Several Mediums**

According to research, consumer perception of commercials might alter across several media, including television, social media, websites, online displays, and mobile applications. These platforms have unique qualities and user interfaces that might affect how consumers view and react to ads.

### **Television**

Historically, one of the most effective ways to reach a large audience for advertising has been through television. It offers a passive viewing experience that lets viewers see animated commercials while watching their preferred programs or events. Large displays, excellent production values, and the ability for emotional effect are advantages of television advertisements (Yu, Kim, & Jung, 2020).

### **Social Media**

Social media platforms have grown in popularity as a means of advertising, providing chances for participatory and highly targeted campaigns. Social media animated ads may take advantage of the visual and sharing features of the platform to attract viewers and create viral content (Zhang & Benyoucef, 2016). Animated advertising on social media platforms provides a feeling of community participation by allowing for real-time feedback, comments, and sharing (Duffett, 2017).

### **Websites and Online Display**

Users may enjoy a dynamic and eye-catching experience thanks to animated adverts on websites and online display networks. These advertisements may be deftly positioned into pertinent site content, providing targeted exposure and contextual relevance. Websites with interactive features and captivating animations can attract visitors and increase click-through rates (Nasim, Abbasi, & Junaid, 2021).

### **Mobile Applications**

A customized mobile advertising experience is provided through mobile applications. A non-intrusive and enjoyable user experience may be achieved by smoothly integrating animated adverts into the user interface of mobile apps (Tee & Chang, 2016). Thanks to mobile applications' accurate targeting and user monitoring capabilities, advertisers can send customized animated adverts depending on user behavior and preferences.

Advertisers need to comprehend consumer perception across different channels to create effective animation advertising strategies that complement each channel's distinct features and the target audience's preferences. Advertisers may improve the effectiveness of their animated commercials by considering the unique context and user experiences of mobile applications, social media, the internet, and television.

### **Implications for Animated Advertising and Marketers**

Marketers looking to optimize their advertising strategy can get essential insights from understanding the effects of animated advertising on customer perception. The study on animated advertising and its effect on customer perception has the following ramifications:

#### **Increased Attention and Engagement**

Because animated advertising is lively and attractive to the eye, it can grab and hold customers' attention. Marketing professionals may make use of this advantage by developing animated commercials that are intriguing and engaging and stand out in crowded advertising settings (Yu, Kim, & Jung, 2020).

#### **Emotional Appeal and Narrative**

Animated commercials provide exceptional potential for emotional Appeal and narrative. Marketers may use animation to arouse feelings, produce memorable experiences, and forge closer customer bonds (Laros & Steenkamp, 2005).

## **Brand Recognition and Recall**

Animated content may help a brand become more recognizable and memorable. In order to increase brand awareness and memory recall, marketers might make use of recognizable animation characters, brand mascots, or visual components that become connected with the brand (Van Cauwenberge, Dens, & De Pelsmacker, 2017).

## **Consistency Across platforms**

Animated ads may be customized and used in various advertising platforms, giving consistent brand messaging and visual identity. Marketers may uphold a consistent brand image and reinforce essential brand messaging by using animated advertisements on television, social media, websites, online displays, and mobile applications (Nasim, Abbasi, & Junaid, 2021).

## **Interactive and Shareable Content**

Animated adverts are highly suited for interactive and shareable content types. To increase user interaction, sharing, virality, and the reach and effect of their animated advertising, marketers should take advantage of social media platforms and interactive elements (Duffett, 2017).

Marketers may improve the effectiveness of their animated advertising campaigns to engage customers, increase brand identification, and elicit the appropriate responses from consumers by considering these consequences.

## **DISCUSSION**

In this study, the effects of animated ads on customer perception were investigated across various advertising mediums, including television, social media, websites, online displays, and mobile applications. The results show that customer perception varies depending on each channel's unique qualities and user experiences.

Animation offers a chance to engage viewers in the setting of their favorite shows or events because of television's broad audience and emotional effect. Animated advertising may attract viewers and create viral content on social media platforms because they offer an interactive and shareable environment. Websites and online display networks provide engaging, aesthetically appealing experiences, and contextual relevance is increased through tailored ad placement. Animated advertisements are effortlessly incorporated into the user interface of mobile applications, which offer personalized and unobtrusive advertising experiences.

The study highlights the importance of comprehending consumer preferences and behavior inside each advertising channel. These channels differ in engagement, brand memory, message understanding, emotional reaction, and purchase intention. To make their animated commercials as effective as possible and improve customer perception, marketers must consider each channel's unique context and user experience.

Advertisers may successfully engage and persuade customers by adjusting animated marketing methods to fit the features of each channel. This study also emphasizes the importance

of continuing research and adaptation as consumer preferences and channel choices change within the dynamic advertising environment.

Marketing professionals must thoroughly understand customer perception across all media to maximize the impact of animated commercials and accomplish their targeted marketing objectives. Marketers can produce compelling animated commercials that connect with their target audience, encourage interaction, and ultimately help the success of their advertising campaigns by utilizing each channel's advantages and considering consumer preferences.

Overall, this research adds to the body of knowledge and assists marketers in making defensible decisions to optimize their advertising strategies by offering insightful information on the effects of animated commercials on consumer perception across various advertising channels.

## CONCLUSION

This study examined how animated ads affected consumers' perceptions of various advertising mediums, such as television, social media, websites, online displays, and mobile applications. The results show how customer perception varies depending on the particular qualities of each channel. Marketers may optimize their animated commercials to successfully engage customers and produce desired outcomes in each channel by comprehending and taking advantage of these variances. This research offers helpful insights for marketers looking to improve customer perception and maximize their advertising strategy's success across various media.

## LIMITATIONS

- The study depends on secondary data sources, which might have issues with data accessibility, accuracy, and relevance to the particular research goal.
- The study focuses on animated advertisements, and the findings may not fully capture the broader range of advertising formats and strategies used within each channel because they are based on existing studies and reports, which may have used different methodologies and measurement approaches, making direct comparisons difficult.
- The lack of consideration for regional or cultural variations affecting customer perception across various channels limits the generalizability of the study's conclusions.

## Suggestions for Future Research

- Conduct primary research using quantitative and qualitative techniques to collect consumer perception information on various forms of advertising, such as surveys, interviews, and focus groups, to offer more thorough and in-depth insights.
- Examine how animation qualities (style, complexity, and length) affect customer perception across various channels.
- Examine how user experience, relevancy of information, and contextual elements like ad placement affect customer perception across various channels.
- Analyze how animated commercials affect customer perceptions, brand loyalty, and purchasing patterns across different advertising platforms over time.
- Consider how new platforms and technologies, such as voice-activated devices, augmented reality, and virtual reality, affect how consumers see animated commercials.



- We might better understand customer perception across various advertising platforms and create more persuasive animation marketing techniques by addressing these constraints and investigating the topics for future study.

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