



Sripatum University

Research Report

**EFFECTS OF ANIMATION
ON OFFENSIVE PRODUCT ADVERTISING**

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PREFACE

The research report provides detailed information regarding the research topic “Effects of Animation on Offensive Product Advertising” conducted by Dr. Pakakorn Rakrachakarn, who is working as an Associate Director of the International College, Sripatum University. The study aims to investigate the effects of animation when being used in offensive and non-offensive product advertising.

This paper includes five chapters including the Introduction, Literature Review, Research Methodology, Data Analysis, and Discussion and Conclusion. Readers will not only gain insights regarding the background, the related literature, the method, and the results of the study, but also may apply these findings into real-world applications, especially in advertising industry. Theoretically, new, valuable knowledge was found, and can be further studied in future researches.

Pakakorn Rakrachakarn

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ABSTRACT

The main purpose of this study was to investigate the effects of animation in offensive product advertising. An experiment was conducted to collect consumer responses toward animated and static ads of offensive and non-offensive products. The results revealed an interaction between ad design and offensive product. Specifically, when used in offensive product advertisements, animated ads were not effective for consumer attention, but yielded positive response in terms of attitude toward product. For theoretical contribution, the findings support that information processing model (IPM) is accurate in predicting consumer cognitive response toward cartoon ads, whereas U&G, arousal, and distinctive theory is more accurate in predicting consumer affective response. In practical, these findings can also be used to guide ad designers and marketers in determining the ad designs that are suitable for offensive products.

Keywords: Animation, animated ads, offensive product, advertising, banner advertising

หัวข้อวิจัย : ผลของแอนิเมชันที่มีต่อการโฆษณาสินค้าที่น่ารังเกียจ

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บทคัดย่อ

วัตถุประสงค์หลักของงานวิจัยนี้ คือเพื่อศึกษาผลของการใช้ภาพเคลื่อนไหวในการโฆษณาสินค้าที่น่ารังเกียจ โดยทำการทดลองด้วยการเก็บข้อมูลการตอบสนองของผู้บริโภคต่อโฆษณาซึ่งมีการออกแบบไว้เป็นภาพเคลื่อนไหวกับเป็นภาพนิ่ง โดยใช้กับสินค้าที่น่ารังเกียจและไม่น่ารังเกียจ ผลการทดลองพบว่าไม่มีปฏิกริยาร่วมระหว่างการออกแบบโฆษณากับสินค้าที่น่ารังเกียจ ในรายละเอียดคือ หากใช้กับสินค้าที่น่ารังเกียจ โฆษณาที่เคลื่อนไหวได้จะไม่เพิ่มช่วยให้ความสนใจของผู้บริโภค แต่กลับให้ผลดีต่อทัศนคติที่ผู้บริโภคมีย่ต่อสินค้า สำหรับการนำผลวิจัยไปใช้ ทางทฤษฎี ผลการวิจัยสามารถนำไปสนับสนุนแนวคิดของทฤษฎีกระบวนการทางสมองในการประมวลข้อมูล (information processing theory) ว่ามีความถูกต้องในการคาดเดาการตอบสนองทางความคิดของผู้บริโภคต่อการใช้การ์ตูนและภาพเคลื่อนไหวในการโฆษณา ในขณะที่ U&G, arousal, and distinctive theory มีความถูกต้องในการคาดเดาการตอบสนองทางอารมณ์ของผู้บริโภคต่อการใช้การ์ตูนและภาพเคลื่อนไหวในการโฆษณา ในทางปฏิบัติ ผลการวิจัยสามารถนำไปเป็นแนวทางในการออกแบบโฆษณาให้เหมาะสมกับชนิดของสินค้า โดยเฉพาะสินค้าที่น่ารังเกียจ

คำสำคัญ: แอนิเมชัน โฆษณาที่มีภาพเคลื่อนไหว สินค้าที่น่ารังเกียจ โฆษณา โฆษณาแบบแบนเนอร์

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CHAPTER I

INTRODUCTION

1.1 Introduction

While previous research studies found various positive impacts of animation in the ads, the information processing theory, on the other hand, suggests different perspectives of animation's possible effects. Since the processability of a message imposes degrees of cognition load on how individuals obtain information, it may impact the effectiveness of the learning process (Sweller & Chandler, 1994). Therefore, since the movement of animation requires more mental efforts to process, the use of animation in advertisements could be perceived as burdensome in consumer information processing endeavor, and may lower the effectiveness of the ads. In addition, this theory proposes that individuals have limitations in the amount of information they can acquire, they tend to have selective attention and choose to obtain only information that is related or appropriate to them (Sternberg & Sternberg, 2012; Anderson, 2000; Neath, 1998; Kane & Engle, 2002). Since consumers might not think that it is appropriate for them to process information regarding offensive products, which are the products that they are not supposed to like, the effects of animation in the offensive product advertisements may also be different from those of non-offensive products.

Is animation effective for advertising offensive products? Are animated ads more effective than static ads? If animated ads are effective, do they work well for all types of products or are they most effective for certain types such as offensive products? The present study attempts to answer these questions through experimentation by investigating consumer reactions to advertisements for both offensive and non-offensive products and the manipulation of banner advertising (animated vs. static).

As the first research study that investigates the effects of animation on consumer's responses towards offensive product advertising, the results of this study provide beneficial contributions to the study of consumer behavior towards advertising designs, especially on how much existing theory such as information processing can explain the phenomenon. This new knowledge could also be applied to other groups of Internet users or other types of advertising designs that involve animation.

Moreover, for practical implications, advertisers and advertising designers can apply the results of this study to create the most effective online banner ads that best suit the types of products being advertised, especially for designing banner advertising to promote sensitive or offensive products. In addition, related parties, such as organizations in the government sector, can apply these results to regulate the advertising of harmful products, such as cigarettes and alcoholic drinks, which have animation in the ads.

1.2 Problem Statement and Research Objectives

From a review of literature regarding offensive products and consumer responses toward advertising design, the gaps and issues that have still not been fully explored motivate this study. First, since small numbers of the previous studies have analyzed the impact of banner advertising design on offensive products, the impact of different advertising design elements on offensive products has been inadequately investigated.

In the overall picture, this study therefore clarifies the relationships between the independent factors, which are offensive product advertising; the moderators, which are the animation ad designs; and the dependent variables, which are the consumer responses. By using an experimental design, this study can identify the effects of animation on various types of consumer responses toward offensive product advertising.

Therefore, the main objective of this study is to identify the type of design (using animation in banner advertising) that was the most effective for offensive products and non-offensive products.

More specifically, this study plans to:

1) Determine whether using animation in banner advertising design is more or less effective for offensive products when compared to that for non-offensive products.

2) Classify the consumer responses toward different ad designs of offensive product advertising into cognitive and affective responses.

1.3 Theoretical and Practical Contributions

Regarding theoretical contribution, the results of this study provide a beneficial contribution to the overall study of offensive products as well as the study of consumer behavior toward advertising design. The new knowledge includes how animation affects different types of consumer responses toward the ads and how animation can best be used for offensive product advertising.

In addition, the new knowledge gained from this study could also be applied to studies regarding advertising design in other types of media, such as TV ads, pop-up ads, or 3D ads, which also involve animation. Ultimately, for practical contributions, advertisers and advertising designers can apply the results of this study to create the most effective online banner ads that best suit the offensive products being advertised. In particular, this study provides guidelines for marketers and business owners in the form of practical implications for utilizing design elements in banner advertising to promote sensitive, controversial, and offensive products. In addition, related parties, such as organizations in the government sector, can apply these results to protect consumers from the advertising of harmful products, such as cigarettes and alcoholic drinks, by regulating and limiting the use of animation in the advertising of these products.

1.4 Scope of the Study

This study confines the investigation to the following areas. First, the study is conducted in Thailand. Similar to most experimental studies regarding consumer responses toward advertising, the sample is limited to a small group, which in this case is a group of undergraduate students (e.g., Lin & Chen, 2009; Calisir & Karaali, 2008; Wang, Chou, Su, & Tsai, 2007; Ryu, Lim, Tan, & Han, 2007; Ang, Lee, & Leong,

2006; Yang, 2006; MacKay & Smith, 2006). However, since the profile of the target participants of this experiment is similar to that of the majority of Internet users, who are mostly young, well-educated, and affluent (Schlosser, Shavitt, & Kanfer, 1999), the external validity of this study is increased as the results have the potential to be generalized (Zikmund, 2003).

Second, with the technological ability to manipulate independent factors, banner advertisements are the only type of advertising to be used in this study. Moreover, the designs used are based on animation (movement) elements. The use of sound, the effects of banner positioning, and the adjustments of banner sizes are not covered in this study in order to increase the internal validity of the study.

Third, the offensive products being used in the experiment are chosen from a list of products perceived as offensive by the target population. A pilot study is conducted to identify these product categories. The selected offensive products are also pretested during the manipulation check.

Lastly, the experiment is conducted in an atmosphere where no real Internet connection is provided in an attempt to increase the internal validity of the experiment by preventing participants from surfing the Internet and being influenced by different online environments. However, the web pages shown to the participants simulate a genuine Internet environment.