

The Impact of Animated Advertisements: A Systematic Literature Review and Direction for Future Research

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Abstract

The technological changes in advertisements are one of the upbringings to accept animation as a tool for the advertising industry. Animation is a term where the creator can explain the very thin line to the viewers whether it's not acceptable in the real-shot process of the ad production. Nowadays, animation is used in various sectors and it's a well-known term to it. In the advertising sector, the use of animation is increasing day by day. Consumers are showing their active interest in animated advertising and it's easy to recall the product specification while making a buying decision. The belief of the viewers is increasing for animated advertisements, where viewers can find all kind of specification and related information about the product in one place which is also helpful for comparing more than two products. Therefore, the researcher has evaluated the 30-research paper, articles, and existing thesis to compile the data for this research. The aim of this paper is to explore the methodology, research gap, and recommended suggestions for the researchers who are pursuing their researchers in the same area.

Keywords: Advertising; Animation; Effect; Graphical representation; Media.

Introduction:

The animation industry is rapidly growing in the recent time as well as the competitors and technology is changing day by day. Now, animation has an industrial mark as a mile stone of the media industry. Animation is used in all most every field and its on demand for these sectors. Most of the sector has been adopted by the animation and its different kind of technology. Due to technological strength, animation is in most demand to proceed the all technical and non-technical process of the presentation.

There is a big challenge to distinguish between animated and non-animated presentation, animation is able to present the thinnest to thick line of the all process of goods and service. Creator can present the all motions and concepts, its like what can be imagine by an individual it can be created through the different techniques of the animation.

Although, animation is adopted by the many sectors such as engineering, IT, medical, entertainment, advertising, electronics, automobile, space science etc. In this study, researcher studied the most relevant and demanding sector of media. The relation between advertising and the animation is very strong. There is a lot of way to advertise the particular product to their potential audience, but now days, animation is the most likely technology and process which is in demand. Earlier, advertisers were using the traditional way of advertising such as real shotfilms and video, show advertising, announcement, wall painting and print advertising etc. although, now advertng is truly advanced with the technology. Animation have become a reasonable strength to present the each and everything including with spoken character, unshootable movements and actions, specification presentation of the product including with the special effects in the advertising. There is different kind of the medium available to marketing and promotion to advertise including with the TV, social media, web page, and theatre.

The first animated advertainment is based on the comic strips. In early 1930's, first animated advertising was adverted as a live theatrical broadcast as a comic strip in the movie theatre. In addition to this process of advertising, in 1940's advertisers were included some movements and appeal to the animated advertising world. The first animated advert is created by the Arthur Melborne-Copper, it was a stop motion, a technique of animation, named "Matches on Appeal". Basically, its included the match sticks as a character to spell out the companies name on the board, its also considered as a fully animated film. As television was becoming popular and its increasing the number of the viewers, the invention of the animated advertising is also started increasing in term of getting to much popularities and becoming a demanded practice for the advertisers.

As internet era was started, it was a boom for the animated advertising. Though, in 1994, it was a first web banner advertising posted on a web page which included the text matter in a rectangular space on the top of the web page. As well as web page technology changes the animated advertising also changes from text matter web banner to embedded audio and video format. Nowadays, there are too many web platforms available

to advertise the products.in patellar time, the crease and demand of the animated advertisements are also increased to advertise.

Systematic Literature Review:

In the field of animation and advertising, the researcher has studied the substantial survey to conduct the published article of research. Following research are the published article of national and international researcher which is supporting the present paper as a literature review.

Bush et al (1983) researchers want to state that content analysis of animated advertisements on television. They have chosen three cable networks to analyze the animated ad content for one week while TV advertisements are more over-focused on adults as well as children. The findings suggest that animated ad is covered the different level like nearly 20 percent ad cover the full or partial animated content. Researchers also tend that animation ads are more frequent during the sports event rather than the news event. It indicates that sports events are more specific and more frequent for the viewers of sporting events. The animated advertisement has cost-effective possibilities such as it took more time and cost to produce an advertainment than the real-shot advertisements. It can doubt full of creative aspects of advertising, the creative person of advertising developer has to seek creative strategies to focus on the creative development of the advertising campaigns.

Zhang (2000) according to the researcher, animation has less scientific evidence that proves the animation has an impact on the potential effect on seeking information on online platforms. The researcher has suggested animation is the second element to get the information over the online website while contents are a primary element. The primary task of the investigator was to collect the information (Phrase, word, or term) from the provided animation on the webpage. This study has two folded side, first one is, how animation has created the visual attention and the perception to a webpage environment, and the second one is concentrated on practical value which provide the information to web designers to replace the effects of animation on the webpages. This study suggests that the interface designer must include the possible visual interfaces to the webpage to provide complete information to the web seekers.

Burke & Hornof (2001) animation on the web search task is a very common phenomenon. Many of the search tasks have the animated and graphical advertisements. For this article, there is a visual search experiment that has

been designed to implement the research. It measures the subjective impression of workload and the objective task performance while the animated and static banner is being displayed to the participants. Respondents are stated that animated ads are more frustrating tasks and more attention-grabbing while surfing on the internet. However, respondents are not slower due to the animated banner. Research reveals that reading is a common task for web users even it can be noticed that it was not able to reduce the potential work task of the respondents.

Zhang (2001) the researcher has tried to evaluate the animation effect on the web task by the timing, position, and layout of the advertisements. In the series of research articles of the researcher, they have continued the research forward. This study reflected that the effect of animation on the left side of the screen has more effect and grabbing the attention of the consumers than animation on the right-side search task on the web. They have suggested that practical phenomena to the web designers and advertisers include the design of an effective website using with animation that impacts on web environments.

Lee & miller 2003, the researcher aims to evaluate the internet user's positive response to the graphical representation of online banner advertisements on a particular website. The researcher has done an online survey to find out the internet user's positive attitude towards the online banner advertisements. They have tried to customized the banner ad in some different aspects such as cognition, goal-directed motive, information processing strategy and personal involvement to draw the positive attitudes for advertisements and brands. The proposition of the ads on the online platforms enhanced the user's brand attitude. Internet users react more frequently to banner advertisements which are well-known brands. Its measure that an internet user is being displayed thousands of banner ads in a day while internet surfing, they have a spontaneous response to very familiar brand. The internet user who is able to recall the brand value while seeing the banner advertisements have positive attitudes towards brands. They have supported many research statements in this research such as 'to be read' (*MacInnis and Heckler, 1997*), it can be affecting an existing brand's awareness in the text of scrolling display, limited attention, and brand attitude have a positive attitude on the familiarity with an advertisement (*Dahlen 2001*).

Zhang & Massad (2003) the researcher has got some references from their previous research and now they are expanded this to forward. In this paper, they have wanted to evaluate the animation's position and timing on

the web page, as well as the web user, have been become familiar to the animated advertisements on the web page and web have changed to commodity. This study mainly discussed the practical and theoretical aspect of webpage design in respect of online animated advertisements from point of online advertisers and webpage designers. From the previous research of the author, this has low involvement and low effect in term of seeking attention from the online banner ads and its now not able to create the effect of an animated advertisement on web visitors due to the effect of animated ads have changed as well as time flies.

Garretson et al. (2004) this study has aimed to examine the impact of spokes-characters related to the brand promotional outcome and strategy. The researcher has tried to establish the relation between the specific spokes-character feature and brand attitudes. The moderated mediation model shows that the trust of spokes-character has an important mediator effect to the spokes-character features on brand attitudes. It is significantly shown that the effects of spokes-character trust rely on brand attitudes. Brand attitudes of the consumers have more suited to spoke-character feature, though they have the little brand experience, while consumers who have more brand experience, have been less effective on brand attitudes by the spoke-character features.

Kind & Nilssen (2005) In this research, the author state that a model that defines the ignorance of the advertising by the viewers toward the transmitted ads on TV channels. There is almost low balanced advertising who is differentiated by the projected programs over the TV Channels. There is some provision where TV channels are can improve the ads leads by the closing unnecessary subtitles and merging with the competitive environment. In this case, public-owned TV channels can lead to stopping market distortion by having a large number of advertisements. The finding the research suggests that it may happen the under-provision of advertising and viewers can get interrupted by transmitted ads on TV channels during their programs. The restriction to a large number of ads can lead to welfare or it can allow anti-merger competition between the TV channels.

Yilmaz et al. (2005) the researcher of this study has focused on the celebrity-endorsed advertisements. Which one celebrity has more popularity among the audience. Celebrity endorsed advertisement has grabbed more audience action towards the ads. This research has conducted in two parts first one is proceeding by content analysis to assess the determination of the celebrity with highest frequency expertise and product category where they have been endorsed. Another hand exploratory method has

been used to investigate the attitudes towards the advertisement or brand that endorsed by a celebrity, the first two celebrity which came in the minds of the audience that will be the most popular celebrity in Turkish. Findings are suggesting that celebrity endorsement is not that important to the people of the Turkish but it's very common phenomena that advertise a product or brand through celebrity endorsement.

Lee & Miller (2006) The propose of this paper to an empirical examination of the internet user's attitude toward internet advertising and the involvement of the product in terms of their attitude and behavior. In this study, three banner advertisements and different creative messages and content of the website are being used. Data have been collected with an online survey with 245 participants. Autor has used a Covariance structural modeling method to interpret the data for this research. Findings show that the general attitude of the internet user's regarding internet advertising and the level of product involvement have a positive resultant towards their attitude and behavioral intention.

Galletta (2007) researcher wants to state that banners, pop-ups, and pop-under are very common to the web users. Sometimes it irritates the users while surfing on the web. In fact, it can be saying that the traditional media have taken a leading place in annoying advertisements. As TV ADS are considered as no existence in the advertising phenomena. A study reported that online consumers judge the advertised product so quickly and harshly online medium than another kind of medium. It provokes an aggressive decision of viewers to not return to the site again in the future. It is very important to point of this research that pop-up and pop-under have increased the potential action of closing the advertisement on the webpage

Ferle et al. (2008) researcher has used the models of different ethnic backgrounds to examine both Caucasian and African American participant's attitudes towards advertising. Reporting attitudes of social-desirability have been examined in the form of response latencies. Study shows that bias ness could be found in an examination of explicit attitudes in relation to implicit attitudes. Overall, the researcher has interpreted a new kind of measure in the ethnic advertising model's literature that can strengthen the attitudes. it cannot differentiate between explicit and implicit attitudes measure in this article.

Heiser & Torres (2008) the researcher examines the consumers' response upon the animated effect and the spokes character in print advertisements. Some expert theory explains that an advertisement can consider

as a distinctive if it is differentiating from the ordinary war of advertising which is running in the current situation or that particular time. The ads developer and the clients are regularly trying to use the strategy which can make their ads different, noticeable, memorable to the potential consumers. This article applied the distinctiveness theory to a caricature or cartoon spokes character in print ads towards the subject- experiment. The finding of the paper suggest that caricature or cartoon character print ads have more frequent recall value, attitudes toward ads, and brand rather than human spokesperson in the same type of advertisements. It's grabbing the more intention of the consumer to the advertised brands.

D'Alessio et al, (2009) this study mainly focused on the children's attitude and response to television advertising. 300 children aged 8 to 10 years have administrated for the research and their parents have filled the scheduled questionnaire focusing on the socioeconomic status, education level, and peer influence. Result of the article reflected that there is three-factor whois change the attitude of children towards television advertisements, that was enjoyment, credence and, behavioral-intention? The credit of television advertising has going low as well as their age was significantly increasing. Television advertising has responsible for good convergent validity and internal consistency. The environmental factor which was also an important factor which give impact on the children's attitudes to TV Ads. The study also has views on future theoretical and empirical development. There is some factor who changed the attitude of the children towards TV ads such as advertising and age differences, advertising and sex differences and, predicting attitude towards TV advertising.

Kuisma et al (2010) study tries to compile the impact of animation and advertisement format which is able to keep the attention and memorization of online ads. The researcher has used the eye-tracking technology to measure the customer's attention and recognition and recall tests have been used for the assessed ad memory. The results suggest that animation has partial or no effect on the attention. Animation and ad format have very strong interaction effects thus this effect is being conditioned with ad format. Animation has a more positive effect on the bigad format and the too little or negative effect for the banner ads on the site. In term of attention-grabbing situation, the online consumer's very economical to allocating the animated ads on the web who is irrelevant to them, it will not able to keep their attention and memory towards the ads.

Ghale (2010) the main perspective of the research is to examine the modern and traditional cultural values in India. For seeking this objective, the re-

searcher has examined the various literature related to the Indian cultural value. To implement the research for this purpose researchers have conducted a content analysis and qualitative analysis, they have selected the four animated ads to interpret the cultural and traditional value. The findings suggest that advertisements in both media have cultural value but in different ways. The TV ads have new and modern cultural value whereas viral advertisements have sucked on the traditional values in India.

Kelly et al. (2010) the researcher wants to investigate the social media platforms to evaluate online advertisements. The researcher believes that technology has given the freedom to choose what we want to see on online social platforms. This exploratory experiment has shown that how advertising has been avoided on the online social network to the development of a model. This model has phenomena of avoidance of advertising on the social network while users have no the expectation of negative experience that the ad content which is not directly relevant to the users. The researcher has signified some reason why advertising has been avoided on social networking sites, many users have the thought of, there are so many advertisements on the site which is not possible to see all of them, some of the fake and annoying, irritating, time engagement, some negative experience previously and, development of the bad perspective to the users.

Murphy et al. (2012) investigator have conducted research on the animated and language-oriented ads over the webpages to evaluate the impact on users. It includes the per click rate to know the attention of seekers on the website. They have evaluated the animation over the one million banner impression on the social networking and information site. In result of this research, users of social networking site (myspace) appreciate the animation advertisement to being shown but on another hand the users of other sites (e-buddy) have appreciated the static ad on the site. Animation ads have a way to create attraction, awareness, and, it encourages the website visitors to click on ads, it is applicable only for the networking site (myspace). The study has been interpreting in two languages English and Norway. In terms of language effect on online banner ads have no effects in both languages as English and Norway.

Logan et al. (2012) the focus of the study is comparing the advertising value on Facebook and television. The author has selected the college female students as their samples for the research. It creates a relationship between the social networking site's advertising format and television advertising format. An online questionnaire has been filled by 250 female students of the three universities in the USA as well as Facebook, LinkedIn, and

Tweeter female user across the universities. The findings are suggesting that Ducoffe's ad value model is not able to define the good advertising value assessment over social media and television. There is irritation is a factor that helps to assess the ad value. Respondents have assessed the social media ads as an entertainment element and television ads as informative ads value.

Huq (2012) this study mainly focused on the celebrity-endorsed advertisement on the web. The researcher wants to explore the various factor of advertisements that influence the user attitudes toward the projected ads and going through it intentionally. Data have been collected from the 300 respondents through a structured questionnaire. The findings suggest that the effect of the celebrity-endorsed advertisements have less impact on the web user. But that factor also has increased the direct effect of click-through intention.

Drossos et al (2013) the researcher has focused on the mobile phone ads in term of the text SMS; accordingly, text messages are the new form of product promotion. Through the effect approach, they state that SMS advertising has influenced the factor product promotion. The article includes the 760 respondents who have participated in the research article and given their point of view on how the text SMS advertisements are changes the influence toward the advertisements. The study also includes the purchase intention, brand attitude, ad credibility, view of mobile advertising, product involvement, message appeal, argument quality, and interactivity. The article presents a clear line between attitude and behavioral intention. This study is one of the first reports which presents a model where it can identify the link between the brand attitudes and purchase intentions toward mobile text advertising.

Barreto (2013) this study focuses on Facebook users (an online networking platform) whether they have look at the banner advertisements on the website or not. The researcher wants to evaluate the paid advertisements and the friend's recommendation for the displayed advertisements on the website. The 20 participants from the University of USA have taken a part in the research, it includes the eye-tracking technology followed by the questionnaire. The findings suggest that the banner ads have less impact on the Facebook user than any friend's recommendations. For a better explanation, the ads which have been displayed on the website are out of the F-Shaped visual pattern range which causes by the banner blindness. There is no differentiation to clicking on ads between men and women.

Van-Tien (2014) this study focuses on social media advertising and the effect of these advertising values towards the online purchase and intention of economical transition in Southeast Asia. The relationship of predictors and social media advertising value is being interpreted with the moderate effect of different types of social media. The researcher has conducted a field study in the Vietnam city, the study suggests that there is three social media advertising believes have moderated such as informativeness, entertainment and, credibility with the representation of Southeast Asian transitional economies. These three values have a positive impact on the consumer's perception of intention to buy the product. Its influences positively turn the consumer's persuasion level toward social media advertising. Social media advertising has less impact on the informativeness and entertainment value than the credibility value of the ads. The study has drawn the presentational, theoretical, and managerial implications.

Pawar (2014) the researcher has a view of Integrated marketing communication (IMC) on online marketing strategy. He tries to integrate all marketing tools which helps to online promotional strategies such as social media marketing. Integrated marketing communication has a blended perspective of promotional strategy, marketing, and advertising to make consumer's intention toward the products/services. In this study, the researcher wants to explore the contribution of online advertising, a tool of Integrated marketing communication, in an online marketing strategy, how it helps to the promotional campaign of products/services. The investigator has various research tools for this article such as exploratory, descriptive, and experimental, helping provide the various thought regarding the social and economical state of the buyers. Research suggests that consumers are more dependent on more than one IMC tool to enhance their knowledge about the product. An increment in the knowledge of the online marketing of consumers really causes the growth of the overall selling of the products/services.

Galletta & Zhang (2014) the researcher has shared their previous research experience of the impact of animation on the web search regarding the position and timing of advertisements. this paper has summarized the several lab-controlled experiments that were conducted by the researcher over the eight years to evaluate the impact of pop-up animation advertisements on the website. Autor has used human visual attention literature to stand on human cognitive characteristics that intercept or enable the author to behave in a positive way, kipping the animation to their visual field. The finding suggested that the visual attention theory has been exercisable for the web environments and also have practical association for

online advertising strategies to advertisers and content providers.

Outgo et al. (2015) this study aims to the potential user of Facebook in Nigeria country, how can be tit scale for the level of awareness, attitude, and responsiveness to the advertised content over Facebook. They believe that Facebook advertisement can change the response of the Nigerian. A survey has been conducted with 400 sample size from the top universities of South East Nigeria. The findings have shown, there is a high level of awareness among the youth towards Facebook advertising. The study has explained that youth have attention challenges while noticing and observing the ads on Facebook. There is a cause for worry a huge number of users have not to turn to buy the product or service even though they have to pay the full attention to the Facebook ads as well as they did not want to visit the website which even liked by their friends. To some extent, the study sported the cognitive theory of communication and recommendation, the advertisement should be improved in terms of detail, eye-catching, assertive, brief and summarise, visible, and properly positioned.

Brahim (2016) this study focuses on the elements of online advertising and its mediated variables that defer from the perceived advertising value to consumer purchase intention. The consumers who rely on ads have a perception in their minds regarding the advertising which depending on the informativeness, credibility, and entertainment value of the advertisements. There are some more elements that have been studied in this paper such as consumer's attitude towards online ads, purchase intention, and mediating role of the attitudes toward the online ads. The researcher has formatted a scheduled questionnaire which is filled by the 210 individual participants. This study contributed a perception about the impact of online ads have created the attitudes on internet user toward the purchase intention of consumers. it was found that informativeness is one of the most important values which helps the internet users to build effective purchase intention.

Manaf & Alallan (2017) the study focuses on the use of animation on the TV ads increase the viewer's attention toward the products and brands. The documentation has a positive eye on the use of the animation in TV advertisements which is able to grab the consumer's attention, brand awareness, recall value, and intention to buy. The study also focuses on the use of animation in ads influence the effectiveness of advertisement in term of the cognitive and affective response of the consumers to buy the product. Consumer's intention to purchase positively correlated with watching animated advertisements on TV.

Hashim et al. (2018) this research has a motive to analyse mobile advertising over the potential consumers in Malaysia regarding their attitudinal resultant toward the grabbing the advertised products and services. Results based on the factors entertainment, informativeness, irritation, credibility which reflect the research framework of Ducoff (1996) and Mackenzie (1989). Purchase attitudes related to behaviours and subjective norms are based on Ajzens' (1991) research have defined the consumers' attention. The researcher has conducted a survey with 150 respondents, has used partial least squares analysis to examine the mobile advertising that reflect the assumption of mobile advertising and intentional purchase behaviours the finding suggests that mobile phone advertising has a huge impact on the consumers' attitudes to purchasing thus mobile advertising have a large text message contents. They suggest to the marketing managers to have a look at the communication strategies and improving the attractiveness of the form of mobile advertising.

Almohmoud (2019) Researcher wants to examine the effect of social media marketing and responses of eWOM to the banking sector. They have conducted a survey with 416 consumers, they have a virtual social media accounts that were controlled by the banking sector. Structural questions of modelling have been used to analyse to collected data. The finding suggests that the eWOM have a significant effect on the social media marketing in terms of interactivity, informativeness, and entertainment, and costumers' attitudes also affected by this. It was assumed that the study has used the fundamental data to develop social media marketing characteristics and attitudes strategy of banking sectors by investigating the role of every component of the social media marketing characteristics.

Analysis:

Advertising is a very prominent term for the marketing and promotion of a particular product. The technological changes are the evolution in advertising industry. Earlier, advertisers are used to create the real-shot advertising later they used the celebrity endorsement to promote and advertise the product. Hence, technical development has changed the all over structure of advertising industry. In comparison to traditional method of advertising animation took a important place in the industry, because it's a cost effective and easy to proceed under the oneroof, that is giving the creative liberty to the agencies to think beyond the bar to present a product or service in a simple and understandable way. Animation is very easy to understand and compare the product's specification with the other one for the viewers and the potential buyers. In the above article and research

paper, researchers are included the verities of medium as their research tool included with the television, print media, new media, internet and web page and the social media. Although, animation is fitted with all medium of media and entertainment industry. Researcher are focused on; how much likes and views are getting by the individual advertisement among the potential buyers, how it is able to make a brand or particular product popular in the targeted audience.

Recommendations and Directions:

Animation and advertising are very new topic to the researchers to study and suggest some finding to the marketing professional and advertisers to go ahead. Though, this article is having the different kind of the published article and research paper to find some gaps and recommendation for the future research. This study of literature suggested to the researcher, there are several gaps in the field of animation and advertising. Following are some direction and recommendation for future research:

- There is a technological development in the animation industry, animation industry is an attractive and creative tool for the advertising from long back ago so technological development is a gap for the research.
- Animated production is cost effective rather than reel-shot advertising.
- As an evolution in new media and social media animation has a boom for the all-advertising agencies.
- It is easy to understand the procedural specification of the product through the animated advertisements.
- Animated advertising is more popular among the young generation than celebrity endorsement advertising.
- As a boom in the usage of internet and technology development to provide the high speed and quality surfing, animation has a largest reach for the potential consumers.
- Animation has a creative liberty in terms of creating and developing the content for the advertising.
- There is different medium to advertise, which are broadcasting the animated advertising, though, it is a gap to study the more impactful medium for animated advertising and find out which one is actively participated in the animated advertising.

- Comparative analysis of animated video advertising and print media advertising is a key prominent suggestion for the researchers.
- Animated advertisement has large brand recall value then the other method of the advertising.

Conclusion:

Animation has a large creative freedom to develop the content in terms of the color, characters, motion and movements, special effects, etc. according to the literature animated advertising is having a positive impact to the viewers and the young buyers. They are showing the more potential towards the animation because it is very easy to compare, analysis of product specification, and they can come up with a decision to buy or not buy the particular product or it's fulfilling the individual requirements or not. Animated advertising large audience over the different medium. They are more likely towards the animated ads. So, there is a large gap found in this article to proceed the future research which has been discussed previously.

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