

# **EXAMINING THE EFFECTIVENESS OF ANIMATED CARTOON AS BRAND AWARENESS IN TV ADVERTISEMENT: EVIDENCE FROM SURVEY IN MALAYSIA AND JORDAN**

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## **ABSTRACT**

Animation is a dynamic visual statement and is frequently used for advertising purposes, expanding the TV advertisement content and causing affective stimuli to consumers. It has been documented that animation may increase TV advertisement effectiveness in terms of consumers' affective, cognitive and conative responses, thus, having a positive and significant impact on their attitudes, including brand awareness and preferences, products' choice, and intention to purchase, although the role of involvement is significant for assessing consumers' responses to TV advertisement. The aim of this paper is to investigate animation influences on advertisement effectiveness, by examining consumers' responses to animated advertisement (cognitive and affective) as regards intention to buy, taking also into account the role of involvement. Findings suggest that watching animated ads is positively correlated with the intention to purchase. In addition, consumers' intention to buy is higher by watching cognitive than affective animated ads for the moderate-involved subjects, as well as that for highly involved individuals, intention to purchase is high for both types of cartoon animated advertisements, i.e. cognitive and affective.

**Keywords:** Animation; Advertising; Ads; TV Advertising; Cognitive; Affective; Intention to Purchase.

## **1. INTRODUCTION**

Animation in advertising has a long history, as cartoons and animated figures appeared on television during the 1930s for several TV commercials, exhibiting afterwards a significant growth potential in other than the TV means, including movies, games, broadcasting and the Internet (Simon, 2006). Animation, as a character-based business, is widely used as a dynamic visual statement in advertising, highly expanding the content and effectiveness of different media used. Previous research has documented that animated figures can create consumer awareness about a product advertised, suggesting that this type of commercials provide visual demonstrations for a wide variety of products (Callcott & Lee, 1994). Other studies have indicated that motion lead to an emotional response (Detenber & Reeves, 1996), enhancing product visualization so that is more comprehensible, thus, attracting user attention (Hong et al, 2004). In this frame, animation has become a design tool of great importance for advertisers, since it motivates consumer actions, behaviors and feelings, drawing viewer attention to specific product features. Previous research literature has documented that animated figures

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