



An Empirical Study on Role of Animation-Based Advertising in Shaping Consumer Behaviour Among Young Adults in Chandrapur District

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Abstract

Animation-based advertising has become a powerful technique in the digital era for grabbing consumers' attention, especially from adolescents in Chandrapur District. The effect of animation-based marketing on awareness of the brand and intentions to buy is examined in this empirical study. Animation's ability to combine art and knowledge gives a unique potential for improving brand memory and influencing purchase behaviour, especially given the surge in multimedia consumption among this group. Using a semi-structured questionnaire and a descriptive and analytical methodology, the study gathers data from 100 respondents between the ages of 18 and 30. It concludes that, for 52% of the participants, animation-based advertising significantly increases brand awareness, and for 57% of the participants, it positively influences purchase intentions. In spite of these results, a sizable minority is unconvinced or indifferent to it, underscoring the necessity for supplementary promotional tactics. The study emphasises the significance of focussing on emotional connection, adapting animation material to audience preferences, and utilising a variety of digital channels to optimise effect. It is advised to regularly assess the performance of advertising initiatives to make sure they effectively reach the intended audience.

Keywords: Animation-based advertising, Brand awareness, Purchase intentions, Consumer behavior, young adults, Digital media, Advertising strategies.

1. Introduction

The advertising industry has changed significantly in the age of technology, and attracting customers' attention now mostly depends on visual attractiveness. Animation-based advertising has become one of the most effective ways to reach and hold the attention of viewers, especially young adults. Animation-based advertising has the power to combine creativity, recreation, and information to provide memorable experiences that impact viewers' views, opinions, and ultimately their purchasing decisions.

Like many other Indian districts, Chandrapur's youthful population has been consuming more digital content. This group responds particularly well to creative advertising techniques because of their enthusiasm for technologies and visual media. Because it is visually appealing and lively, advertising based on animation has the power to influence customer behaviour by increasing brand memory, establishing emotional bonds with viewers, and increasing engagement.

Businesses hoping to enter the Chandrapur District market must comprehend how animation-based advertising influences the purchasing habits of young individuals in the area. This empirical study looks at brand recognition, purchase intent, loyalty, and other aspects of consumer behaviour in order to investigate how animation-based advertising affects it. This study aims to offer helpful information for advertisers and marketing professionals to create more effective tactics that connect with this target group by examining the preferences and reactions of young people towards animated advertising.

This study examines the impact of animation-based advertising on the attitudes and behaviours of young customers in Chandrapur District using an amalgamation of descriptive as well as analytical research approaches. The results of this study will further our knowledge of how animation-based marketing may influence consumer behaviour and have useful ramifications for companies looking to improve their advertising campaigns in this quickly changing digital environment.



2. Literature Review

Animation has been an important tool in advertising, capturing viewers' attention with its vibrant and attention-grabbing motions, according to Naik, M. et al (2023). On the other hand, little is known about the many kinds of animation and how powerful a marketing tool it may be. The purpose of this research is to investigate the basic ideas behind animation and how it is used in the field of marketing. We examine the efficacy of animation using factors including attention, recollection, and conversion rates, building on previous studies. We also explore the benefits that animation provides in addition to these measurements. According to their research, animation is a very effective strategy for advertising since it draws viewers in, improves memory of products or services, and raises conversion rates and engagement levels. Moreover, animation may enhance brand perception, stimulate higher levels of emotional involvement, and boost social media sharing. This study demonstrates the significant influence of animation upon advertising and offers priceless insights and consequences for future research projects in this area as well as practitioners.

According to Zhang, X. et al. (2024), animation technologies are widely used in the context of Bronze Drum Culture (BDC), however there is a lack of empirical research on how well different animation technologies influence children's affective attitudes towards BDC. This research aims to examine the relative effects of various animation technologies on kids' affective attitudes towards BDC, identify kids' preferred technologies as rated by parents, teachers, and kids themselves, and identify the factors affecting kids' affective attitudes. As research stimuli, the study included VR panoramic technology, both 2D and 3D animation technology, and 2D interactive technology, all based on the BDC subject. They conducted semi-structured interviews with twenty-four Guangxi children, ages seven to ten, eleven of their parents, and two primary school instructors. For data analysis, Nvivo 12 software and grounded theory analysis were used. The results shown how animation technology significantly affects children's emotive attitudes towards BDC, especially when it comes to piqueing their curiosity. Stakeholders came to the consensus that children's favoured technology categories were 2D interactive video games and 3D animation. While perceived educational appreciate as well as private interest were recognised as within catalysts for encouraging positive affective attitudes, attributes like interactive features, submerging, stereoscopy, quality of content, engagement, and information dissemination were found to be crucial prerequisites for eliciting kids affective attitudes towards BDC. While cautioning against an overemphasis on information content or intricacy that may hamper participation, this study supports the use of "3D animation alongside interactive technology" to build children's positive emotional attitudes towards BDC.

3.1 Objective of the study:

1. To investigate how perception of brands among young adults in Chandrapur District is impacted by animation-based advertising.
2. To examine how young customers in Chandrapur District make decisions and their intents to buy based on animation-based advertising.

3.2 Research Methodology:

This study used a descriptive research methodology to investigate how brand awareness is affected by animation-based advertisements in the youth demographic. Analytical in nature, the study evaluates how purchase intents and decision-making processes are impacted by animation-based advertising. For this purpose, a semi-structured questionnaire was created and sent to one hundred youths between the ages of eighteen and thirty. Purposive sampling was used to pick a sample of one hundred participants in order to do this.

4.1 Influence of animation-based advertising on brand awareness:

Advertising that uses animation has a significant impact on brand awareness, especially with younger consumers who tend to be more visually inclined and receptive to original material. Advertisers may convey their information in an interesting and memorable way by using

animation, which frequently breaks down complicated concepts and makes them more understandable for audiences. Animated advertisements are more effective in grabbing viewers' attention than typical static ads because of their lively colours, dynamic images, and frequently poignant or funny stories. Because animated material is unique and helps viewers remember the company and its message, this enhanced engagement may result in greater brand recall. Animation also gives businesses narrative freedom, allowing them to express their values and sense of self in a distinctive and creative way. This may help to further improve brand identification and distinctiveness in a crowded market. Animation-based advertising is an effective and refreshing medium that not only catches the attention of young adults who are inundated with digital content, but also creates a lasting impression, which in turn helps to increase brand recognition.

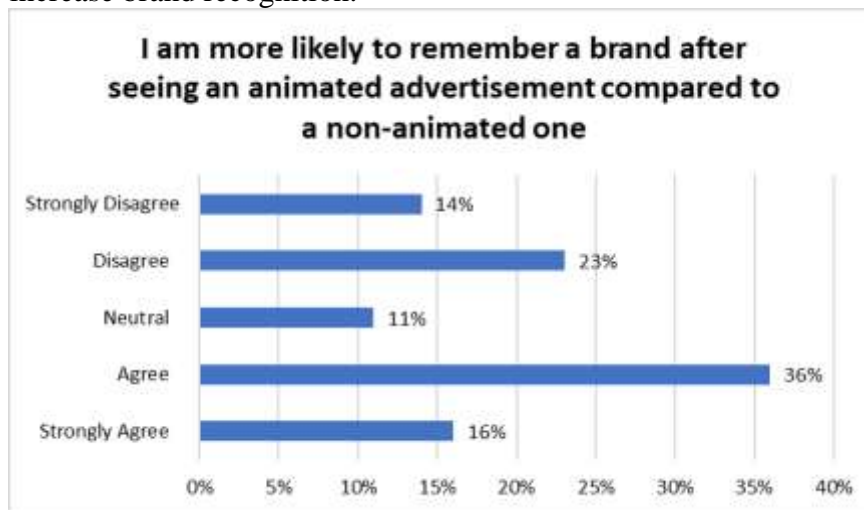


Fig. 1 Influence on Brand Awareness

According to the statistics, a sizable percentage of respondents—52% overall, with 16% strongly agreeing and 36% agreeing—feel that animation-based advertising raises consumer awareness of their brands. This implies that a greater than 50% of the respondents acknowledge the potency of animated advertisements in enhancing brand recall. Eleven percent of participants exhibit neutrality, meaning they do not express agreement or disagreement with the statement, suggesting a degree of ambivalence or apathy. Nonetheless, a sizeable minority—37%—does not think that animated advertising enhances their brand remember (23% disagree and 14% strongly disagree). This divide implies that although many people find animation-based advertising to be effective, a sizeable portion of the population still does not think it is good for raising brand recognition.

4.2 Effect of animation-based advertising on purchase intentions and decision-making

Advertising that uses animation has a big impact on decision- and purchase-making, especially when it comes to younger customers who are more lured to visually appealing material. In addition to making product information and advantages more enticing and understandable, animated ads frequently produce a more comprehensive and enjoyable experience. Stronger emotional ties to the brand may result from this increased involvement, and this may have a favourable impact on consumers' views towards buying the promoted goods. Animation's imaginative and sometimes light-hearted style makes it possible for companies to communicate their points in a way that is approachable and less obtrusive, which lowers resistance to marketing initiatives and raises the possibility that customers may consider making a purchase. Moreover, animation may help customers make educated judgements by demystifying difficult information and making it easier to understand. Consequently, animation-based advertising influences customers' intents as well as their actual decision-making processes by drawing them in closer to the point of purchase and grabbing their attention.

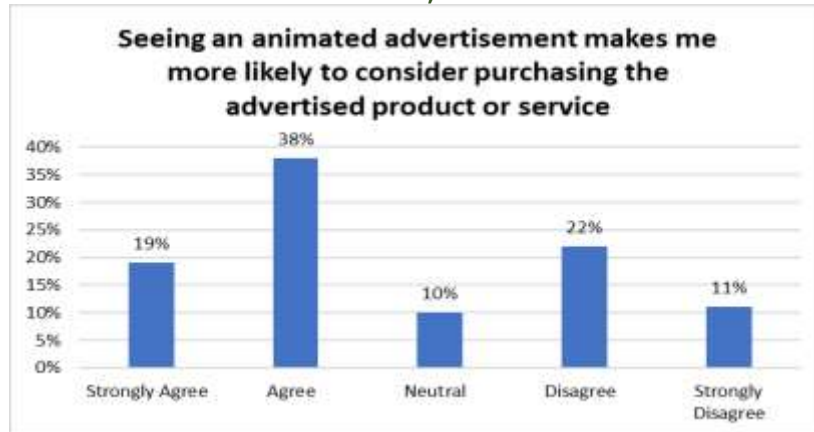


Fig. 2 Effect on purchase intentions and decision-making

According to the findings, the majority of respondents—57% overall—believe that animation-based advertising favourably impacts their intentions for buying and decision-making (19% strongly agree and 38% agree). This suggests that animated advertisements are successful in persuading over half of the participants to think about purchasing the offered goods or services. 10% of respondents are indifferent, indicating that they have no strong feelings either way about how these advertisements affect their choice to buy. But a significant minority—33%, of whom 22% disagree and 11% strongly disagree—do not believe that animation-based advertising influences their propensity to make a purchase. This divide shows that, even while animation has the potential to be a very effective tool for changing consumer behaviour, a sizable segment of the public still finds it unpersuasive when making decisions.

5.1 Findings and Conclusions:

The results show that among young people in Chandrapur District, animation-based advertising significantly impacts awareness of brands and purchase intentions. Most respondents (52%) agreed that animated ads had an impact on brand awareness, and 57% said that they have an impact on purchase choices. They also believe that animated commercials improve recall of companies and affect consumers' consideration of buying goods or services. Though animation is a potent technique for engaging a sizable section of the demographic being targeted, a sizable proportion still remain who are either ambivalent or disapprove with the efficacy of animation in certain areas, indicating that not all consumers find animation to be universally appealing. In order to ensure an increased reach across the target demographic, marketers should take into account complementary strategies to engage consumers who are less influenced by animation-based advertising, even though it is effective in shaping consumer behaviour for many.

5.2 Recommendations:

It is advised that marketers expand their approaches to include real-life characters videos and endorsements from influential people in order to reach a wider audience and maximise the impact of animation-based advertising. Animation material may be made more relevant and impactful by being customised to the unique interests and preferences of the young people in Chandrapur District. Furthermore, animating advertisements with emotionally charged storylines and relevant stories might enhance their impact on consumers' intents to make a purchase. Using animation in various digital channels, such as social networking sites and video streaming services, will boost exposure and reaffirm brand messaging. Lastly, ongoing campaign monitoring and modification based on performance indicators will aid in the improvement of content and guarantee that it continues to be interesting and successful in influencing customer behaviour.

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