

## Impact of Animated Advertisement on Adult Impulse Buying Behavior of Pakistan

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**Abstract**

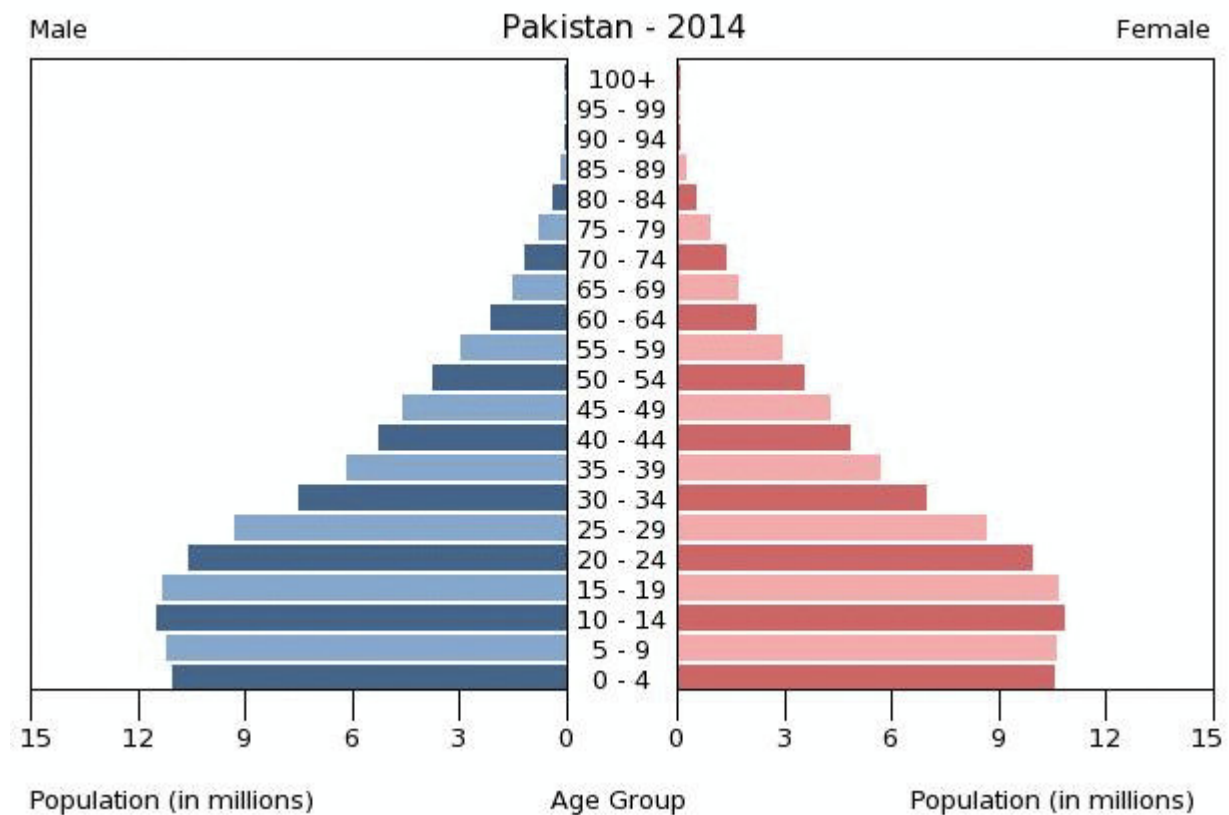
In today's time every one is taking its own life decision. Adults are those whose age is from 18 to 40. Internet has enabled the adults to seek information and to communicate with each other. Animation is not only use for the entertainment it also uses to convey the message. The purpose of the study is to see is there a relation between the animated advertisement and adult buying behavior while making purchase of a particular item. A theoretical model is drawn which has six independent variable that are animated character, attention, recall, attitude, brand awareness and ad liking while there is one dependent variable that is adult impulse buying. For primary data collection questionnaire of previous research is used and data is collected from 250 respondents. The data is entered into the SPSS and Multiple Regression is used to draw conclusion. The result shows that there is an impact of animated advertisement on adult impulse buying and a notable segment.

**Keywords:** Animated advertisement, animated character, impulse buying, Pakistan, emotional involvement, rational involvement, animated character, adult

**Introduction:**

Today every adult is taking its own buying decision by getting inspired by the animated advertisements. These animated advertisements give them a natural feeling about the product and its benefits. That's why adults make their own decision because an image convey 1000 messages and make a long lasting impact on the mind of consumer that's why when one see the product a prompt image came in the mind. A sort of attachment develops with consumer through animated ads.

The child gets adult at the age of 18 year and start taking its own life decision.



**Source:** [http://www.indexmundi.com/pakistan/age\\_structure.html](http://www.indexmundi.com/pakistan/age_structure.html)

The pyramid shows the number of adult in Pakistan which is a large segment of the population of Pakistan. Advertisers use the product characteristics to promote their products by using the animation. Today's the number of channels has increased that allowed the companies to directly assess the target market (Tanvir and

Arif, 2012).

Marketing is a broad term including pricing, placing, packaging and promotion of the product. Consumers are attracted toward the product through the product features that include the product functionality, image, style and credibility. Today's companies are using the animated ads as the media to convey the message to target customer. These animated ads used to justify the culture and mission of the company. Today everyone is following is one character from which it gets inspired (Shah et al., 2015).

In today's time the use of internet is increasing in adults and for the sake of communication, information and other daily life activities they are dependent on the internet and on internet on different sites to communicate used a series of audio and video that creates an animated advertisement (Ping Zhang, 1999).

Today consumer are become brand conscious that's why companies are trying to create love for the brand and trying to grasp the customer attention. Higher level of brand awareness influences the buying decision (Muhammad et al., 2013).

Animation is not only use for the entertainment it also uses to promote ideas. Like in health sector animation is used to highlight body function. Animation is everywhere it can be seen on TV, games, video games and cinema world. Animation makes it possible that worldwide illiterate people of different ages and cultural background to see things from creative point of view (Ariel, 2012).

### **Purpose**

The purpose of this study is to find out that either there is a relationship between the animated advertisement and impulse buying behavior of adults while making purchase decision of a particular item. It means adults prefer to buy that product of which they have seen an animated advertisement that has grasp them attention.

### **Literature review**

Advertisement is a type of communicative and persuasive marketing activity which goal is to persuade customer, influence perception, attitude and behavior toward the product being advertised. There are many sources through which animated ads are used for the communication of their product feature but television is still the primary source (Elinami John, 2012). The study found that the animated ads prompt better advertising effect and has better retention and recall capabilities (Yoo et al., 2010).

In recent years industry has grown rapidly and a number of competitors also increase and to grasp the attention of the consumer a number of television ads are running (Khanum et al., 2015). Advertisers are using animation as the execution of the message for the children and adults both. Uniroyal executive states that the 61% awareness is generated in the consumer by the animated advertisement (Alen et al., 1983).

Information sharing through animation is a major step to influence the style of society for better future. Moreover organization and government affiliates are also using the animated ads to make the public aware of social problems (Ariel, 2012).

Animation is a commercial made up completely of a series of illustration including no real life situation (Khanum et al., 2015). Animations have ability to show everything like people flying, animal dancing and objects dancing. Advertisers using it to execute message because it's a comparatively low cost and a deep fair pool. Animation and television are associated from the beginning and through animation not only describe the product features but also create a real scenario of the product. The majority characters in the animated advertisement are the male and non-celebrity character. To associate product from adult characters animated character are used (Khanum et al., 2015). Animated ads are attractive and attention grasping and animated spokes character is a strategic tool used to convey the message (Sabrina and Schuman, 2013).

The success of any message depends on three things.

- Similarity
- Familiarity
- Likeability

**Similarity:** similarity with the product depend on the association with the product and consumer prefer to buy that product from which they feel association and to create that association the use of animated advertisement is enhanced.

**Familiarity:** it's the knowledge about the product gain through continuous exposure.

**Likeability:** marketers must look which celebrity is better for their product and the celebrity should be well known in the public (Tanvir and Arif, 2012).

An unplanned purchase is known as impulse buying but not all of the unplanned purchases known as the impulse buying.

The Impulse buying should be:

- Unintended
- Unreflective
- Immediate buying

It's a kind of purchase in which consumer takes the purchase decision in the store when see a product and a need arise in their mind because of the animated advertisement that make him recall about the product (Tanvir and Arif, 2012). In modern market spontaneous urge to buy a product compete with the actual necessities of consumer (Dennis W. Rook, 1987). Dennis W. Rook (1987) says impulse buying is not an unplanned urge to buy something. He defines the impulse buying in the following words:

“Impulse buying occur when consumer experience a sudden often powerful urge to buy something immediately. The impulse to buy is hedonically complex and may stimulate emotional conflict.” So impulse buying is an urge which arise in a consumer after watching the animated ads.

Person related factor affect the impulse buying behavior and also vary from product to product. Positive feeling increase the impulse buying behavior while negative has no effect (Tanvir and Arif, 2012).

### Research question

The use of persuasive marketing techniques is also use such as promotional characters, premium and use of celebrity. The aim of this research study is different from other researches because the focus of this research is on the impact of animated advertisement on adulthood impulse buying. This research is also important because no research have been done in Pakistan on this context.

### Consumer involvement theory

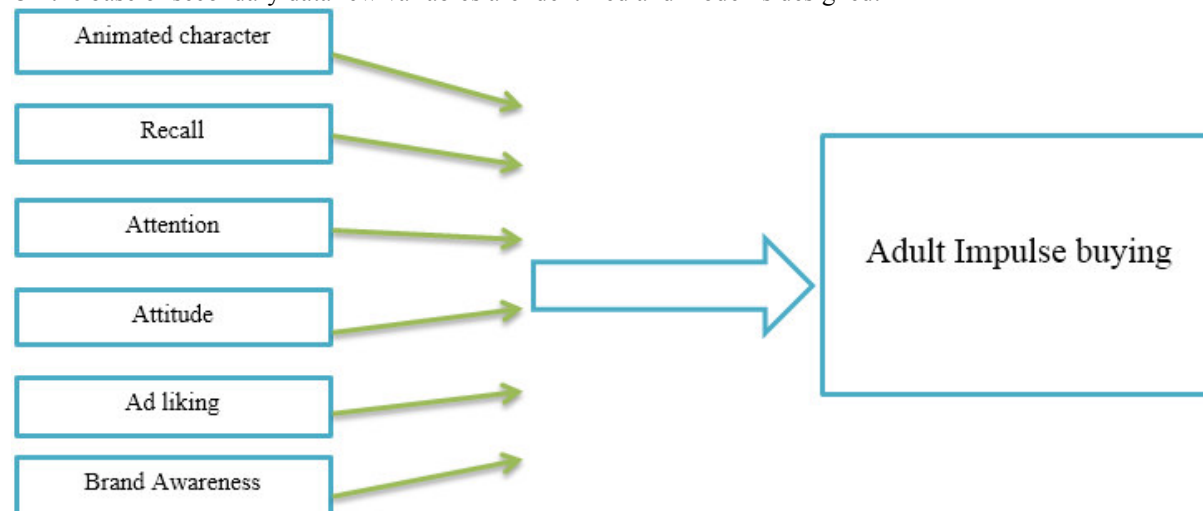
This is a way of understanding consumer psychology and behavior. This shows the consumer involvement. Involvement means the time, effort, attention and energy people spend on buying. There are four general categories of involvement. The categories are developed on the base of two scales. One is emotional and other is rational

1. **High emotional involvement:** It's an expensive purchase where purchase are made of technological infrastructure whether high rational involvement refers to high cost purchase.
2. **High rational involvement:** These are business purchase that are related to office design, hiring and selection whereas high emotional refers to jewelry shopping, travel plans and things like this.
3. **Low rational involvement:** These are things that we buy without thinking and we took a decision to buy these things at store while we are shopping.
4. **Low emotional involvement:** These are things that we purchase for our emotional satisfaction that is just for short-term. The things like birthday cards, candy and magazines come in it (Oluwole and Joy, 2014).

These are the kinds of buying behavior according to theory that customer shows one is high emotional involvement in which costly purchase of machine and instrument is done other is high rational involvement in which the shopping of jewelry and travel plans included whereas in low emotional involvement things are bought to satisfy the emotions but the satisfaction that got is temporary while in the high emotional involvement unintentional buy the thing while doing shopping.

### Theoretical framework

On the base of secondary data few variables are identified and model is designed.



### Hypothesis

**H1:** There is a relation between animated advertisement and adult impulse buying.

**H2:** There is a relationship between animated character and adult impulse buying.

- H3:** There is a relationship between recall and adult impulse buying.
- H4:** There is a relationship between attention and adult impulse buying.
- H5:** There is a relationship between Attitude and adult impulse buying.
- H6:** There is a relationship between ad liking and adult impulse buying.
- H7:** There is a relationship between brand awareness and adult impulse buying.

**Variables**

**Attitude:** A learned predisposition to react in a consistently favorable or unfavorable manner to advertising (Uchenna and Lee, 2012).

**Brand awareness:** It's the ability of the consumer to appeal to his/her memory when a brand name is called (Sally, 2012).

**Impulse buying:** An unplanned purchase is known as impulse buying (Tanvir and Arif, 2012)

**Recall:** To bring something back to mind. It's an ability to sustain information (Nadia et al., 2015).

**Attention:** It is the amount of effort or capacity that one has allocated to a mission (Chan et al., 2004).

**Animated character:** A people or animal or any object that is used in animated film (Collins, English dictionary, 2016).

**Ad liking:** It's a brand attribute that enhance the reputation of a promoted brand (Oliver Rimoldi, 2008).

**Methodology:**

**Quantitative method:**

According to Creswell (2009) there are three research designs that are qualitative, quantitative and mixed method. The method that we are using to collect the data is quantitative because we are using close ended questions and frame in terms of number.

**Approach:**

Deductive and inductive are two main approaches in scientific research (DePoy and Gitlin, 2005). We choose the deductive approach because the purpose of our research is to see the impact of animated advertisement on adulthood impulse buying rather than formulating a new theory.

**Data:**

The data was collected using questionnaire. The data was collect only from the adults to see the impact of animated advertisement on impulse buying of them. The sample size for carrying out this research is of 300 respondents.

Both the primary and secondary data collection methods are used in this study. For primary data collection use questionnaire and for the secondary study different kind of material through which determine the various dimension of the variable that is under study.

**8. Data analysis:**

The data was analyzed using different kind of statistical test to check whether there is relation between variables that is stated in the hypothesis.

The data collected through the questionnaire was given a coding from 1 to 5. The questionnaires used for the data collection are the following: for animated character use the questionnaire design by the **Sabrina M. Neeley & David W. Schumann**, for attitude use the questionnaire design by the **Hui-Hua Hsu**, for brand awareness uses the questionnaire design by the Christina Svensson, Hanna Bornmark & Asa Goransson, for impulse buying uses the questionnaire design by the Wahida Shahan Tinne, for ad liking uses the questionnaire design by the linhart, for ad liking uses the questionnaire design by the Archita.

**Reliability:**

To enhance the credibility of research first applied the reliability analysis to check the reliability of variables.

<b>Variable</b>	<b>Cron Batch Alpha</b>
Animated character	.703
Attention	.714
Attitude	.710
Brand awareness	.705
Impulse buying	.778
Ad liking	.715
Recall	.700
Entertainment	.716

The reliability statistics Cronbach's alpha for animated character is .703. This show reliability of variable's questions. The reliability statistics Cronbach's alpha for attention is .714. This shows reliability of variable's questions. The reliability statistics Cronbach's alpha for attitude is .710. This show reliability of variable's questions. The reliability statistics Cronbach's alpha for brand awareness is .705. This shows reliability of variable's questions. The reliability statistics Cronbach's alpha for impulse buying is .778. This show high

reliability of variable questions. The reliability statistics Cronbach's alpha for ad liking is .715. This shows reliability of variable questions. The reliability statistics Cronbach's alpha for recall is .700. It shows high reliability of variable's questions.

**Descriptive Statistics:**

**Descriptive Statistics**

	Mean	Std. Deviation	N
Impulse_buying	37.7160	5.63724	250
Which animated character you have seen in the ad of safeguard?	2.00	.000	250
Which product the Shahid Afridi animated character is advertising?	1.00	.000	250
Do you like the safeguard product due to its animated character?	3.78	.967	250
Do you decide to purchase a product due to animated characters used in ads?	3.47	1.050	250
Does your purchase intention develop due to animated character in ad?	3.51	.919	250
Does animation fascinate you to choose a product?	3.52	1.027	250
Which types of ad gets your attention?	3.03	1.376	250
How long does the impact of an advertisement last on you?	3.54	1.236	250
To what extent the advertising attract your attention?	3.68	1.011	250
To what extent you like the animated advertisement?	3.55	1.090	250
What is your overall evaluation of animated advertisement?	3.81	.766	250
Do you like the presentation of animated advertisement?	3.96	.856	250
Do you believe the content of animated advertisement?	3.70	.933	250
Does the animated advertisement make you feel good?	3.80	1.015	250
Do you purchase the same brand?	3.89	.988	250
Does the recognition of brand is important while making purchase decision?	3.89	.929	250
Do you influence by someone else while making purchase decision?	3.84	.975	250
Does the price influence the choice of brand?	4.01	.873	250
Does the animated advertisement affect the choice of brand?	4.01	.896	250
Do you like those ads that are more features centered?	3.82	1.016	250
Do you like animated ads more?	3.89	.911	250
Do you like the ad more in which spokes character are use?	3.87	1.002	250
Do you like visually oriented ads?	3.76	.980	250
Do you like entertaining ad?	3.85	1.006	250
Have you purchase a product due to advertisement recall?	3.97	.736	250
Would celebrity in advertisement motivate your ability to recall advertisement?	4.05	.899	250
How important is the value of product in recalling advertisement?	3.99	.781	250
Would background music make you to recall advertisement?	3.91	.887	250
Would embedded video make you to recall advertisement?	3.98	.909	250
For you as consumer, to recall advertisement, it should be (top first choice)	3.90	.987	250

**Interpretation:**

The mean of the most of the items is more than 3.5 which is near to 4. 4 mean that people agree with our items but from a few item people also disagree. The deviation in standard deviation is more which means people have different responses.

**Correlations**

	Impulse_buying	Animated_character	Attention	Attitude	Brand_awareness	ad_liking	recall	
Pearson Correlation	Impulse_buying	1.000	.272	.126	.382	.103	.232	.243
	Animated_character	.272	1.000	.113	.398	-.010	.127	.127
	Attention	.126	.113	1.000	.174	.041	.293	.013
	Attitude	.382	.398	.174	1.000	.018	.261	.076
	Brand_awareness	.103	-.010	.041	.018	1.000	.096	-.090
	ad_liking	.232	.127	.293	.261	.096	1.000	.322
	recall	.243	.127	.013	.076	-.090	.322	1.000
Sig. (1-tailed)	Impulse_buying		.000	.023	.000	.051	.000	.000
	Animated_character	.000		.037	.000	.439	.023	.022
	Attention	.023	.037		.003	.260	.000	.419
	Attitude	.000	.000	.003		.390	.000	.114
	Brand_awareness	.051	.439	.260	.390		.065	.078
	ad_liking	.000	.023	.000	.000	.065		.000
	recall	.000	.022	.419	.114	.078	.000	
N	Impulse_buying	250	250	250	250	250	250	250
	Animated_character	250	250	250	250	250	250	250
	Attention	250	250	250	250	250	250	250
	Attitude	250	250	250	250	250	250	250
	Brand_awareness	250	250	250	250	250	250	250
	ad_liking	250	250	250	250	250	250	250
	recall	250	250	250	250	250	250	250

**Interpretation:**

Pearson correlation shows animated character has weak positive correlation with impulse buying, attention, attitude, ad liking and recall while weak negative correlation with brand awareness. Attention has weak positive correlation with impulse buying, animated character, attitude, brand awareness, ad liking and recall. Attitude has weak positive correlation with impulse buying, animated character, attention, attitude, brand awareness, ad liking and recall. Brand awareness has weak positive correlation with impulse buying, attention, attitude and ad liking while weak negative correlation with animated character and recall. Ad liking has weak positive correlation with impulse buying, animated character, attention, attitude, brand awareness, ad liking and recall. Recall has weak positive correlation with impulse buying, animated character, attention, attitude and ad liking while weak negative correlation with brand awareness.

Impulse buying has significant relation with all independent variables because p value is less than 0.05 except brand awareness which p-value is greater than 0.05 which means non-significant relation. Animated character has non-significant relation with brand awareness because p value is greater than 0.05 while significant with other variables which p value is less than 0.05. Attention has non-significant relation with brand awareness and recall while significant with rest variables because p value is less than 0.05. Brand awareness has only significant relation with ad liking and recall because p value is less than 0.05 while with rest of variables non-significant relation. Recall has non-significant correlation with attitude and attention while with rest variables has significant correlation.

**Multiple Regression:**

**Table 1**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.471 <sup>a</sup>	.222	.203	5.03265

a. Predictors: (Constant), Animated\_character, Brand\_awareness, Attention, recall, Attitude, ad\_liking

**Interpretation:**

The table 1 shows R value is .471 which means independent variable has 47.1% correlation with dependent variable. The R square value is .222 which means 22.2% change in dependent variable is due to independent.



**Table 2**

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1758.241	6	293.040	11.570	.000 <sup>a</sup>
	Residual	6154.595	243	25.328		
	Total	7912.836	249			

a. Predictors: (Constant), Animated\_character, Brand\_awareness, Attention, recall, Attitude, ad\_liking

b. Dependent Variable: Impulse\_buying

Table 2 shows that p-value is .000 which is less than 0.05 which means valid is valid even at 99% level.

**Table 3**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.815	4.150		1.883	.061
	Attention	.074	.116	.038	.642	.522
	Attitude	.524	.112	.297	4.662	.000
	Brand_awareness	.197	.102	.110	1.925	.055
	ad_liking	.086	.103	.054	.837	.404
	Recall	.426	.131	.197	3.244	.001
	Animated_character	.216	.114	.118	1.905	.058

a. Dependent Variable: Impulse\_buying

$$\text{Impulse buying} = 7.815 + .074(\text{attention}) + .524(\text{attitude}) + .197(\text{brand awareness}) + .086(\text{ad liking}) + .426(\text{recall}) + .216(\text{Animated character})$$

The model equation shows that all variable has positive relation. The increase in one unit of attention leads to .074 increase in impulse buying. The increase in one unit of attitude leads to an increase in .524 in impulse buying. The increase in one unit of brand awareness leads to increase of .197 in impulse buying. The increase in one unit of ad liking leads to increase of .086 in impulse buying. The increase in one unit of recall leads to an increase of .426 in impulse buying. The increase in one unit of animated character leads to an increase of .216 in impulse buying.

The variables attitude, brand awareness and recall are significant at 95% level while attention and ad liking are non-significant at 95% level.

**9. Result:**

The study shows that most of the independent variables has weak positive correlation with dependent variable that is impulse buying while most of the independent variable has significant correlation with impulse buying.

The study shows that 22% change in dependent variable is due to independent variable which is a segment in Pakistan that should be targeted and from which the businesses can get the first mover advantage and can earn the profit. All the independent variable has positive relation with dependent variable which means increase in dependent variable leads to increase in the dependent variable.

**10. Conclusion**

The study concluded that animated advertisement has an impact on the buying behavior of the university students of Pakistan and it's a considerable segment that should be targeted and a lot of revenue can be gain from this segment. This segment act as a market niche because it is consider that animated ad impact only on the children's but the study shows it also has an impact on adults. So the animated advertising campaign can also run to attract the adults and to get the revenue. As everyone is tired from the routine life and wants enjoyment so these ads create a recreation effect in the life and makes a long lasting image on mind. Independent variables have positive relation with the adult impulse buying. As the study shows that there is no significant relation of independent variable with brand awareness which means that youth are brand conscious and they are ready to try new things.

## 11. Limitations

The sample size of study is not large enough it can be large. There are some budget constraints.

## 12. Recommendation

The study can be of comparative nature too and can be conducted in other universities of Pakistan. Moreover there are some other variables that can be considered in study is the technology use in animated ad. A particular segment can be select to conduct the study. The impact of brand awareness on youth can also be studied that either youth are brand conscious or not and either they can adopt new things or not.

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