

# Impact of Animated Characters on Consumer Behavior

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## ABSTRACT

Art of advertising is providing new dimensions for the promotion of Brands where animation plays a significant role. Animation and animated characters are everywhere and creating a new approach in the field of advertising. The traditional methods of advertising have been replaced through the new age advancement of technology. The companies and brands need an effective way of communication and presentation for their products which can influence the consumers for a long time but in a short span of time. Animated movie's characters are also trending now a days and numerous people are attached to them directly or indirectly. The love and attraction towards the character generate a feeling in the minds of the consumers and they feel connected towards the brand because of its association with their loving character. The characters are also associated with a particular emotion through the generation of aesthetic delight. In modern trends, there are various animated characters which are attracting the mind of consumer to buy the promoted products. Animated characters are everywhere in the form of clay animation, stick animation and stop motion. The study will be based on the observation of the impact of these animated characters and TV commercials on consumers. Some of the popular animated characters will also be examined in context to their aesthetical approach. The animated characters will be observed through an analytical approach where respondents of different age groups will be examined for the generation of result. The aesthetical appeal will be examined through the same. Some spokes-character will also be used as a tool to gather responses from the respondents of different age groups. The study will be beneficial to explore the status of animated characters in the discourse of advertising through the assessment of consumer behavior.

**Keywords:** Animation and Advertising, Spokes-characters, TV Commercials, Consumer Behavior and Animation.

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## INTRODUCTION

Animation is a technique, created through some moving images through a sequence and the illusion of movement has been created. It is a long back pattern which has an interesting facts and factors

and it was [Phénakisticope](#) who introduced the [stroboscopic](#) principle of modern animation (reference other than Wikipedia). Animation brings a revolution for the creative industry but earlier it was very difficult to animate something as the hand-drawn images used to take a long time to process. In modern tools and application the evolution of animation and its patterns can be seen through clay animation, stop motion, stick animation etc. The advancement of technology with the invention of computer gave a tremendous way to explore the creativity through multiple dimensions. Animation is everywhere around us from the very time and the purpose of entertainment has been shifted in to multiple medium i.e. to educate, to learn, to experiment science project, to explore virtual world for the benefit of real society. Even the art and architecture is also being combined with the modern Era of animation and even the advertising agencies and consumers are getting positive benefits with the help of such advancements. Though, it has various types and techniques but the most popular ones are 2D and 3D animation with its extraordinary existences in the entertainment sector. Moreover, in day to day life we are somehow connected to the animated projects, shapes, characters, movie characters etc.

The advertising agencies and multinational companies are also dependent upon such creative endeavors for the purchase and promotion of their brands, objects, schemes etc. The entire agenda usually works through the approach of creativity with the investment of idea and projection, so that people can feel attracted towards something. Whenever we talk about animation we suddenly recall the numbers of animated characters which are directly or indirectly related with our interest. Even most of the times, a product grabs the attention on the bases of its representation with a friendly or funny/impressive animated character. A majority of advertisements are making their way out to reach the hearts of people to create a strong urge of impression (Ref). The urge convinces the minds of consumer to give a try/ or to trust the very product for purchase. The digital technology is providing a tool to the mind of such creative innovators and the agencies too so that their imagination and creativity can come in most desired and suitable ways for its consumers.

The animation also has the power to fix information in the minds of targeted groups as they go through a process of visualization which is a kind of information feeding in simple and entertaining ways. That is why the process has been used mostly from the remote past in almost all the products. According to a study, the animated characters can make positive relation with the brands and this can be helpful for the consumers to remember or memorize the brand. It is a way to feed data and information in the minds of targeted groups (Ref). The animated characters like Zoo Zoo of Vodafone has more strong impact on viewers brains than the very brand ( Ref).

The power of animation with its animated characters lies in its multiple dimensions of imagined and real world i.e. a fairy tale or a fable like similarity with a small hint of childhood that is we all crave for. We can see supernatural beings, different body shapes like caricature and then a projection of such activities as like flying in the air, half human and half animal entering the sphere of our daily life. A tiny animal suddenly being channelized with so much of details through the display of power as like an ant or a huge elephant converted into a small being for simplification. This is all possible with the help of this multidimensional approach of animation with the advancement of technology.

According to a report of ZDNet, the animated advertisement have 15% more positive response than the static ones (Ref). Another study showcases that people feel more connected and interested in advertisements if animation have been introduced (Ref).

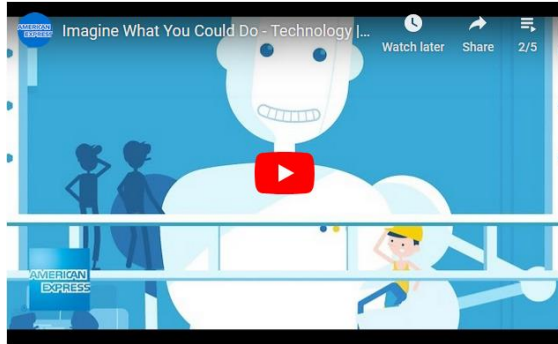


Fig.1 Amex used animation for a July 2016 careers campaign profiling various roles at the company

Source: <https://youtu.be/3ZvigQ11vDQ>



Fig.2 IBM add for online security

Source: [https://www.youtube.com/watch?v=gsdR\\_w2ITog](https://www.youtube.com/watch?v=gsdR_w2ITog)

From the remote past, many popular brands like Coke, Plymouth, Tide, and Skippy Peanut Butter used animation as tool of advertisement and this served their purposes (Ref). The biggest advantage of using animation for the promotion are financial benefits because for the endorsement of celebrity it usually takes an entire team which is very expensive as compare to the animation. Some of them are still hiring celebrity to promote branding but animation is having a special place in the field of advertising. This comparison is still needed to understand the importance of animation that has been taken in this study.

### Research Methodology

The study is based of primary and secondary surveys. For primary data and information a group of 310 of young age has been identified. The responses have been collected through an online survey through Google Form. The analysis of data has been done in MS Excel. For secondary sources the books, journals and web sources have been taken for the review of existing information and studies. The data has been analyzed and then statements have been formed under the light of both the data process.

### Result and Discussion

Through this survey, some of the questions have been asked from the respondents that are as follows:-

### Conclusion

### References