Faculty of Applied and Creative Arts

The Effectiveness of Animated Commercials for Product Advertisement

Through Consumers' Attitudes and Perceptions

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The Effectiveness of Animated Commercials for Product Advertisement

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DECLARATION

I hereby declare that this thesis entitled "The Effectiveness of Animated Commercials for Product Advertisement Through Consumers Attitude and Perceptions" is my original work and it has been written by me in its entirety. I have duly acknowledged all the sources of information, which have been used in the thesis. The thesis has not been accepted for any degree and is not concurrently submitted in candidature for any other degree.

Signature:

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ABSTRACT

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 literature has documented that animated figures in advertising can significantly influence ads' effectiveness, via enhancement of viewers' attention and impact on respective attitudes towards the advertised brand. In this frame, aim of this thesis is to study the effect of animated advertisements on the consumers' behavior towards the product regarding their intentions to buy with respect to their involvement with the product and the type of the animated commercial. With the use of quantitative research methods and statistical tools, the thesis examines whether consumers' intention to buy will remain high either by watching cognitive or affective animated ad for the highly involved subjects (H1). In addition, it is also tested both if consumers' intention to buy will be higher by watching affective than cognitive animated ad for the low involved subjects (H2) and whether consumers' intention to buy will be higher by watching cognitive than affective animated ad for the moderate involved subjects (H3).By the results of the analysis is observed that H1 and H2 hold unlike to H2, which is not confirmed.

Keywords: animation, advertisement, cognitive ads, affective ads, intention to purchase

Keberkesanan Animasi Komersial untuk Iklan Produk Menerusi Sikap dan Persepsi Pengguna

ABSTRAK

Animasi adalah satu pernyataan dalam bentuk visual dinamik dan sering digunakan untuk tujuan pengiklanan, mengembangkan kandungan iklan dan menyebabkan rangsangan afektif kepada pengguna. Melalui dokumentasi dan kajian lepas, animasi boleh meningkatkan keberkesanan dari segi pengguna iklan afektif, tindak balas kognitif dan konatif, dengan itu, mempunyai kesan yang positif dan signifikan terhadap sikap mereka, termasuk kesedaran jenama dan pilihan, pilihan produk, dan niat untuk membeli, walaupun peranan penglibatan adalah penting untuk menilai tindak balas pengguna untuk iklan. Tujuan utama penyelidikan ini adalah untuk menyiasat pengaruh animasi pada iklan keberkesanan, dengan memeriksa pengguna balas kepada iklan animasi (kognitif dan afektif) berkenaan dengan niat untuk membeli, mengambil juga kira peranan penglibatan audien. Hasil kajian menunjukkan bahawa menonton iklan animasi positif dengan niat untuk membeli. Di samping itu, hasrat pengguna untuk membeli adalah lebih tinggi dengan menonton kognitif daripada iklan animasi afektif bagi subjek sederhana yang terlibat, dan juga seperti yang diberikan kepada individu yang terlibat, niat untuk membeli adalah tinggi bagi kedua-dua jenis iklan, iaitu kognitif dan afektif.

Kata kunci: animasi, pengiklanan, kognitif, afektif, niat untuk membeli.

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CHAPTER 1

INTRODUCTION

1.0 Overview

The technological development that has achieved during the last decades has radically changed the advertising landscape, and therefore, it is very crucial for advertisers to develop ads is such a way that it capture and retain consumers' attention during their commercial exposure. Indeed, today's consumers are exposed to an abundance of advertising messages, while it becomes more and more difficult for advertisers to affect their preferences and behavior. Advertising, as the main commercial marketing and communicative activity, aims to influence consumers' cognition, affection and attitudes towards the respective products and services. As such, its effectiveness is assessed through its impact on the consumers' preferences and behavioral intentions. In this frame, during the past few years, advertisers are employing animation in their advertisements in order to capture consumers' attention and build product awareness. Animation has become a new creative environment for contemporary advertisers, who wish to influence demand and consumers' loyalty to advertised products, taking into account that animated figures and characters lead to emotional and cognitive responses, enhancing visualization and attracting attention.

1.1 Defining animation

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). This character-based business has been expanded nowadays to a broader base by offering digital content, as the advent of the advanced and innovative technology of the recent years has offered new opportunities for computer graphics, allowing the design of animation to be used for the purposes of the computer games, blockbuster films and banner advertisements on websites. In general terms, animation has been evolved as a means of (re)producing the world and filling the gaps between reality and imagination, and as such, has been recognized as a very important tool for advertising in the form of visual arts in the entertainment industry.

Additionally, animation has been defined in several ways, depending on the different views and purposes of its uses and applications. According to Baek & Layne, (1988), animation is the process of generating a series of frames that contain objects in such a way as each frame appears as an alteration of the previous one in order to show motion. This restrictive definition is also used by Hong et al. (2004), who suggests that animation is the process of linking slightly different drawings in order to simulate movements, as well as by Gonzales (1996), who defines animation as a series of different images dynamically presented, aiming to help the user of these images to perceive a continuous change. Accordingly, animation has been described as the generation of a series of frames so that each one of them appears as an alteration of the previous one (Betrancourt & Tversky, 2000), as well as a dynamic visual statement, form or structure that evolves through movement over time

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and is created by recording a series of still images (drawings, objects or people) in various positions of incremental movement (Baecker & Small, 1990).

1.2 Types of animation

According to the aforementioned conceptual definitions, animation is the process of combining slightly different images in order to produce movement and unbroken motion. In this frame, it can be classified into different categories, including (Frierson, 1994):

1. Clay animation, referring to animation of figures created by clay or other similar materials,

2. Cartoon animation, which uses cartoon characters in order to engage the audience,

3. Silhouette animation, which includes animated silhouettes of actual figures,

4. Puppet animation, using puppets constructed by wood and other materials,

5. Drawn animation, consisting of drawn images,

6. Computer Graphic Image (CGI) animation, which is animation generated with specialized computer software,

7. Pixilation, referring to the process of animating live objects and persons by means of photographing them, and,

8. Film animation.

Additionally, animation can be classified into two different categories, according to its design characteristics, i.e. (a) 2D animation, and (b) 3D animation, which significantly differ in terms of level of detail, dimensions, realism and artistic effects (Kaba, 2013). In 3D animation, all included figures and objects have volume or mass, thus, attracting attention more easily than 2D animation, which in turn allows for greater artistic

expression due to its lower dependence on reality. Furthermore, animation is characterized by several distinctive features, such as colors, dimensionality and motions. Traditional animation is based on eleven fundamental principles, including squash and stretch, timing, anticipation, staging, follow through and overlapping action, straight ahead action and pose-to-pose action, show in and out, arcs, exaggeration, secondary action and appeal(Musa, Ziatdinov, & Griffiths,2013). All these features aim to draw the user's attention, while promoting interactive behavior. Indeed, it has been argued that the concept of animation has three different analytical levels, the technical, referring to the technical characteristics of the motion produced by different images, the semiotic, which refers to the signs, symbols and representations reproduced by the user, and the psychological one, which includes the perceptual, cognitive and emotional processes generated (Schnotz & Lowe, 2003). Thus, it can be argued that animation is characterized by some powerful and highly influential features, which have been also reinforced by the advent of the new innovative technologies that have reshaped the concepts of animated design. This dominant nature of animation justifies its expanded usage in several fields today, including learning and advertising, as it becomes increasingly popular and appealing to individuals of all ages and of different demographic backgrounds.

1.3 Background of research

Animation in advertising has a long history and is now used in all advertising types (Simon, 2006), simulating movement and being employed as a dynamic visual statement (Baecker & Small, 1990), while containing squash and stretch, timing, anticipation, staging, follow through and overlapping action, straight ahead action and pose-to-pose

action, show in and out, arcs, exaggeration, secondary action and appeal (Musa et al., 2013).

These characteristics draw users' attention and generate semiotic and psychological responses, including perceptual, cognitive and emotional processes (Schnotz & Lowe, 2003). Previous research has documented that animated figures are able to create consumer awareness (Callcott & Lee, 1994), leading to emotional responses (Detenber & Reeves, 1996) and attracting user attention (Hong, Thong, & Tam 2004). It has also been documented that animated ads have a positive impact on recall and recognition (Bayles, 2002), as well as on consumers' behavioral intentions (Yoo, Kim, & Stout, 2004). In the case of TV commercials, is has been demonstrated that animation is directly linked to informational recall due to higher attention (Khanum, & Zai, 2015), as human attention is more sensitive to motion (Girelli & Luck, 1997). Animation's impact of advertising effectiveness has been explored through the application of several theoretical perspectives, such as the "motion effect" (Reeves & Nass, 1996), the "distinctiveness theory (Li & Bukovac, 1999), the AIDA and AIETA models (Aaker, Batra, & Myers, 1992), and the ELM model (Petty, Cacioppo, & Schumann, 1983).

In general terms, previous research has documented that animated figures has a significant effect on viewers' attention (Kuisma, Simola, Uusitalo, & Oorni,., 2010), brand likeability (Kim & Lee, 2009), positive attitudes towards the brand (Rakrachakarn & Moschis, 2015), consumers' involvement (Huang, Hsieh, & Chen,2011), preferences (Ulger, 2008) and intension to buy the product (Tanvir & Arif, 2012), through the cognitive and effective responses generated (Jin, 2011).

1.4 Problem statement

Previous research has demonstrated that animated figures can be highly effective in advertising, leading to cognitive and emotional responses that build up consumers' awareness and brand loyalty, thus, affecting respective behavioral intentions to buy the product. Although animation has become a design tool of great importance for advertisers, improving communication and attracting viewers' attention and memorization, the studies that explore the specific impacts of the use of animation in advertising are limited. In particular, there are limited studies that investigate the animation figures influences on ads' effectiveness by examining the consumers' responses defined as "intention to buy" to animated ads that are categorized as affective and cognitive, taking also into account the role of involvement. In accordance, the particular effects of animated figures in cognitive and affective advertisements have not been explored thoroughly in a national perspective, focusing on differences that may arise from the consumers' nationality.

1.5 Research questions

The research questions of this thesis are the following:

   A. What is the degree of the consumers' involvement with the products?

   B. What is the degree of the consumers' intention to buy the products before and after watching animated advertisements?

   C. Is there any significant difference in the consumers' intention to buy the products after watching the animated advertisements?

   D. What is the relationship between the consumers' involvement and their intention to buy the products?

E. Are there any significant differences in the consumers' intention to buy the products based on the type of the animated advertisement (affective or cognitive)?

F. Are there any significant differences on the results based on the nationality of the consumers?

1.6 Research objectives

The aim of this research is to investigate the effectiveness of animated commercials for product advertisement through consumers' attitudes and perceptions. Indeed, it has been well documented that attitudes have multiple components, including the affective and the cognitive, which are crucial when investigating the impact of persuasion in marketing. Cognitive communication strategies in advertising are based in logic, aiming to grab consumers' attention so as to cognitively process the relevant information, while affective strategies aim to arouse feeling and emotions related to the product or the brand, so as to increase the likeability levels. In accordance, involvement is the process by which consumers' motivation moderated the relationship between attitudes' formation and exposure to advertising. Involvement is very important for evaluating consumers' attitudes generated by ads, as it produces certain behaviors and actions, including intention to purchase. More specifically, Elaboration Likelihood Model (ELM) argues that the level of involvement with a product determines whether cognitive of affective features, as communicative strategies in advertisement, will be more effective (Petty et al., 1983). Based on this theoretical framework, this thesis investigated the impact of animation in advertising via intention to buy by exploring the different effects of affective and cognitive animated ads, while taking into account the levels of consumers' involvement.

Six aspects of this topic are going to be explored. These are (a) the degree of the consumers' involvement with the products before watching animated advertisements, (b) the degree of the consumers' intention to buy the products before and after watching animated advertisements, (c) the statistical significant differences in the consumers' intention to buy the products after watching the animated advertisements, (d) the relationship between the consumers' involvement and their intention to buy the products, (e) the statistical significant differences in the consumers' intention to buy the products based on the type of the animated advertisement (affective or cognitive), (f) the statistical significant differences on the results based on the nationality of the consumers.

1.7 Hypotheses

ELM (Petty et al., 1983) demonstrated that various features of an advertisement may be more or less effective, depending upon a person's involvement with it. More specifically, for a person with low involvement with a product, peripheral cues such as advertisements with affective content are more important than issue-relevant argumentation such as advertisements with cognitive content. The opposite is true for a person with high involvement with the product. Based on the ELM as a theoretical framework, the research hypotheses of this thesis are the following:

H1: Consumers' intention to buy will remain high either by watching cognitive or affective animated ad for the highly involved subjects.

H2: Consumers' intention to buy will be higher by watching affective than cognitive animated ad for the low involved subjects.

H3: Consumers' intention to buy will be higher by watching cognitive than affective animated ad for the moderate involved subjects.

1.8 Research scope

This research was conducted in a sample of Jordanians and Malaysians consumers (109 Jordanians and 111 Malaysians) according to predetermined eligible criteria. The eligible criteria were(a)participants with either Malaysian or Jordanian nationality, (b) students at the university (University of Sarawak in Malaysia (author's current university) and Petra University in Jordan (author's home country university), and (c) 17 to36 years old, since the majority of the students at the university are included in that age group. The participants watched animated advertisements for four products (Oreo, Coca Cola, Michelin, Lifebuoy). The ads were selected according to eligible criteria. The eligible criteria were (a) animated advertisements, (b) cognitive and affective content, (c) duration of up to 1 minute, (d) the advertised products were well-known in both countries. The advertisements were categorized to two types according to their particular features, i.e. affective and cognitive. The response rate was high, reaching 80% (275 questionnaires, 55 not completed, 220 completed). The individuals who participated in the research received and answered a Likert-scale questionnaire (1-Strongly disagree, 2-Disagree, 3-Somewhat disagree, 4-Somewhat agree, 5-Agree, 6-Strongly agree) in English, with statements concerning their involvement with the four different products, their intention to buy the products, their opinion about the products and their opinion about the animated advertisements. The analysis was conducted using descriptive statistics tools, frequency tables and statistical tests, while the significance level predetermined was a = 0.05.

1.9 Significance of the study

This quantitative study offers a marketing perspective regarding the advertising effectiveness by using animated figures and characters, as animation is a new design landscape for advertisers today who wish to make a difference and grab viewers' attention. Throughout this thesis, I hope to provide useful information about the animated advertising and its effectiveness as regards to the consumers' behavioral intentions, taking into account their level of involvement. This study would be very beneficial both in academic and practitioner level, enhancing the current knowledge of advertising impact on consumers' intention to purchase a product depending on their involvement as well as on the specific type of the ad. The cognitive and affective nature of the advertising that is used as a categorization paradigm in this study will provide insight about the distinctive nature of advertising that uses animation, thus heightening the awareness concerning its possible uses. To the future researchers, this study can provide baseline information on the current status of animated ads and their impact on consumers' intentions.

1.10 Limitations

This study is characterized by a number of limitations regarding the design and the methodology used that influence the interpretation and generalizability of the present findings. In particular, the main limitation of the research refers to the sample and the fact that this sample consists only of Jordanians and Malaysians. In addition, the data that were used in order to conduct the survey were self-reported and, thus, they are limited by the fact that they can rarely be independently verified, while they contain several potential sources of bias. Furthermore, only four advertisements were used for the purposes of this

research, a fact that limits the interpretation of the findings regarding the effectiveness of animated advertising. Lastly, from the behavioral intentions that are related with advertising effectiveness, only intention to purchase was explored, without investigating other possible impacts, such as brand loyalty.

1.11 Summary

Animation is a powerful tool for advertisers who wish to make the best of the communicative effect of ads by grabbing and retaining viewers' attention and influencing their behavioral intentions. Animation is widely used today in advertising due to its significant marketing impact. The aim of this research is to investigate animated ads' effectiveness in terms of intention to purchase (dependent variable), according to Jordanians and Malaysians consumers, taking into account two different features, the consumers' levels of involvement (independent variable) and the particular affective or cognitive type of the ad (independent variable). This research which to provide insight about the role of animation in advertising and its potential consequences regarding the consumers' behavioral intentions.

CHAPTER 2

LITERATURE REVIEW

2.0 Overview

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.

Indeed, a significant number of researchers have tried to illustrate the animation and animated figures effects on several forms of advertising, including TV, Internet and banners. According to Heiser et al. (2008), animated spokes-characters in advertising exceed the impact of human spokes-persons in terms of ads' efficacy, as they are highly adaptable, easily controllable and clearly identified as a product symbol. Huang et al. (2011) investigated the advertisement effectiveness of endorsements from animated spokes-characters and found that animation figures enhance brand impression, improve advertisement communication affects and attract viewers' attention, suggesting that they are a very valuable tool for increase positive brand attitudes and purchase intentions. Similarly, Neeley & Schumann (2004) documented that using animated spokes-characters in advertising increases young viewers' attention, leading to product preference, via

increase in brand recognition and recall, and Tversky et al. (2002) argued that animation facilitates several psychological effects, influencing human cognitive processing and attention.

Based on the above evidence of the literature, aim of this thesis is to investigate the animated commercials effectiveness, by exploring the viewers' attitudes and perceptions regarding their intentions to buy the advertised product and taking into account the role of involvement. In order to achieve the aforementioned objective, a qualitative research was conducted via self-administrated questionnaires. The commercials were classified into two different types, according to their characteristics, i.e. cognitive and affective ads. In particular, it was investigated whether consumers' intention to buy the advertised products is affected by watching cognitive and/or affective animated ads, taking into account the level of consumers' involvement, based on the ELM as a theoretical framework. This thesis is structured as follows: chapter 2 discusses previous research literature regarding the effect of animation in advertising, along with the respective theoretical framework concerning the cognitive, affective and conative effects of ads, chapter 3 presents the methodology used in the research, chapter 4 analyzes the research results and, finally, chapter 5 and chapter 6discuses and concludes on the impact of animated ads on consumers' intentions and actions respectively.

2.1 Animation in advertising

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 and offering a significant medium of story-telling and visual entertainment. Animated figures

used in commercials are viewed as a contemporary dominant trend in advertising business, since it has been widely demonstrated that animation is a highly effective design tool for grabbing viewers' interest, recall and attention. Indeed, previous research literature suggests that animated commercials have a significant impact on advertising effectiveness, through enhancing users' memorization and influencing their cognitive, psychological and informational processes, thus, having a crucial effect on their actions and attitudes regarding brand awareness, involvement and purchasing intention.

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 feature, facilitating the expected psychological responses and enhancing levels of memorization and recall. Animated figures also raise brand awareness and may affect preferences and purchase intentions, as it will be more thoroughly discussed in the next parts of this literature review.

In more general terms, animation is now used for the purposes of advertising in all contemporary and traditional media, including the TV, posters, online advertising, websites and banners. Animation and television have been associated a long time ago, as the first image ever aired was a picture of Felix the Cat and, ever since the first launch of the TV, animated commercials were very popular (Khanum et al., 2015). With the continuous

growth of TV, the usage and popularity of animated figures also expanded, while advertisers acknowledged that such TV ads can draw consumers' attention and enhance ads' commercial exposure. In addition, online advertising that has significantly grown during the last decade is another popular means for animation, which is increasingly used for attracting users' attention through dynamic images (Yoo et al., 2004).

Indeed, animation is highly prevalent on the Internet today and advertisers and web designers increasingly use animated figures and objects in order to affect consumers' behavior and decisions. For example, Kuisma et al. (2010) demonstrated that animation significantly affect online consumers' attention and memory of online ads. Researchers argue that animated ads can lead to higher click rates in comparison to static ads, signifying the great impact of animation in advertising and the important influence of motion in creating arousal. For example, Yoo & Kim (2005) found that there is a positive relationship between the levels of animation used and the level of attention distributed to on-line ads, suggesting that animated ads are more likely to grab the viewer's attention when compared to static ones.

In addition, Yoo et al. (2004) proved that animated banner ads capture users' attention and generate high levels of memorization, leading to more favorable attitudes to ads and higher advertising effectiveness, as it can be measured by clicks. Zorn et al. (2012), who assessed advertisements' effectiveness across websites and found that animation has a positive effect on click-through-rate (CTR), further verified this last assumption. On the other hand, it has been suggested that animation can also distract consumers' attention and, consequently, have negative effects on their behavior, as it can create visual interference and disturbs users as they seek useful information that they need for making purchase

decisions (Zhang, 2000). Overall, animation is a very popular means in advertising today, having various effects on consumers' behavior by attracting their attention.

2.2 Attention in advertising

Attention is of paramount importance in advertising and refers to the mental or cognitive effort dedicated to a specific task, having both direction and intensity (MacKenzie, Lutz, & Belch, 1986). In advertising literature and research, attention is the cognitive process that is directly associated with the respective effects of an ad, and, thus, is very important to analyze and assess. Of course, attention is dependent on a series of variables related with both the message and the ad itself and the user. For example, the communicative content of the ad and the specific media used are important factors that need to be considered, as well as users' intentions and cognitive capacity of processing the relevant information (Van Rompay, De Vries, & Van Venrooij,2010). Additionally, individual needs and preferences, along with the frequency of exposure to an ad, are also significant variables of attention paid to ads (Kuisma et al., 2010).

In general terms, animation figures are supposed to attract viewers' attention due to motion, which stands out from other static objects and enhance their memory of the emphasized advertised content (Li & Bukovac, 1999). In this way, a selective information process is formed, leading to quicker response, augmented recall and deeper impression of the animated content (Zhang, 2000). Sundar & Kalyanaraman (2004) suggest that the dynamic animated content can be perceived as emotionally interesting, concrete, imagery provoking and more effective that static content. Similarly, Fasolo et al. (2007) argue that

moving animation affects users' preferences for products, attracting their attention and stimulating their feelings. Consequently, animation figures can be seen as an extremely useful graphic design tool in business advertising.

2.3 Animation and attention

As previously mentioned, animation may have a significant effect on attention attraction in ads, as indicated by several researchers. For example, Bayles (2002) investigated recall and recognition of animated banner advertisements to identify the best design guidelines, proving that animated ads entice browsers to click on banners and to open hyperlinks more often than static ads, although animation was not associated with the ability to recall and better recognize banner ads. Once again in online advertising, Yoo & Kim (2005) found that there is a positive relationship between animation and attention drawn to ads by users, pointing though that there are some unintended negative effects in the case of extremely animated ads, for which users experience negative thoughts and unpleasant feelings, thus, negatively affecting latter recognition of ads.

On the other hand, Yoo et al. (2004) examined the effects of animated online ads according to the hierarchy of effects model for which cognition leads to effect and behavior, finding that animated ads have better advertising effects than static ones due to higher levels of attention grabbing, which in turn generated higher levels of recall. In the case of TV commercials, Khanum et al. (2015) investigated the effects of animation on information recall by conducting an experimental research and found that animation do has a positive impact on recalling, partly due to higher attention paid to such ads. Moreover, it should be noted that higher attention grabbing in animated ads can be attributed to the impact of

motion. According to Girelli & Luck (1997), human attention is more sensitive to motion than other attributes of images and visual targets, such as color.

Indeed, animation in advertising has several psychological and cognitive effects due to motion, according to respective theoretical assumptions. For example, the "motion effect" theory argues that individuals have an inherent preference for moving than static objects and, thus, they are aroused when viewing a motion picture (Reeves & Nass, 1996). In a similar way, the "distinctiveness" theory suggests that animation attracts attention of the viewer during the first stages of the informational process, due to visual distinctiveness from the rest of the stimuli provided (Li & Bukovac, 1999). All these aforementioned theories advocate that animation enhance viewers' attention, memory and recall, affecting their preferences, feelings and, of course, action. Indeed, Kuisma et al. (2010) argue that animation in advertising has a significant effect on viewers' attention, memorization and recognition of the advertised products, and motion is assumed a crucial feature of creating attention-grabbing ads.

2.4 Attitudinal components in advertising

It has been long time ago assumed that attitudes have multiple components, including the affective dimension, which refers to feelings and emotions triggered by objects, ideas and concepts, the cognitive dimension, referring to the judgments, beliefs and thoughts as representations of reality made by individuals by means of their cognitive skills, and the conative component, which refers to the motivational and behavioral dimensions of attitudes (Mayer, Gaschke, Braverman, & Evans, 1992). Moreover, all these three distinctive dimensions of attitudes are crucial when considering the effects of persuasion in marketing and advertising. In addition, according to the hierarchy of effects models used in

advertising, as previously discussed, attitudes have indeed three basic dimension, cognition, which refers to the cognitive component of attitudes and is related to attention, awareness and beliefs shaped by ads, affection, which corresponds to the affective component of attitudes and includes feelings, emotions and affective evaluations made by users, and conation, which refers to the conative attitudinal component and reflects behavioral intentions and action taken by ads' users (consumers) (Aaker et al., 1992; Brockmole & Henderson, 2005; Pieters & Wedel, 2008).

Considerable research in consumer and advertising has focused on the multi component theory of attitudes in order to investigate the relationships among the three attitudinal dimensions and in particular the links between the cognitive and the affective components of attitudes, although there are still no clear conclusions. One factor that affects these relationships in consumer research and theory is the level of congruity between the persuasive appeal, i.e. the type of communication aiming to influence an individual's attitudes towards a product/service, and the attitudinal base, that is to say the primary dimension that the product presents (Drolet & Aaker, 2002). Moreover, the primary component of attitude presented to consumers may differ between the brand and the ad itself, thus, affecting the relationships between the affective and the cognitive component. For example, it has been demonstrated that for printed ads, cognitive priming effects operate mainly through attitude towards the brand, while affective priming effects work primarily via attitude toward the ad (Yi, 1990).

Another important factor that influences the relationships between the cognitive and the affective components of attitudes in advertising and consumer behavior studies is the nature of the product/service advertised. In particular, products are classified as either

hedonic or utilitarian, or at least have both inherent components (Holbrook & Hirschman, 1982). The hedonic dimension refers to the sensory attributes and the utilitarian one is more functional. Accordingly, hedonic consumption is intrinsically motivated, while utilitarian is instrumental and motivated by functional needs (Botti & McGill, 2011). Thus, the nature of the product/service is very important for the relationships formed between the affective and the cognitive component of attitudes. This assumption also applies for animated ads. Indeed, it has been found that as animation is vivid and more sensory, an animated website is perceived as more hedonic than a static one and, similarly, a static website may enhance its functionality when offers more utilitarian products (Lai, Hui, & Liu, 2007).

2.5 Affective and cognitive ads

One of the most widely applied categorization of ads refers to the message strategies used, including cognitive, affective and conative strategies (Laskey et al., 1989). The cognitive strategy concentrates on the presentation of the rational arguments and the provision of relevant information regarding the attributes, features and benefits of the product, which requires cognitive processing by consumers. Cognitive communication strategies used in ads are based on logic, aiming to grab consumers' attention so as to cognitively process the relevant information, with the ultimate objective of developing positive feelings and behavioral intentions. The basic cognitive strategies in advertising include (Clow & Baack, 2007):

i.   Generic messages, which are direct informative messages for the product's attributes without claiming superiority over competitive products, and aim to generate or enhance brand awareness.

ii. Preemptive messages, which are also informative messages although claiming superiority over competition based on specific attributes or benefits of the products, so as to put the product on a superior place in the consumer's cognitive map.

iii. Unique selling proposition, which refers to an explicit, clear and precise message that proves the product's superiority and uniqueness, and can be supported by some evidence.

iv. Hyperbole, which is a popular approach that makes a claim of superiority based on an attribute or benefit of the product, although this claim is unstable and cannot be verified.

v. Comparative ads, which directly or indirectly compare the advertised product with the competitive ones, aiming to grab consumers' attention, build brand awareness and enhance memorization and recall.

Accordingly, the affective strategy in advertising aim to arouse feelings and emotions related to the product or the brand, so as to increase the levels of likeability and enhance recall of the appeal. Based on the hierarchy of effects models used in advertising, these affective strategies lead the consumer to take action by influencing his/her behavioral intentions. Affective communication strategies include (Clow & Baack, 2007):

(a) resonance advertising, which is based on emotional messages trying to build strong affective ties between the product and the consumer, and

(b) emotional advertising which attempts to elicit strong emotions that cause the consumer to act, such as serenity, happiness and trust.

It should be noted that affective or cognitive ads can be further distinguished by the language they use, including the content, the messages, the phrases and expressions (Byun & Jang, 2015). According to Drolet et al., (2007), consumers that focus on the feelings activated by an ad tend to recognize it as an affective one, while on the contrary identify an ad as cognitive when it presents rational arguments and focuses on the thoughts about the advertised brand. It has been also found that figurative language lead to more favorable attitudes in hedonic consumption contexts which are primarily based on the affective component of attitudes (Kronrod & Danziger, 2013). In either case, as suggested by Wyer (2002), memory for an advertisement as well as its influences on attitudes are affected by several linguistic factors characterizing affective and cognitive ads, along with familiarity attributes and syntactic features.

2.6 The role of consumer's involvement

The impact of ads on the cognitive and affective attitudinal component of consumers is also affected by the level of their involvement, which is further distinguished in three different types, involvement with the ad, with the product and with the purchase decisions (Zaichkowsky, 1985).Involvement is the process by which consumers' motivation moderates the relationship between attitude formation and exposure to ads (Krugman, 1965). Additionally, involvement is characterized by three different attributes, intensity, which refers to the level of perceived involvement for each individual, address, which is related to the stimulus producing respective perceptions, and length, further classified to enduring and situational involvement (Rifon & Trimble, 2003).

Cabañero (2006) points out that involvement is very important for assessing consumers' attitudes generated by advertising, as it produces certain behaviors and actions, such as

intention to purchase, brand preferences and word-of-mouth. Indeed, it has been found that involvement significantly influences the decision-making process of consumers and the level of loyalty attributed to a product (Park, 1996), and that ads' effectiveness is positively affected by product involvement (Te'eni-Harari, Lehman-Wilzig, & Lampert, 2009).A similar and significant measure that has been developed to explain individual tendencies to display affective and cognitive activities as a result of an ad persuasion is the consumer's processing style, which reflects the level of involvement with the ad. According to Sojka & Giese (1997), there four different types of processors, the feeling, the thinking, the passive and the combination processor, and for thinking (cognitive) processors, it can be assumed that informational ads are more effective, while for feeling (affective) processors, effectiveness is associated with emotions.

Ruiz & Sicilia (2004), taking into account the interactive relationship between affect and cognition that affects advertising success, documented that persuasive appeals tend to be more effective when the nature of the appeal matches the individual personality type of consumers regarding processing information of ads. The researchers also proved that matching between informational ads and thinking consumers, as well as between emotional and feeling processors, are associated with positive attitudes towards the advertised brand and the purchase intention (Ruiz & Sicilia, 2004). It should be noted, though, that according to the ELM model, individuals that display lower levels of product involvement are less motivated to process ads due to low need for cognition and low personal relevance (Cho, 1999). According to Yin (2011), a highly product-involved consumer can better recall the respective ad and form more positive attitudes towards the ad and the brand, including purchase intentions.

2.7 Consumers' responses to animated ads

Consumers' responses to ads that use applications of animation, taking into account the impact of involvement, is very important for assessing their effectiveness. Heiser et al., (2008), by applying the distinctiveness theory, examined the different impact of a creative caricature and of a cartoon spokesperson in printed ads, and revealed that the animated figure is more favorable than the human spokesperson in terms of ads' effectiveness, as it had a positive effect on attitudes toward the brand, attitude toward the ad and purchase intention of the advertised brand. Kim & Lee (2009) found that both cognitive and affective responses to animated ads have a positive influence on brand likeability, although affective responses' impact is greater and empathy, a concept close to involvement, has a mediating role of these responses. Rakrachakarn & Moschis (2015) investigated the effects of animation in advertising offensive products online, demonstrating animated banner ads yield positive attitudes towards the product but are not effective in terms of grabbing users' attention.

Additionally, Huang et al, (2011) investigated the advertising effectiveness of animated figures in ads, taking into account the role of involvement, and found that these animated characters have a positive impact on brand impression and ads' effectiveness, although a link between animated spokes-characters and enhanced purchase intention was not documented in this study. Researchers concluded that marketers should always take into account the level of consumers' involvement in order to increase brand awareness, foster positive brand attitudes and enhance purchase intentions, as animation is a helpful tool for advertising but it cannot guarantee the formation of positive attitudes towards the advertised product (Huang et al, 2011).

Neeley & Schumann (2004) found similar results, by examining the influence of spoke-characters of ads on children, focusing on the specific effects of voice and action. In particular, this study revealed that animated characters' voice and action positively influence children's levels of attention to respective ads, while enhancing the degree of product recognition and positive attitudes' formation, but there is no certain link between animated ads and product preference or intention to purchase. Shuja et al., (2016) studied the effectiveness of using animated characters in ads targeted to children and proved that high levels of likeability of these characters has a significant and positive impact on product and brand character recognition, as well as on brand preferences and association between product and character, concluding that animation is appealing to children and enhances brand recognition and memorization.

Ülger (2008) also revealed that animation can significantly influence brand preferences, by comparing children's responses to TV ads and packages of chocolate wafers. In particular, the researcher found that children, who watched a cartoon film CD embedded with commercials and those who watched the same CD without commercials, selected the product with the cartoon trade character rather than the advertised one. In another study, Tanvir & Arif (2012) found that there is a positive and significant relationship between cartoon endorsement and children's impulse buying. On the other hand, Thota et al., (2010) attempted to examine the relationship of brand loyalty and animation in adults and for the case of online advertising, demonstrating that exposure to animated banner ads on a website results in consumer skepticism toward the website, which negatively influences attitudes toward the brand and revisiting intentions, although it was also found that these links are moderated by consumers' website loyalty and their need for cognition.

Lastly, Jin (2011) examined the animation's cognitive, affective and conative effects according to the tripartite attitudinal dimensions through psychology experimental design procedures, taking into account that animation is a stimulus that can be generate positive responses by the consumer. According to the research results, it was found that the hierarchical model of cognition, affection and conation is more effective in the low-involvement products and in the high-involvement individuals. All in all, Jin (2011) concluded that animation in ads can positively influence consumers' perceptions of the advertised brand and purchase intention, pointing out that positive affective responses are associated with the product through low-involvement product types.

2.8 Theoretical background

Several theoretical models have been used in order to assess and describe the effect of animation in advertising. The hierarchy of effects models has been excessively applied in the advertising literature for many years, as well as for examining the impact of animated ads. These models generally assert that consumers respond to ads' messages in an ordered way and pay attention to an ad even before some influence of the corresponding message takes place (Pieters & Wedel, 2008). The steps of consumers' respond include (un)awareness, knowledge, liking, preference, conviction and purchase, which take place in a chronological order and form a causal relationship from cognition to affection and, then, to conation. In addition, these models make a basic assumption that ads either draw attention or are ignored and, thus, attention is secured with salient characteristics, such as color and motion, although the quality of attention is very important for processing relevant information as well as for memory performance (Brockmole & Henderson, 2005).

The most widely known advertising hierarchy models include the AIDA (Attention – Interest – Desire – Action) and the AIETA models (Awareness – Interest – Evaluation – Trial – Adaption), which presume that attention is the first phase of the cognitive informational process and is driven by several stimuli, leading to action (Aaker et al., 1992). The underlying assumption behind these theoretical models is that commercials draw attention to viewers, especially through image properties, including motion and animation. The AIDA is a behavioral model explaining how an ad raise awareness, stimulate interest and, eventually, leads to action, and given this hierarchy of steps, for an ad to be effective it has to (Hackley, 2005):

  i. attract the consumer's attention,

 ii. raise his/her interest,

iii. convince him/her that he/she desires the advertised product/service, and

 iv. lead the consumer to take action by purchasing the product/service.

In addition, according to the AIETA model, an effective ad should follow the following steps (Brierley, 2002):

a) Create awareness, especially to target audience and early buyers and innovators who are more likely to purchase the advertised product,

b) Stimulate interest by providing unique and appealing content and interesting and convincing information,

c) Provide the opportunity for evaluating the product,

d) Offer the opportunity of trying the product un order to shape the desirable impressions, and

e) Lead to the adoption, that is to say, the real purchase of the product, making consumers loyal.

Other important hierarchy models that have been used for assessing the role of attention in advertising include the DAGMAR and the STARCH models. For example, the DAGMAR (Defining Advertising Goals for Measured Advertising Results) is a model for measuring objectives for each stage of the communication process, assuming that all ads must carry a process through four levels of understanding, including awareness, comprehension, conviction and action (Hackley, 2005). In conclusion, the hierarchy models of advertising assume that there is a positive relationship between attention and memory in such a way that higher levels of attention lead to a higher degree of memorization.

The ELM model (Elaboration Likelihood Model) differs from the aforementioned ones, as it distinguishes central and peripheral mechanisms for processing advertising messages according to the level of consumers' involvement. The ELM model explains advertising impact by the type of elaboration, meaning the involvement process of the viewer (Petty et al., 1983). Consequently, animation figures can be seen as means of elaboration, leading to the viewer high involvement and motivation, taking into account that elaboration takes place either via a central route of high involvement or through a peripheral route of low involvement and low information processing capacity. However, the ELM model does not completely explain the impact of the quality attention to the latter levels of processing an ad, as well as the effects of other variables affecting attention dependent on the specific media used for advertising. For example, Cho (1999), by applying the ELM model on the online advertising, found that users' attitudes towards a website mediate the shift between central and peripheral routes of attention.

ELM contributes to the research field by demonstrating that a person's involvement with an advertisement determines whether peripheral cues or issue-relevant features of an advertisement may be more or less effective (Petty et al., 1983). Peripheral cues such as advertisements with affective content are more effective to low involvement consumers while issue-relevant argumentation such as advertisements with cognitive content is more effective for high involvement consumers.

ELM is the model contributes significantly in this study as a theoretical framework. More specifically, based on ELM the hypotheses were formed according to the participants' level of involvement and the effect of the type of advertisement (either cognitive or affective) to their intention to buy the product.

2.9 Summary

Overall, it can be inferred from the literature that ELM suggests that the type of animated advertisement, either cognitive or affective, plays a role in the consumers' intention to purchase a product, depending upon a person's involvement with the product.

Animation figures can be seen as an extremely useful graphic design tool in business advertising by having a positive effect in the intention to purchase. The analysis of the literature shows that animation enhances viewers' attention, memory and recall, affecting their preferences, feelings and, subsequently, action such as intention to purchase. Simply put, advertisements with animated figures are more favorable in terms of advertisement's effectiveness leading to positive effects on the purchase intention of the product.

Based on the literature, another factor that has positive effect in intention to purchase a product is the consumers' involvement with the product and this factor has not been thoroughly investigated yet. Although previous studies investigated the advertising effectiveness of animated figures in advertisements, taking into account the role of involvement, the link between animated figures and enhanced purchase intention was not documented. So a further investigation of the effectiveness of animated advertisements under these terms is warranted.

The relation between the consumers' level of involvement with a product and the effectiveness of different strategies of communication in an advertisement, such as cognitive and affective, was presented by ELM. An advertisement using a cognitive strategy of communication is based on logic, presenting the rational arguments and relevant information regarding the attributes, features and benefits of the product, which requires cognitive processing by consumers. Based on ELM, that type of advertisement is shown to be more appealing for consumers displaying high level of product involvement. On the other hand, an advertisement using affective strategy of communication is based on the arousal of feelings and emotions related to the product. Based on ELM, that type of advertisement is shown to be more appealing for consumers displaying low level of product involvement.

Careful analysis of the literature indicates the need for more systematic investigation on the effectiveness of animated advertisements in terms of the consumers' intention to purchase a product. In doing this, literature highlights two main constructs as important aspects that should be taken into account in this exploration. These are the consumers'

level of involvement and the type of advertisement (cognitive or affective). This study is
going to respond to this need in the literature.

CHAPTER 3

METHODOLOGY

3.0 Overview

This chapter presents the methodology used in this research. In particular, the study is a comparison study as it aims to make comparisons across participants from two countries. The sample is described, along with the research processes that have been followed, focusing on the characteristics of the questionnaire, the way that the animated advertisements were categorized, the research objectives and hypothesis and the statistical tools. As previously mentioned, this research aims to investigate the effectiveness of animated ads in terms of consumers' intention to purchase, according to Jordanians and Malaysians consumers' views and attitudes towards advertisements with animated figures. Given the fact that this research takes into account the affective and cognitive components of advertisements, this categorization is presented, along with the level of consumers' involvement.

3.1 Primary data

The sample of this research consists of Malaysians (author's current country of residence) and Jordanians (author's home country). The sampling technique used in this study was non-probability, convenience, self-selected sampling. A convenience sample in this study is a self-selection of individuals willing to participate which is exemplified by the volunteers. The participants' eligible criteria were (a) participants with either Malaysian or Jordanian nationality, (b)students at the university (University of Sarawak in Malaysia

(author's current university) and Petra University in Jordan (author's home country university), and (c) 17 to 36 years old, since the majority of the students at the university are included in that age group. This survey was open to the public for anyone to participate in. It was simply publicized in traditional print way at each faculty in the selected universities in both countries and it was up to the individual to choose to participate.

The sample size depends on population size and the degree of heterogeneity within the population variables. To the extent that a sample fails to represent accurately the population under review, there is sampling error. For the purpose of this research, the author was addressed to as many individuals as possible. The study sample consists of 220 individuals (109 Jordanians and 111 Malaysians). Given the importance of a high response rate, which has to be as high as possible so as to ensure representativeness of the sample (Saunders et al., 2003), this research displays a quite high response rate up to 80% (275 questioners, 55 not completed, 220 completed). From the 55 excluded questionnaires, 73% of them were not complete, 13% of them were participants' responses over the age of 36, and the remaining 14% of them were participants' responses with other than Malaysian or Jordanian nationality.

This is considered an exploratory study which introduces the issues relevant to the topic and will need to be supplemented with ongoing research on the specific characteristics of the effectiveness of animated advertisements in terms of consumers' intention to buy. Furthermore, the generalize ability of the study results to the larger population of consumers is important to be considered. Due to anonymity of the respondents, one of the limitations of the research design is the possibility that the survey respondents did not represent the experience of all consumers. It is possible to

have bias, since it is a non-probability survey and it is likely that those who opt in are not representative of the general population. Furthermore, in non-probability surveys there is often no way to assess the potential magnitude of the bias, since there is generally no information on those who chose not to opt in.

3.2 Research process

3.2.1 Methodology

Aim of a descriptive research is 'to portray an accurate profile of persons, events or situations' (Robson, 2002). This research is a descriptive one, trying to clarify the relationships between intention to buy a product and watching animated commercials, taking into account the impact of involvement.

A quantitative research methodology was chosen for the research purposes of this thesis over the qualitative one, due to the fact that this method reflects social reality as the product of individual consciousness and cognitive process, and relies on the epistemological view that knowledge is subjective and personal. The statistical research was conducted based on a Likert - scale questionnaire which was developed for the purposes of this thesis and was uploaded to Google Forms.

3.2.2 Tasks of the research

To realize this project the author set in advance a number of research questions and tasks that helped analyzing the issues of this study, based on the literature review and on thesis research orientation. The research aims and objectives are as follows:

A.   What is the degree of the consumers' involvement with the products?

B.   What is the degree of the consumers' intention to buy the products before and after watching animated advertisements?

C.   Is there any significant difference in the consumers' intention to buy the products after watching the animated advertisements?

D.   What is the relationship between the consumers' involvement and their intention to buy the products?

E.   Are there any significant differences in the consumers' intention to buy the products based on the type of the animated advertisement (affective or cognitive)?

F.   Are there any significant differences on the results based on the nationality of the consumers?

3.2.3 Materials and procedures

Questionnaires tend to be used for descriptive or explanatory research. Descriptive research, using attitude and opinion questionnaires and questionnaires of organizational practices, enables the identification and description of the variability in different phenomena (Saunders et al. 2003). In this research, a structured closed questionnaire was used, containing 6 point Likert-scale rating statements and the respondents were asked to choose between specific options (1-Strongly disagree, 2-Disagree, 3-Somewhat disagree, 4-Somewhat agree, 5-Agree, 6-Strongly agree).

The questionnaire was constructed in English language, and was based on the literature review and similar past researches. Statements concerned the respondents' involvement with four different products, their intention to buy the products, their opinion about the products and their opinion about the animated advertisements. The advertisements were selected randomly. The types of the animated advertisements are:

- Stimuli I – Affective

Affective advertisement: The advertisementswhich require less elaboration and more affective resources.

Figure 1: Affective advertisement in frames

Figure 2: Affective advertisement in frames

- Stimuli II – Cognitive

Cognitive advertisement: The advertisements, which require more of cognition.

Figure 3: Cognitive advertisement in frames

Figure 4: Cognitive advertisement in frames

The hypotheses were formed according to the participants' level of involvement and the effect of the type of advertisement (either cognitive or affective) to their intention to buy the product, based on ELM. ELM is the model used as a theoretical framework in this study. This model argues that peripheral cues such as advertisements with affective content are more effective to low involvement consumers. However, issue-relevant argumentation such as advertisements with cognitive content is more effective to high involvement consumers. Based on the above, the corresponding discrete research hypotheses of the research are:

H1: Consumers' intention to buy will remain high either by watching cognitive or affective animated ad for the highly involved subjects.

H2: Consumers' intention to buy will be higher by watching affective than cognitive animated ad for the low involved subjects.

H3: Consumers' intention to buy will be higher by watching cognitive than affective animated ad for the moderate involved subjects.
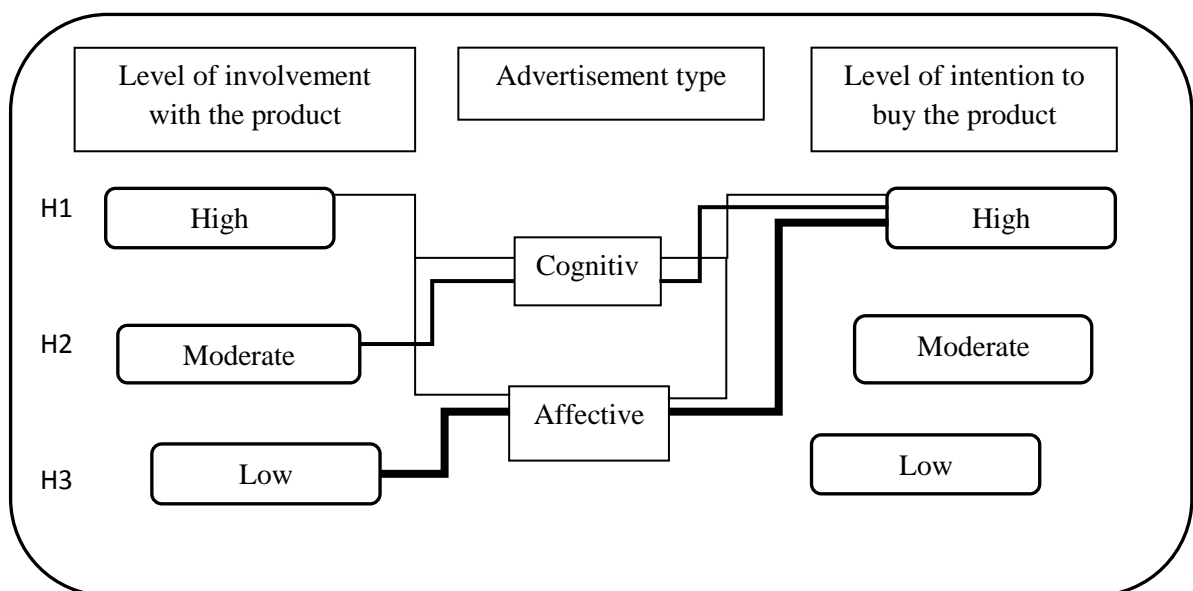
Figure 5: Hypotheses diagram

Before distributing the questionnaire, a pilot test was conducted, an essential task in order to prevent potential errors in data collecting (Mason, 2003).For most questionnaires the minimum data number for a pilot test is 10 responses (Fink, 2003). The thesis pilot test was conducted in 80individuals to ensure process validation. The sampling method chosen was simple random sampling and the data set and variables were created and processed with the statistical package SPSS 20.0.

The questionnaire was developed that intended to determine "effectiveness of animated advertisements". The questionnaire consisted of close-ended questions ("items"). A total of 80 participants completed the questionnaire. Each question was measured using a 6-point Likert item from "strongly disagree" to "strongly agree". In order to understand whether the questions in this questionnaire were internally consistent, a Cronbach's alpha was run. The questionnaire had a high level of internal consistency, as determined by a Cronbach's alpha of 0.872.In addition, the items of the questionnaire were assessed and the final version of it was designed. After the analysis of the pilot test study, one question was deemed significant to be added at the beginning of each section preceded each advertisement. The reason for this addition was to facilitate the hypotheses testing. There were no other problems regarding the rest of the questions included in the pilot test questionnaire. All of them remained in the final version since Cronbach's alpha level was high.

3.2.4 Statistical tools

As mentioned above, the research is quantitative with the use of primary data. The independent variables are "level of involvement" and "type of advertisement" while the dependent variable is "intention to buy the product". The statistical data analysis methods used was both descriptive and deductive, including:

i. Simple descriptive statistics tools as average and standard deviation

ii. Frequency tables

iii. The parametric paired samples t test in order to determine the presence or absence of statistically significant differences in mean scores of numerical scale variables

iv. Pearsons r parametric linear correlation coefficient in order to determine the relationship of two numerical scale variables

v. *Chi-square* test in order to determine the presence or absence of statistically significant dependence of categorical variables

vi. The significance level predetermined to conduct hypothesis testing was a = 0.05

The questionnaires not entirely completed were excluded from the analysis of the data. In this study 55 questionnaires in total were excluded.

3.2.5 Ethics

The main aspects followed during the research process are summarized as follows:

A. Confidentiality and anonymity

B. Honesty and trust

C. Access to research results

D. Informed consent

E. Protection of physical and mental integrity

The research process was based on this ethical values and principles by clarifying in advance through an introductory text the confidentiality of respondents' answers and their use for educational purposes only.

3.3 Summary

Animation is a powerful mechanism in advertising and marketing, while it is also a matter of academic research. The aim of this study is to investigate the animated ads' effectiveness by exploring the Jordanians and Malaysians consumers' intention to purchase the advertised products of four different ads that were categorized into two different types, affective and cognitive, according to their particular features. In addition, in order to achieve this research objective, the consumers' level of involvement was also considered based on the ELM, as it has been proven to be a significant variable of their behavioral intentions towards advertised products.

CHAPTER 4

RESULTS

4.0 Overview

This chapter presents the findings of this research, that is to say the effectiveness of animated advertisements in terms of consumers' intention to purchase the respective product, taking into account their level of involvement, as well a number of demographic variables. The next parts of this thesis present the demographic characteristics of the sample, the means of the responses to the questionnaire distributed to the individuals who participated in the research and the findings regarding the changes of their intention to purchase the product (dependent variable) as a result of the animated ad (independent variable), the relationship between the consumers' involvement (independent variable) and their intention to buy and the impact of the cognitive or affective type of the ad (independent variable) based on their level of involvement.

4.1 Pilot test results

In the pilot test we investigated the existence of influence of two main issues (a) the level of involvement on the underlying products, and (b) the type of advertisement to the consumers' intention to buy the product. A total of 80 participants completed the questionnaire. Each question was measured using a 6-point Likert item from "strongly disagree" to "strongly agree".

In order to clarify the existence of the level of involvement with the product and the consumer's intention to buy, a χ^2 test was employed. As is observed, there is a statistically

significant relationship between the examined characteristics (p=0.001). More specifically, 74.1% of the consumers that present high involvement with the product also show high intention to buy those products, while the individuals that present moderate and low level of involvement show higher levels of moderate intention to buy the products.

In addition, the influence of type of the advertisement of the products to the consumers' intention to buy was examined by employing a χ^2 test. It was found that the type of advertisement does not influences the degree of the intention of the individuals to buy the products (p=0.713), as the cognitive advertisements lead to high intention to buy the products for the 63.3% and the affective for the 58.3%, while to quite close are also the corresponding percentages of the individuals that show moderate intention to buy the products as are equal to 34.2% and 38.3% respectively.

In order to understand whether the questions in this questionnaire had internal consistency, a Cronbach's alpha was run. The questionnaire had a high level of internal consistency, as determined by a Cronbach's alpha of 0.872. After the analysis of the pilot test study, one new question was deemed significant to be added at the beginning of each section preceded each advertisement. The reason for this addition was to facilitate the hypotheses testing and more specifically to determine the consumers' intention to buy the product before and after watching the advertisement. The rest of the questions included in the pilot test questionnaire remained also in the last version were since no other problems were found. All of them remained in the final version since Cronbach's alpha level was high.

4.2 Data cleaning of the included responses

The study sample consists of 220 individuals (109 Jordanians and 111 Malaysians). Given the importance of a high response rate, which has to be as high as possible so as to ensure representativeness of the sample (Saunders et al., 2003), this research displays a quite high response rate up to 80% (275 questionnaires, 55 not completed, 220 completed). More specifically, from the 275 questionnaires received the 20% of them were excluded (N=55). From the 55 excluded questionnaires, 73% of them (N=40) were not complete (many questions remained unanswered), 13% of them (N=7) were responses from participants over the age of 36, and the remaining 14% of them (N=8) were responses from participants that their nationality was other than Malaysian or Jordanian. Overall, the questions included in the analysis of the data of this study were 220 in total.

4.3 Application and evaluation

Table 1 presents the demographic characteristics of the total sample and by nationality. It is initially observed that 61.4% of the individuals are men and 38.6% are women. The mean age of the respondents is approximately 26.2 ± 9.9 years, while the 15.5% of them are married and the 84.5% single. Finally, the 34.5% of the participants are employed and the 65.5% unemployed.

Continuing on the descriptive analysis of the research and in particular regarding the concept of involvement of the consumers with the 4 products, it is initially observed that all subjects display quite high levels of likeability, while the frequency of purchases is moderate. The Jordanians display higher involvement levels, as their average scores are higher compared to Malaysian specifically in determining sample from population, and

they have also higher intention to buy the product before watching the advertisement. Additionally, the intention to buy the product after watching the advertisement is equally high for Jordanians and Malaysians, while the intention to buy the product for the total sample is considerably higher after watching the advertisement.

As regards the rest of the questions answered by the research subjects, it is documented that all respondents are overall very satisfied with the use of the products. It is also shown that watching the animated advertisement leads to higher desire for buying the products and causes positive feelings and emotions. The degree that the animation in the ads makes consumers more interested in buying the product is also high, while the same findings also stand for the relationship between watching the ads and buying the product afterwards.

Table 1: Demographics

		Jordanians		Malaysians		Total sample	
		M	**SD**	**M**	**SD**	**M**	**SD**
Age		29.2	12.8	23.3	4.4	26.2	9.9
		N	**%**	**N**	**%**	**N**	**%**
Gender	Male	79	72.5%	56	50.5%	135	61.4%
	Female	30	27.5%	55	49.5%	85	38.6%
Marital status	Married	28	25.7%	6	5.4%	34	15.5%
	Single	81	74.3%	105	94.6%	186	84.5%
Working	Yes	60	55.0%	16	14.4%	76	34.5%
	No	49	45.0%	95	85.6%	144	65.5%

Table 2: Means and standard deviations of the responses

	Jordanian		Malaysian		Total sample	
	M	**SD**	**M**	**SD**	**M**	**SD**
Do you like the product?	4.51	1.45	4.26	1.37	4.39	1.42
Are you going to buy the product?	4.27	1.55	3.44	1.40	3.85	1.53
How frequently do buy the product?	3.70	1.75	2.99	1.46	3.34	1.65
Would you like to experience the product?	4.82	1.20	4.92	0.99	4.87	1.10
This ad makes me more likely to purchase this product	4.56	1.36	4.67	1.10	4.61	1.23
This ad reinforces positive feelings about this product	4.75	1.24	4.80	1.08	4.77	1.16
Does the animation in this ad make you interested in buying the product?	4.58	1.41	4.61	1.16	4.59	1.29
I will buy this product more often after watching this ad	4.35	1.54	4.27	1.21	4.31	1.38
This ad brings up emotions	4.50	1.39	4.63	1.11	4.57	1.26
Would you suggest this add to someone else?	4.47	1.45	4.64	1.21	4.56	1.33
Did you have a positive reaction to the ad?	4.67	1.31	4.79	1.05	4.73	1.19
Are you going to buy the product?	4.65	1.32	4.58	1.12	4.61	1.22
Did the ad give relevant information about the product?	4.52	1.37	4.50	1.26	4.51	1.31

In order to examine the changes of intention to purchase the product (dependent variable) as a result of the animated ad (independent variable), statistical tests were employed for investigating the existence of statistically significant differences on this variable before and after watching the advertisement. By performing the corresponding paired samples t test (Table 3), it is found that both for the total sample and for the subsamples of Jordanians and Malaysians there are statistically significant differences of the mean scores ($p<0.001$ in

all cases). Thus, watching the animated ads increases the consumers' intention to buy the products.

Similar findings are displayed by performing the same independent samples t test based on the type of advertisement (as the independent variable), i.e. if it is cognitive or affective. Therefore, watching the advertisement positively affects the intention of respondents to buy the product for both ads' types.

Table 3: Paired samples t tests on the mean scores of intention to buy

	|MDifference|	SD	p
Jordanian	0.37	1.53	0.000
Malaysian	1.13	1.46	0.000
Total	0.76	1.54	0.000

Table 4: Means and standard deviations of intention to buy by advertisement type

	Jordanian				Malaysian				Total sample			
	Advertisement type				Advertisement type				Advertisement type			
Intention to buy the product	Cognitive		Affective		Cognitive		Cognitive		Cognitive		Cognitive	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Before watching the advertisement	4.33	1.51	4.22	1.58	3.22	1.32	3.66	1.44	3.77	1.52	3.93	1.54
After watching the advertisement	4.65	1.24	4.65	1.39	4.67	1.01	4.49	1.21	4.66	1.13	4.57	1.30

Table 5: Paired samples t tests on the mean scores of intention to buy by advertisement type

	Cognitive			Affective		
	|M Difference|	SD	p	|M Difference|	SD	p
Jordanian	0.32	1.71	0.006	0.44	1.34	0.000
Malaysian	1.45	1.43	0.000	0.83	1.43	0.000
Total	0.89	1.67	0.000	0.63	1.40	0.000

By applying Pearson (Table 5) correlation tests between the involvement of the consumers with the product (independent variable) and their intention to buy the product (dependent variable) before and after watching the advertisement, it is observed that the corresponding r coefficients are positive and statistically significant both for the total sample and the two sub-samples of Jordanians and Malaysians. Therefore, it appears that as the involvement of the respondents with the product increases their intention to buy the product also increases and vice versa. The correlation coefficient of the respondents' intention to buy the product before and after watching the animated ads is remarkably positive and statistically significant, confirming the positive effect of animated advertising on the intention to purchase.

In addition, findings presented in Table 6, document that the positive relationship between the level of involvement with the product (independent variable) and the respondents' intention to buy the product (dependent variable) before and after watching the advertisement hold sboth for cognitive and affective types of advertisement (independent

variable), implying the dynamics of animated advertisement regardless the type used to promote the products.

By categorizing the respondents in relation to their involvement with the product but also in relation to their intention to buy the product before and after watching the advertisement (Table 7), it is observed that 16.2% of the individuals of the sample present low involvement with the product, the 33.9% of them moderate involvement and the 49.9% high involvement. Meanwhile, the 35.8% of respondents show low intention to buy the product before watching the advertisement, 36.6% moderate and 27.6% high, with the corresponding percentages after watching the advertisement being equal to 7.6%, 30.7% and 61.7%.

Table 6: Pearson correlation tests of involvement with the product and intention to buy

			Level of involvement	Intention to buy before watching the advertisement	Intention to buy after watching the advertisement
Jordanian	Level of involvement	**r**	1	0.859	0.434
		p		0.000	0.000
	Intention to buy before watching the advertisement	**r**		1	0.432
		p			0.000
	Intention to buy after watching the advertisement	**r**			1
		p			
Malaysian	Level of involvement	**r**	1	0.820	0.358
		p		0.000	0.000
	Intention to buy before watching the advertisement	**r**			0.342
		p			0.000
	Intention to buy after watching the advertisement	**r**			1
		p			
Total sample	Level of involvement	**r**	1	0.845	0.400
		p		0.000	0.000
	Intention to buy before watching the advertisement	**r**		1	0.386
		p			0.000
	Intention to buy after watching the advertisement	**r**			1
		p			

Table 7: Pearson correlation tests of involvement with the product and intention to buy by advertisement type

Advertisement type			Level of involvement	Intention to buy before watching the advertisement	Intention to buy after watching the advertisement
Cognitive	Level of involvement	**r**	1	0.816	0.255
		p		0.000	0.000
	Intention to buy before watching the advertisement	**r**		1	0.229
		p			0.000
	Intention to buy after watching the advertisement	**r**			1
		p			
Affective	Level of involvement	**r**	1	0.877	0.550
		p		0.000	0.000
	Intention to buy before watching the advertisement	**r**		1	0.526
		p			0.000
	Intention to buy after watching the advertisement	**r**			1
		p			

Table 8: Level of involvement and intention to buy before and after watching the advertisement

		N	%
Level of involvement	Low involvement	143	16.2%
	Moderate involvement	298	33.9%
	High involvement	439	49.9%
Intention to buy (before)	Low intention	315	35.8%
	Moderate intention	322	36.6%
	High intention	243	27.6%
Intention to buy (after)	Low intention	67	7.6%
	Moderate intention	270	30.7%
	High intention	543	61.7%

Looking into the double entry tables of the level of involvement of the respondents with the products and their intention to buy the products before and after watching the advertisement, it is observed that the 98.6% of the consumers who exhibit low involvement levels also display low intention to buy the product before watching the advertisement. The percentage of the respondents of low involvement that present low intention to buy becomes significantly lower after watching the advertisement, as it equals to 23.8%. In addition, the 35.0% of the respondents with low involvement present moderate and the 41.3% high intention to buy the products.

Moreover, the 54.7% of the consumers with moderate involvement present low and the 43.3% moderate intention to buy the product before watching the advertisement. After watching the advertisement, the percentage of the respondents of moderate involvement

that present low intention to buy the product reduces significantly and equals to 7.0%, with the 46.3% of the sample presenting high intention to buy the product.

On the other hand, the percentage of the high-involved consumers who also show high intention to purchase equals to 54.0% before watching the advertisement, but increases up to 78.8% after watching the advertisement. On the contrary, the percentage of the high-involved individuals who also show moderate intention to buy the product reduces significantly after watching the advertisement from 43.5% to 18.5%.

In both cases, a chi-square test is performed (Table 8) in order to clarify if there is statistically significant dependence between the level of consumers' involvement (independent variable) and their intention to buy (dependent variable). The resulting p-value is lower that the significance level of 0.05 and, therefore, there is statistically significant dependence of the consumers' intention to buy and their level of involvement. Additionally, findings for the total sample are similar for both sub-groups of Jordanians and Malaysians, as presented in Table 9.

Furthermore, the corresponding chi-square test (Table 10) show that there is a statistically significant dependence between the level of involvement and consumers' intention to buy the product before and after watching the advertisement for both cognitive and affective types of advertising, which have a significant and positive impact on the respondents' intention to purchase.

Table 9: Chi-square test of the dependence of the level of involvement and intention to buy for total sample

		Level of involvement						
		Low involvement		Moderate involvement		High involvement		p
		N	%	N	%	N	%	
Intention to buy (before)	Low intention	141	98.6%	163	54.7%	11	2.5%	
	Moderate intention	2	1.4%	129	43.3%	191	43.5%	0.000
	High intention	0	0.0%	6	2.0%	237	54.0%	
Intention to buy (after)	Low intention	34	23.8%	21	7.0%	12	2.7%	
	Moderate intention	50	35.0%	139	46.6%	81	18.5%	0.000
	High intention	59	41.3%	138	46.3%	346	78.8%	

Table 10: Chi-square test of the dependence of the level of involvement and intention to buy for sub-groups

		Nationality													
		Jordanian							Malaysian						
		Level of involvement							Level of involvement						
		Low involvement		Moderate involvement		High involvement			Low involvement		Moderate involvement		High involvement		
		N	%	N	%	N	%	p	N	%	N	%	N	%	p
Intention to buy (before)	Low intention	71	100.0%	56	55.4%	8	3.0%		70	97.2%	107	54.3%	3	1.7%	
	Moderate intention	0	0.0%	40	39.6%	90	34.1%	0.000	2	2.8%	89	45.2%	101	57.7%	0.000
	High intention	0	0.0%	5	5.0%	166	62.9%		0	0.0%	1	0.5%	71	40.6%	
Intention to buy (after)	Low intention	23	32.4%	12	11.9%	9	3.4%		11	15.3%	9	4.6%	3	1.7%	
	Moderate intention	18	25.4%	42	41.6%	42	15.9%	0.000	32	44.4%	97	49.2%	39	22.3%	0.000
	High intention	30	42.3%	47	46.5%	213	80.7%		29	40.3%	91	46.2%	133	76.0%	

Table 11: Chi-square test of the dependence of the level of involvement and intention to buy by type of advertisement

		Advertisement type												
		Cognitive						Affective						
		Level of involvement						Level of involvement						
		Low involvement		Moderate involvement		High involvement			Low involvement		Moderate involvement		High involvement		
		N	%	N	%	N	%	p	N	%	N	%	N	%	p
Intention to buy (before)	Low intention	80	100.0%	103	60.9%	8	4.2%		61	96.8%	60	46.5%	3	1.2%	
	Moderate intention	0	0.0%	61	36.1%	75	39.3%	0.000	2	3.2%	68	52.7%	116	46.8%	0.000
	High intention	0	0.0%	5	3.0%	108	56.5%		0	0.0%	1	0.8%	129	52.0%	
Intention to buy (after)	Low intention	13	16.2%	8	4.7%	7	3.7%		21	33.3%	13	10.1%	5	2.0%	
	Moderate intention	30	37.5%	68	40.2%	39	20.4%	0.000	20	31.7%	71	55.0%	42	16.9%	0.000
	High intention	37	46.2%	93	55.0%	145	75.9%		22	34.9%	45	34.9%	201	81.0%	

Lastly, by comparing the percentages of the level of the consumers' intention to buy (dependent variable) after watching the same cognitive or affective advertisement based on their level of involvement(independent variable) (Table 11), it is demonstrated that low-involved consumers who watched a cognitive advertisement show higher intention to buy

the products than the respondents that watched an affective advertisement, but these differences in the corresponding percentages are insignificant based on the results of the chi-square test (p=0.056). Moreover, it is observed that for the individuals of moderate involvement, intention to buy is higher for cognitive ads in comparison to affective ones (p=0.002). Finally, consumers' intention to buy remains high either by watching cognitive or affective animated advertisement for the highly-involved subjects, as the differences of the corresponding chi-square test are insignificant (p=0.342). The results are also similar by performing the corresponding tests for the two sub-groups of Jordanians and Malaysians (Tables 12,13).

Table 12: Chi-square test of the dependence of the level of involvement and type of advertisement by level of involvement

Level of involvement				Advertisement type		p
				Cognitive	Affective	
Low involvement	Intention to buy	Low intention	N	13	21	0.056
			%	16.2%	33.3%	
		Moderate intention	N	30	20	
			%	37.5%	31.7%	
		High intention	N	37	22	
			%	46.2%	34.9%	
Moderate involvement	Intention to buy	Low intention	N	8	13	0.002
			%	4.7%	10.1%	
		Moderate intention	N	68	71	
			%	40.2%	55.0%	
		High intention	N	93	45	
			%	55.0%	34.9%	
High involvement	Intention to buy	Low intention	N	7	5	0.342
			%	3.7%	2.0%	
		Moderate intention	N	39	42	
			%	20.4%	16.9%	
		High intention	N	145	201	
			%	75.9%	81.0%	

Table 13: Chi-square test of the dependence of the level of involvement and type of advertisement by level of involvement for Jordanians

Level of involvement				Advertisement type		p
				Cognitive	Affective	
Low involvement	Intention to buy	Low intention	N	8	15	0.269
			%	26.7%	36.6%	
		Moderate intention	N	6	12	
			%	20.0%	29.3%	
		High intention	N	16	14	
			%	53.3%	34.1%	
Moderate involvement	Intention to buy	Low intention	N	7	5	0.029
			%	10.6%	14.3%	
		Moderate intention	N	22	20	
			%	33.3%	57.1%	
		High intention	N	37	10	
			%	56.1%	28.6%	
High involvement	Intention to buy	Low intention	N	5	4	0.051
			%	4.1%	2.8%	
		Moderate intention	N	28	14	
			%	23.0%	9.9%	
		High intention	N	89	124	
			%	73.0%	87.3%	

Table 14: Chi-square test of the dependence of the level of involvement and type of advertisement by level of involvement for Malaysians

Level of involvement				Advertisement type		p
				Cognitive	Affective	
Low involvement	Intention to buy	Low intention	N	5	6	0.168
			%	10,0%	27,3%	
		Moderate intention	N	24	8	
			%	48,0%	36,4%	
		High intention	N	21	8	
			%	42,0%	36,4%	
Moderate involvement	Intention to buy	Low intention	N	1	8	0.006
			%	1,0%	8,5%	
		Moderate intention	N	46	51	
			%	44,7%	54,3%	
		High intention	N	56	35	
			%	54,4%	37,2%	
High involvement	Intention to buy	Low intention	N	2	1	0.184
			%	2,9%	0,9%	
		Moderate intention	N	11	28	
			%	15,9%	26,4%	
		High intention	N	56	77	
			%	81,2%	72,6%	

4.4 Summary

In this research it was found that the majority of the individuals participated in the study display a high level of involvement, while their intention to buy the product is higher after watching the animated ad. It was also documented that watching the animated ad positively affects the consumers' intentions to buy the product both for the affective and cognitive ads, as well as that as the level of involvement increases so does the intention to purchase and vice versa. Furthermore, a positive relationship was demonstrated between the level of involvement with the product and the consumers' intention to buy is before and after watching the animated ad, both for cognitive and affective types. Lastly, it was found that for the individuals of moderate involvement, intention to buy is higher for cognitive ads in comparison to affective ones, as well as that consumers' intention to buy remains high either by watching cognitive or affective animated advertisement for the highly-involved individuals.

CHAPTER 5

DISCUSSION

5.0 Overview

This chapter discusses the issues emerging from the analysis of the data of this research study. The next parts of this chapter present the limitations of this study, the implications of the research findings and the contribution of the findings to the field of animation in the advertising market. In this study, although the animated advertisements' effectiveness is demonstrated to be correlated with the consumers' involvement with the product, the present findings should be considered with caution, given the research limitations. The research findings take the knowledge regarding the effectiveness of animated advertisements a step forward.

5.1 Limitations

This research is characterized by a number of limitations and, thus, present findings should not be generalized without caution. Firstly, individuals who participated in the research came exclusively from Jordan and Malaysia and, consequently, a general conclusion for consumers' responses to animated advertising could not be derived. Secondly, the primary data used for the research purposes were self-reported, including various sources of bias. Thirdly, only four different products were included in the study with four respective advertisements, meaning that consumers' behavioral intentions are only limited to these products, which are further well-recognized in the market and, possibly, linked to some level of prior involvement. In this frame, it could be suggested that the consumers' views

towards these products may be subject to prior experiences and formed attitudes. Fourthly, it should be noted that all ads contain both cognitive and affective components and, as a consequence, the categorization performed in this research was made only for the respective purposes, focusing mainly on the most important ad aspects. Fifthly, the results of the studies that were reviewed for consumers' attitudes towards animated advertising differed significantly in terms of experimental research conditions, research designs and samples used, and so present findings could not be adequately benchmarked with previous ones. Lastly, this research covered only consumers' intention to buy a product as a result of the animated ad, taking into account the level of involvement, although there are numerous other figures that can be used in order to evaluate animated ads' effectiveness, such as brand loyalty.

5.2 Implications of the research

This study provides several suggestions for advertisers, graphic designers, marketing practitioners and businesses on how to improve animated advertising effectiveness. In particular, advertisers have to decide the specific affective and cognitive components of an animated ad in order to best reach their target audiences and then consider the placement strategy, taking also into account the particular features of the brand and the product advertised in terms of consumers' previous involvement. When advertisers assess creative designs of ads, they should also consider how salient these ads should like in order to attract and retain attention, while improving memorization. The dilemma lies in the specific type of the ad and the informative or emotional features that displays, given the consumers' level of involvement, as this research highlighted that low-involvement consumers who watch cognitive ads display higher levels of intention to buy. As for

marketing practitioners, this study provides some useful insight about the marketing strategy that should be applied in order to reach young audience, as it was demonstrated that animation plays a significant role in forming consumers' behavioral intentions. Lastly, businesses should also take into considerations these findings, focusing on the development of effective marketing strategies that put emphasis on consumers' attitudes towards the brand and enhancement of brand and product loyalty.

5.3 Contribution of the research

This research ads further knowledge as regards the animated ads' effectiveness, as it was demonstrated that watching animated figures in advertising has a positive effect on forming favorable behavioral intentions towards the advertised products, particularly concerning the intention to purchase. In addition, this study provides useful information for advertisers and marketing practitioners regarding the positive impact of animation in advertising and the specific effect of animated figures in ads with respect to the particular type of the ad. This study build a useful research framework for addressing issues of ads' effectiveness by taking into account the role of consumers' involvement with the product, categorizing both the types of the ads and the level of involvement, in order to form practical and coherent marketing strategies that best reach the audience according to their involvement degree and familiarity with the product.

5.4 Summary of research

All in all, this study argues that animation in advertising can significantly influence consumers' attitudes toward the brand, as well as purchase intention, partly due to higher attention-grabbing impact. Thus, practitioners in the advertising market should focus on understanding the attitudinal effect of animation in terms of consumers' cognitive, affective and behavioral responses, which are highly correlated to ads' effectiveness. Of course, present findings should be considered with caution, given the research limitations, mainly referring to the limited sample and the fact that no experimental procedure took place in order to verify the quantitative results.

CHAPTER 6

CONCLUSIONS

6.0 Overview

Animation is a dynamic visual statement and is frequently used for advertising purposes, expanding the ads' content and causing affective stimuli to consumers. Animated figures and spoke-characters are considered as an effective tool in contemporary advertising, motivating consumers' actions, behaviors and feelings, while drawing enhanced levels of attention, recall and memorization. Indeed, previous research has documented that animation may increase ads' 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. Accordingly, aim of this thesis was to investigate animation influences on ads' effectiveness, by examining consumers' responses to animated ads as regards intention to buy, taking also into account the role of involvement.

6.1 Finding model

According to the research results, it was firstly documented that watching animated ads is positively correlated with the intention to purchase, as it was demonstrated that individuals who watched the animated commercials exhibited greater intention to buy the corresponding products than before. These findings are comparable with those of Heiser et al., (2008), who found that animated figures have a positive impact on attitudes toward the brand and on the purchase intention of the advertised product, although other studies have

not concluded similar results (Neely & Schumann, 2004; Huang et al., 2011). In addition, it was found that intention to purchase the advertised product increases both for affective and cognitive ads.

Furthermore, this study reveals that involvement is positively correlated with intention to buy both before and after watching the animated ad. Indeed, given that involvement is the process by which consumers' motivation moderates the relationship between attitude formation and exposure to ads (Krugman, 1965), it has been assumed that highly-product-involved consumers can better recall the ad and form more positive attitudes toward the brand, including purchase intentions (Yi, 2011). Present findings support this assumption, as it was found that the higher the intention to buy before watching the ad the higher the intention to buy after watching it, implying that higher involvement levels with the product may lead to higher levels of recalling the ad and forming positive attitudes toward the brand.

As regards the hypotheses' testing, it was demonstrated that H1 (Consumers' intention to buy will remain high either by watching cognitive or affective animated ad for the highly involved subjects) and H3 (Consumers' intention to buy will be higher by watching cognitive than affective animated ad for the moderate involved subjects) were acceptable, while H2 was rejected (Consumers' intention to buy will be higher by watching affective than cognitive animated ad for the low involved subjects). Regarding the mediating role of involvement in the cognitive and affective processing of the animated ads in relationship with intention to purchase, the hypothesis that consumers' intention to buy will be higher by watching affective than cognitive ads for the low-involved subjects was not confirmed. In particular, it was demonstrated that in the low-involvement group, those who watch

cognitive ads display higher levels of intention to buy compared to those who watch affective ads, although the respective differences did not exhibit statistical significance. On the other hand, it was found that 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 ads, i.e. cognitive and affective.

This study revealed that animation plays a significant role in advertising, both for affective and cognitive ads, given the important influence of involvement. To that end, creative directors in Malaysia and Jordan, as well as advertising companies, could take these findings into consideration, while designing animated characters and incorporating them into the ads. In particular, to advertisers, this study suggests that animation can positively influence viewers' attention and increase consumers' intention to purchase the animated brand. Of course, the effectiveness of animated ads depends on the specific characteristics of the ad and the formation of the respective perceptions by viewers, focusing especially on the cognitive or affective features. Our results may also help ad designers to structure the animated ad, taking into account that more realistic characters may have a greater influence. Lastly, it should be noted that the extent to which animation affect ads' effectiveness is rather difficult to determine due to other factors' intervention, as well as that creative directors in the countries examined in this research should not just imitate the international animated ads movement, as cultural differences and language play a significant role and do not allow for the generalization of the findings.

This study suggests that animation stimuli in advertising plays an important role in high-involvement individuals, as it has been previously confirmed by Jin (2011), although no

significant differences were found for low- and moderate-involved subjects, implying that using animation in ads influences consumers' cognitive and affective processing in different ways. To that end, other variables that may affect this relationship should be taken into account, such as the individual personality type (Ruiz & Sicilia, 2004), or the hedonic/utilitarian nature of the product (Lai et al., 2007).

6.2 Recommendations for future research

The limitations of this study suggest opportunities for future research. Firstly, future studies on this topic should use bigger samples of individuals of different nationality, in order to test for the impact of animation in ads' advertising, while using a greater number of advertisements, further distinguishing their cognitive and affective components. In addition, future research should examine the impact of animated figures on consumers' intention to buy while taking into account their effects on the memorization process and attention. Furthermore, future studies should focus on the animated ads' effectiveness considering other aspects of consumers' behavioral intentions, including brand loyalty, positive word-of-mouth and intention to search for a competitive product.

6.3 Summary

All in all, this study argues that animation in advertising affects the consumers' intention to purchase the product. Consumers' involvement with the product and the type of the advertisement (cognitive or affective) were two main constructs taken into consideration while evaluating their intention to purchase. The research revealed significant findings including that (a) animated ads are positively correlated with the intention to purchase, (b) consumers' involvement with the product is positively correlated with intention to buy

both before and after watching the animated ad, and(c) animation figures plays a significant role in advertising, both for affective and cognitive ads, given the important influence of involvement with the product.

Suggestions for future studies on this topic include amongst others the use bigger samples of individuals of different nationality, in order to test for the impact of animation in ads' advertising and a greater number of advertisements, further distinguishing their cognitive and affective components. This exploratory study demonstrates significant results and provides the groundwork for the subsequent research on the exact or similar topic.

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APENDIX 1: Research Online Survey

Title of the Research: The Consumers' Conditional Likelihood to Purchase According to the Level of Motivation towards Animated Advertisement Content

* Required

Section 1

Do you like Oreo? *

- o Strongly agree
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Are you going to buy OREO? *

- o Strongly agree
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

How frequently do buy Oreo? *

- o Daily

- o Few times per week

- o Few times per month

- o Few times per semester

- o few times per year

- o Never

Oreo Advertisement Video

Would you like to experience the product? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad makes me more likely to purchase this product *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

I like watch animated ad more than non-animated ads *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad reinforces positive feelings about this product *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Does the animation in this ad make you interested in buying the product? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

o   Strongly disagree

Would you like to see similar ads like this in the future? *

    o   Strongly agree

    o   Agree

    o   Somewhat agree

    o   Somewhat disagree

    o   Disagree

    o   Strongly disagree

I will buy this product more often after watching this ad *

    o   Strongly agree

    o   Agree

    o   Somewhat agree

    o   Somewhat disagree

    o   Disagree

    o   Strongly disagree

This ad brings up emotions *

    o   Strongly agree

    o   Agree

    o   Somewhat agree

    o   Somewhat disagree

    o   Disagree

o Strongly disagree

Would you suggest this add to someone else? *

- o Strongly agree
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Did you have a positive reaction to the ad? *

- o Strongly agree
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Are you going to buy the product? *

- o Strongly agree
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree

o   Strongly disagree

Did the ad give relevant information about the product? *

o   Strongly agree

o   Agree

o   Somewhat agree

o   Somewhat disagree

o   Disagree

o   Strongly disagree

This ad makes me more likely to purchase the product because of: *

o   The animated Character

o   The information about the product

o   The emotion that are brought up

o   The product itself

Section 2

Do you like COCA COLA? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Are you going to buy COCA COLA? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

How frequently do buy COCA COLA? *

- o Daily

- o Few times per week

- o Few times per month

- o Few times per semester

- few times per year

- Never

COCA COLA Advertisement Video

Would you like to experience the product? *

- Strongly agree

- Agree

- Somewhat agree

- Somewhat disagree

- Disagree

- Strongly disagree

Was the ad fun to watch? *

- Strongly agree

- Agree

- Somewhat agree

- Somewhat disagree

- Disagree

- Strongly disagree

This ad makes me more likely to purchase this product *

- Strongly agree

- Agree

- Somewhat agree

- Somewhat disagree

o Disagree

o Strongly disagree

The animated ad is more interesting to watch *

o Strongly agree

o Agree

o Somewhat agree

o Somewhat disagree

o Disagree

o Strongly disagree

This ad reinforces positive feelings about this product *

o Strongly agree

o Agree

o Somewhat agree

o Somewhat disagree

o Disagree

o Strongly disagree

Does the animation in this ad makes you interested in buying the product? *

o Strongly agree

o Agree

o Somewhat agree

o Somewhat disagree

o Disagree

o Strongly disagree

This ad brings up emotions *

o Strongly agree

o Agree

o Somewhat agree

o Somewhat disagree

o Disagree

o Strongly disagree

Would you suggest this add to someone else? *

o Strongly agree

o Agree

o Somewhat agree

o Somewhat disagree

o Disagree

o Strongly disagree

Did you have a positive reaction to the ad? *

o Strongly agree

o Agree

o Somewhat agree

o Somewhat disagree

o   Disagree

o   Strongly disagree

Are you going to buy the product? *

o   Strongly agree

o   Agree

o   Somewhat agree

o   Somewhat disagree

o   Disagree

o   Strongly disagree

The animated ads are really boring *

o   Strongly agree

o   Agree

o   Somewhat agree

o   Somewhat disagree

o   Disagree

o   Strongly disagree

Did the ad give relevant information about the product? *

o   Strongly agree

o   Agree

o   Somewhat agree

o   Somewhat disagree

o   Disagree

o   Strongly disagree

This ad makes me more likely to purchase the product because of: *

o   The animated Character

o   The information about the product

o   The emotion that are brought up

o   The product itself

I will buy this product more often after watching this ad *

o   Strongly agree

o   Agree

o   Somewhat agree

o   Somewhat disagree

o   Disagree

o   Strongly disagree

Section 3

Do you like Michelin ? *

- o   Strongly agree

- o   Agree

- o   Somewhat agree

- o   Somewhat disagree

- o   Disagree

- o   Strongly disagree

Are you going to buy Michelin? *

- o   Strongly agree

- o   Agree

- o   Somewhat agree

- o   Somewhat disagree

- o   Disagree

- o   Strongly disagree

How frequently do buy Michelin? *

- o   Twice per year

- o   Once per year

- o   Once every two years

- o   Once every three years

- o   Once every four years

o   Never

<u>Michelin Advertisement Video</u>

Would you like to experience the product? *

- o   Strongly agree

- o   Agree

- o   Somewhat agree

- o   Somewhat disagree

- o   Disagree

- o   Strongly disagree

This ad makes me more likely to purchase this product *

- o   Strongly agree

- o   Agree

- o   Somewhat agree

- o   Somewhat disagree

- o   Disagree

- o   Strongly disagree

This ad reinforces positive feelings about this product *

- o   Strongly agree

- o   Agree

- o   Somewhat agree

- o   Somewhat disagree

- o   Disagree

o Strongly disagree

I will buy this product more often after watching this ad *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Does the animation in this ad makes you interested in buying the product? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad brings up emotions *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Would you suggest this add to someone else? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Did you have a positive reaction to the ad? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Are you going to buy the product? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

o Strongly disagree

Did the ad give relevant information about the product? *

o Strongly agree

o Agree

o Somewhat agree

o Somewhat disagree

o Disagree

o Strongly disagree

This ad makes me more likely to purchase the product because of : *

o The animated Characters

o The information about the product

o The emotion that are brought up

o The product itself

Section 4

Do you like Lifebuoy? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Are you going to buy Lifebuoy? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

How frequently do buy Lifebuoy? *

- o Daily

- o Few times per week

- o Few times per month

- o Few times per semester

- o few times per year

o Never

Lifebuoy Advertisement Video

Would you like to experience the product? *

o Strongly agree

o Agree

o Somewhat agree

o Somewhat disagree

o Disagree

o Strongly disagree

This ad makes me more likely to purchase this product *

o Strongly agree

o Agree

o Somewhat agree

o Somewhat disagree

o Disagree

o Strongly disagree

The animated ad really holds my attention *

o Strongly agree

o Agree

o Somewhat agree

o Somewhat disagree

o Disagree

o Strongly disagree

This ad reinforces positive feelings about this product *

o Strongly agree

o Agree

o Somewhat agree

o Somewhat disagree

o Disagree

o Strongly disagree

Does the animation in this ad make you interested in buying the product? *

o Strongly agree

o Agree

o Somewhat agree

o Somewhat disagree

o Disagree

o Strongly disagree

This ad brings up emotions *

o Strongly agree

o Agree

o Somewhat agree

o Somewhat disagree

o Disagree

o Strongly disagree

Would you suggest this add to someone else? *

- o Strongly agree
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Did you have a positive reaction to the ad? *

- o Strongly agree
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

I will buy this product more often after watching this ad *

- o Strongly agree
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Did the ad give relevant information about the product? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad makes me more likely to purchase the product because of: *

- o The animated character

- o The information about the product

- o The emotion that are brought up

- o The product itself

Are you going to buy the product? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Demographic Characteristics

Age *

Gender *

- o   Male

- o   Female

Education / field area

Your answer

Working *

- o   Yes

- o   No

Marital status *

- o   Married

- o   Single

Nationality *

Your answer

Race *

Your answer

THANK YOU

End of the survey

APENDIX 2: Sample of Answers

Section 1

Do you like Oreo? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Are you going to buy OREO? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

How frequently do buy Oreo? *

- o <u>Daily</u>
- o Few times per week
- o Few times per month
- o Few times per semester
- o few times per year
- o Never

Oreo Advertisement Video

Would you like to experience the product? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad makes me more likely to purchase this product *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

I like watch animated ad more than non-animated ads *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad reinforces positive feelings about this product *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Does the animation in this ad make you interested in buying the product? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Would you like to see similar ads like this in the future? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

I will buy this product more often after watching this ad *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

This ad brings up emotions *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Would you suggest this add to someone else? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Did you have a positive reaction to the ad? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Are you going to buy the product? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Did the ad give relevant information about the product? *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad makes me more likely to purchase the product because of: *

- o <u>The animated Character</u>

- o The information about the product

- o The emotion that are brought up

- o The product itself

Section 2

Do you like COCA COLA? *

- o Strongly agree
- o <u>Agree</u>
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Are you going to buy COCA COLA? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

How frequently do buy COCA COLA? *

- o Daily
- o <u>Few times per week</u>
- o Few times per month
- o Few times per semester
- o few times per year
- o Never

COCA COLA Advertisement Video

Would you like to experience the product? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Was the ad fun to watch? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad makes me more likely to purchase this product *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

The animated ad is more interesting to watch *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad reinforces positive feelings about this product *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Does the animation in this ad make you interested in buying the product? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad brings up emotions *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Would you suggest this add to someone else? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Did you have a positive reaction to the ad? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Are you going to buy the product? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

The animated ads are really boring *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Did the ad give relevant information about the product? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad makes me more likely to purchase the product because of: *

o <u>The animated Character</u>

o The information about the product

o The emotion that are brought up

o The product itself

I will buy this product more often after watching this ad *

o <u>Strongly agree</u>

o Agree

o Somewhat agree

o Somewhat disagree

o Disagree

o Strongly disagree

Section 3

Do you like Michelin? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Are you going to buy Michelin? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

How frequently do buy Michelin? *

- o <u>Twice per year</u>
- o Once per year
- o Once every two years
- o Once every three years
- o Once every four years
- o Never

Michelin Advertisement Video

Would you like to experience the product? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

This ad makes me more likely to purchase this product *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

This ad reinforces positive feelings about this product *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

I will buy this product more often after watching this ad *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Does the animation in this ad makes you interested in buying the product? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

This ad brings up emotions *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Would you suggest this add to someone else? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Did you have a positive reaction to the ad? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Are you going to buy the product? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Did the ad give relevant information about the product? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad makes me more likely to purchase the product because of : *

- o <u>The animated Characters</u>

- o The information about the product

- o The emotion that are brought up

- o The product itself

Section 4

Do you like Lifebuoy? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Are you going to buy Lifebuoy? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

How frequently do buy Lifebuoy? *

- o <u>Daily</u>
- o Few times per week
- o Few times per month
- o Few times per semester
- o few times per year
- o Never

Lifebuoy Advertisement Video

Would you like to experience the product? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

This ad makes me more likely to purchase this product *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

The animated ad really holds my attention *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

This ad reinforces positive feelings about this product *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Does the animation in this ad makes you interested in buying the product? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad brings up emotions *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Would you suggest this add to someone else? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Did you have a positive reaction to the ad? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

I will buy this product more often after watching this ad *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Did the ad give relevant information about the product? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o <u>Disagree</u>

- o Strongly disagree

This ad makes me more likely to purchase the product because of: *

- o <u>The animated character</u>

- o The information about the product

- o The emotion that are brought up

- o The product itself

Are you going to buy the product? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Demographic Characteristics

Age *

20

Gender *

- o Male

- o Female

Education / field area

Your answer

Markiting

Working *

- o Yes

- o No

Marital status *

- o Married

- o Single

Nationality *

Jordanian

Race *

Arab

THANK YOU

Sample 2

Section 1

Do you like Oreo? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Are you going to buy OREO? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

How frequently do buy Oreo? *

- o <u>Daily</u>
- o Few times per week
- o Few times per month
- o Few times per semester
- o Few times per year
- o Never

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<u>Oreo Advertisement Video</u>

Would you like to experience the product? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad makes me more likely to purchase this product *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

I like watch animated ad more than non-animated ads *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad reinforces positive feelings about this product *

- o Strongly agree
- o <u>Agree</u>
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Does the animation in this ad make you interested in buying the product? *

- o Strongly agree
- o <u>Agree</u>
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Would you like to see similar ads like this in the future? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

I will buy this product more often after watching this ad *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad brings up emotions *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Would you suggest this add to someone else? *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Did you have a positive reaction to the ad? *

- o   Strongly agree

- o   <u>Agree</u>

- o   Somewhat agree

- o   Somewhat disagree

- o   Disagree

- o   Strongly disagree

Are you going to buy the product? *

- o   Strongly agree

- o   <u>Agree</u>

- o   Somewhat agree

- o   Somewhat disagree

- o   Disagree

- o   Strongly disagree

Did the ad give relevant information about the product? *

- o   <u>Strongly agree</u>

- o   Agree

- o   Somewhat agree

- o   Somewhat disagree

- o   Disagree

- o   Strongly disagree

This ad makes me more likely to purchase the product because of: *

- o <u>The animated Character</u>

- o The information about the product

- o The emotion that are brought up

- o The product itself

Section 2

Do you like COCA COLA? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o <u>Disagree</u>

- o Strongly disagree

Are you going to buy COCA COLA? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o <u>Disagree</u>

- o Strongly disagree

How frequently do buy COCA COLA? *

- o Daily

- o Few times per week

- o Few times per month

- o Few times per semester

- o few times per year

- o <u>Never</u>

COCA COLA Advertisement Video

Would you like to experience the product? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o <u>Strongly disagree</u>

Was the ad fun to watch? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o <u>Strongly disagree</u>

This ad makes me more likely to purchase this product *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o <u>Disagree</u>

- o Strongly disagree

The animated ad is more interesting to watch *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o <u>Disagree</u>

- o Strongly disagree

This ad reinforces positive feelings about this product *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o <u>Disagree</u>

- o Strongly disagree

Does the animation in this ad make you interested in buying the product? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o <u>Disagree</u>

- o Strongly disagree

This ad brings up emotions *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o <u>Disagree</u>

- o Strongly disagree

Would you suggest this add to someone else? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o <u>Disagree</u>

- o Strongly disagree

Did you have a positive reaction to the ad? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o <u>Strongly disagree</u>

Are you going to buy the product? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o <u>Strongly disagree</u>

The animated ads are really boring *

- o Strongly agree

- o Agree

- o <u>Somewhat agree</u>

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Did the ad give relevant information about the product? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o <u>Disagree</u>

- o Strongly disagree

This ad makes me more likely to purchase the product because of: *

- o The animated Character

- o The information about the product

- o The emotion that are brought up

- o <u>The product itself</u>

I will buy this product more often after watching this ad *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o <u>Disagree</u>

- o Strongly disagree

Section 3

Do you like Michelin? *

- <u>Strongly agree</u>

- Agree

- Somewhat agree

- Somewhat disagree

- Disagree

- Strongly disagree

Are you going to buy Michelin? *

- Strongly agree

- Agree

- <u>Somewhat agree</u>

- Somewhat disagree

- Disagree

- Strongly disagree

How frequently do buy Michelin? *

- Twice per year

- Once per year

- <u>Once every two years</u>

- Once every three years

- Once every four years

- Never

Michelin Advertisement Video

Would you like to experience the product? *

- o   Strongly agree

- o   Agree

- o   Somewhat agree

- o   Somewhat disagree

- o   Disagree

- o   <u>Strongly disagree</u>

This ad makes me more likely to purchase this product *

- o   Strongly agree

- o   Agree

- o   <u>Somewhat agree</u>

- o   Somewhat disagree

- o   Disagree

- o   Strongly disagree

This ad reinforces positive feelings about this product *

- o   Strongly agree

- o   Agree

- o   Somewhat agree

- o   Somewhat disagree

- o   Disagree

- o   <u>Strongly disagree</u>

I will buy this product more often after watching this ad *

  o   Strongly agree

  o   <u>Agree</u>

  o   Somewhat agree

  o   Somewhat disagree

  o   Disagree

  o   Strongly disagree

Does the animation in this ad make you interested in buying the product? *

  o   Strongly agree

  o   Agree

  o   Somewhat agree

  o   Somewhat disagree

  o   <u>Disagree</u>

  o   Strongly disagree

This ad brings up emotions *

  o   Strongly agree

  o   Agree

  o   Somewhat agree

  o   Somewhat disagree

  o   <u>Disagree</u>

  o   Strongly disagree

Would you suggest this add to someone else? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Did you have a positive reaction to the ad? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Are you going to buy the product? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Did the ad give relevant information about the product? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o <u>Disagree</u>

- o Strongly disagree

This ad makes me more likely to purchase the product because of : *

- o The animated Characters

- o The information about the product

- o <u>The emotion that are brought up</u>

- o The product itself

<u>Section 4</u>

Do you like Lifebuoy? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Are you going to buy Lifebuoy? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

How frequently do buy Lifebuoy? *

- o <u>Daily</u>
- o Few times per week
- o Few times per month
- o Few times per semester
- o few times per year
- o Never

Lifebuoy Advertisement Video

Would you like to experience the product? *

- o Strongly agree

- o Agree

- o <u>Somewhat agree</u>

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad makes me more likely to purchase this product *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

The animated ad really holds my attention *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad reinforces positive feelings about this product *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Does the animation in this ad make you interested in buying the product? *

- o Strongly agree

- o Agree

- o <u>Somewhat agree</u>

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad brings up emotions *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Would you suggest this add to someone else? *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Did you have a positive reaction to the ad? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

I will buy this product more often after watching this ad *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Did the ad give relevant information about the product? *

- o   Strongly agree

- o   <u>Agree</u>

- o   Somewhat agree

- o   Somewhat disagree

- o   Disagree

- o   Strongly disagree

This ad makes me more likely to purchase the product because of: *

- o   <u>The animated character</u>

- o   The information about the product

- o   The emotion that are brought up

- o   The product itself

Are you going to buy the product? *

- o   <u>Strongly agree</u>

- o   Agree

- o   Somewhat agree

- o   Somewhat disagree

- o   Disagree

- o   Strongly disagree

Demographic Characteristics

Age *

20

Gender *

- o Male

- o <u>Female</u>

Education / field area

Your answer

Nutritionist

Working *

- o Yes

- o <u>No</u>

Marital status *

- o Married

- o <u>Single</u>

Nationality *

Malay

Race *

Iban

THANK YOU

<u>Sample 3</u>

<u>Section 1</u>

Do you like Oreo? *

- o <u>Strongly agree</u>

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Are you going to buy OREO? *

- o Strongly agree

- o Agree

- o <u>Somewhat agree</u>

- o Somewhat disagree

- o Disagree

- o Strongly disagree

How frequently do buy Oreo? *

- o Daily

- o Few times per week

- o <u>Few times per month</u>

- o Few times per semester

- o few times per year

- o Never

Oreo Advertisement Video

Would you like to experience the product? *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad makes me more likely to purchase this product *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

I like watch animated ad more than non-animated ads *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad reinforces positive feelings about this product *

- o Strongly agree

- o Agree

- o <u>Somewhat agree</u>

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Does the animation in this ad make you interested in buying the product? *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Would you like to see similar ads like this in the future? *

- o Strongly agree

- o Agree

- o <u>Somewhat agree</u>

- o Somewhat disagree

- o Disagree

- o Strongly disagree

I will buy this product more often after watching this ad *

- o   Strongly agree
- o   Agree
- o   <u>Somewhat agree</u>
- o   Somewhat disagree
- o   Disagree
- o   Strongly disagree

This ad brings up emotions *

- o   Strongly agree
- o   <u>Agree</u>
- o   Somewhat agree
- o   Somewhat disagree
- o   Disagree
- o   Strongly disagree

Would you suggest this add to someone else? *

- o   <u>Strongly agree</u>
- o   Agree
- o   Somewhat agree
- o   Somewhat disagree
- o   Disagree
- o   Strongly disagree

Did you have a positive reaction to the ad? *

- o   Strongly agree

- o   <u>Agree</u>

- o   Somewhat agree

- o   Somewhat disagree

- o   Disagree

- o   Strongly disagree

Are you going to buy the product? *

- o   <u>Strongly agree</u>

- o   Agree

- o   Somewhat agree

- o   Somewhat disagree

- o   Disagree

- o   Strongly disagree

Did the ad give relevant information about the product? *

- o   Strongly agree

- o   Agree

- o   Somewhat agree

- o   <u>Somewhat disagree</u>

- o   Disagree

- o   Strongly disagree

This ad makes me more likely to purchase the product because of: *

- o   The animated Character

- o   The information about the product

- o   The emotion that are brought up

- o   <u>The product itself</u>

<u>Section 2</u>

Do you like COCA COLA? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o <u>Somewhat disagree</u>

- o Disagree

- o Strongly disagree

Are you going to buy COCA COLA? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o <u>Somewhat disagree</u>

- o Disagree

- o Strongly disagree

How frequently do buy COCA COLA? *

- o Daily

- o Few times per week

- o Few times per month

- o Few times per semester

- o few times per year

- o <u>Never</u>

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COCA COLA Advertisement Video

Would you like to experience the product? *

- o Strongly agree
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o <u>Disagree</u>
- o Strongly disagree

Was the ad fun to watch? *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

This ad makes me more likely to purchase this product *

- o Strongly agree
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o <u>Strongly disagree</u>

The animated ad is more interesting to watch *

- o <u>Strongly agree</u>
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

This ad reinforces positive feelings about this product *

- o Strongly agree
- o <u>Agree</u>
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Does the animation in this ad makes you interested in buying the product? *

- o Strongly agree
- o Agree
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o <u>Strongly disagree</u>

This ad brings up emotions *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

- o

Would you suggest this add to someone else? *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Did you have a positive reaction to the ad? *

- o Strongly agree

- o Agree

- o <u>Somewhat agree</u>

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Are you going to buy the product? *

- o   Strongly agree

- o   Agree

- o   Somewhat agree

- o   Somewhat disagree

- o   Disagree

- o   <u>Strongly disagree</u>

The animated ads are really boring *

- o   Strongly agree

- o   Agree

- o   Somewhat agree

- o   Somewhat disagree

- o   <u>Disagree</u>

- o   Strongly disagree

Did the ad give relevant information about the product? *

- o   Strongly agree

- o   Agree

- o   <u>Somewhat agree</u>

- o   Somewhat disagree

- o   Disagree

- o   Strongly disagree

This ad makes me more likely to purchase the product because of: *

- o <u>The animated Character</u>

- o The information about the product

- o The emotion that are brought up

- o The product itself

I will buy this product more often after watching this ad *

- o Strongly agree

- o Agree

- o <u>Somewhat agree</u>

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Section 3

Do you like Michelin ? *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Are you going to buy Michelin? *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

How frequently do buy Michelin? *

- o Twice per year

- o Once per year

- o Once every two years

- o Once every three years

- o Once every four years

- o <u>Never</u>

Michelin Advertisement Video

Would you like to experience the product? *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad makes me more likely to purchase this product *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad reinforces positive feelings about this product *

- o Strongly agree

- o Agree

- o <u>Somewhat agree</u>

- o Somewhat disagree

- o Disagree

- o Strongly disagree

I will buy this product more often after watching this ad *

- o   Strongly agree

- o   <u>Agree</u>

- o   Somewhat agree

- o   Somewhat disagree

- o   Disagree

- o   Strongly disagree

Does the animation in this ad makes you interested in buying the product? *

- o   Strongly agree

- o   Agree

- o   <u>Somewhat agree</u>

- o   Somewhat disagree

- o   Disagree

- o   Strongly disagree

This ad brings up emotions *

- o   Strongly agree

- o   <u>Agree</u>

- o   Somewhat agree

- o   Somewhat disagree

- o   Disagree

- o   Strongly disagree

Would you suggest this add to someone else? *

- o Strongly agree

- o Agree

- o <u>Somewhat agree</u>

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Did you have a positive reaction to the ad? *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Are you going to buy the product? *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Did the ad give relevant information about the product? *

- o   Strongly agree

- o   <u>Agree</u>

- o   Somewhat agree

- o   Somewhat disagree

- o   Disagree

- o   Strongly disagree

This ad makes me more likely to purchase the product because of : *

- o   The animated Characters

- o   <u>The information about the product</u>

- o   The emotion that are brought up

- o   The product itself

Section 4

Do you like Lifebuoy? *

- o Strongly agree
- o <u>Agree</u>
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Are you going to buy Lifebuoy? *

- o Strongly agree
- o <u>Agree</u>
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

How frequently do buy Lifebuoy? *

- o Daily
- o Few times per week
- o Few times per month
- o Few times per semester
- o few times per year
- o <u>Never</u>

Lifebuoy Advertisement Video

Would you like to experience the product? *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad makes me more likely to purchase this product *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

The animated ad really holds my attention *

- o Strongly agree

- o Agree

- o <u>Somewhat agree</u>

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad reinforces positive feelings about this product *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Does the animation in this ad make you interested in buying the product? *

- o Strongly agree

- o Agree

- o <u>Somewhat agree</u>

- o Somewhat disagree

- o Disagree

- o Strongly disagree

This ad brings up emotions *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Would you suggest this add to someone else? *

- o Strongly agree
- o Agree
- o <u>Somewhat agree</u>
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Did you have a positive reaction to the ad? *

- o Strongly agree
- o <u>Agree</u>
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

I will buy this product more often after watching this ad *

- o Strongly agree
- o <u>Agree</u>
- o Somewhat agree
- o Somewhat disagree
- o Disagree
- o Strongly disagree

Did the ad give relevant information about the product? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o <u>Somewhat disagree</u>

- o Disagree

- o Strongly disagree

This ad makes me more likely to purchase the product because of: *

- o <u>The animated character</u>

- o The information about the product

- o The emotion that are brought up

- o The product itself

Are you going to buy the product? *

- o Strongly agree

- o Agree

- o <u>Somewhat agree</u>

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Demographic Characteristics

Age *

```
21
```

Gender *

- o Male

- o Female

Education / field area

Your answer

```
Zoologist
```

Working *

- o Yes

- o No

Marital status *

- o Married

- o Single

Nationality *

```
Malaysian
```

Race *

Chinese

THANK YOU

Sample 4

Section 1

Do you like Oreo? *

- o Strongly agree

- o Agree

- o <u>Somewhat agree</u>

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Are you going to buy OREO? *

- o Strongly agree

- o Agree

- o <u>Somewhat agree</u>

- o Somewhat disagree

- o Disagree

- o Strongly disagree

How frequently do buy Oreo? *

- o Daily

- o Few times per week

- o Few times per month

- o <u>Few times per semester</u>

175

o few times per year

o Never

Oreo Advertisement Video

Would you like to experience the product? *

o Strongly agree

o Agree

o <u>Somewhat agree</u>

o Somewhat disagree

o Disagree

o Strongly disagree

This ad makes me more likely to purchase this product *

o Strongly agree

o Agree

o <u>Somewhat agree</u>

o Somewhat disagree

o Disagree

o Strongly disagree

I like watch animated ad more than non-animated ads *

o Strongly agree

o <u>Agree</u>

o Somewhat agree

o Somewhat disagree

o Disagree

o Strongly disagree

This ad reinforces positive feelings about this product *

o Strongly agree

o Agree

o <u>Somewhat agree</u>

o Somewhat disagree

o Disagree

o Strongly disagree

Does the animation in this ad make you interested in buying the product? *

o Strongly agree

o Agree

o Somewhat agree

o Somewhat disagree

o <u>Disagree</u>

o Strongly disagree

Would you like to see similar ads like this in the future? *

o Strongly agree

o Agree

o <u>Somewhat agree</u>

o Somewhat disagree

o Disagree

o Strongly disagree

I will buy this product more often after watching this ad *

    o Strongly agree

    o Agree

    o <u>Somewhat agree</u>

    o Somewhat disagree

    o Disagree

    o Strongly disagree

This ad brings up emotions *

    o Strongly agree

    o Agree

    o <u>Somewhat agree</u>

    o Somewhat disagree

    o Disagree

    o Strongly disagree

Would you suggest this add to someone else? *

    o Strongly agree

    o Agree

    o Somewhat agree

    o Somewhat disagree

o <u>Disagree</u>

o Strongly disagree

Did you have a positive reaction to the ad? *

o Strongly agree

o Agree

o <u>Somewhat agree</u>

o Somewhat disagree

o Disagree

o Strongly disagree

Are you going to buy the product? *

o Strongly agree

o Agree

o <u>Somewhat agree</u>

o Somewhat disagree

o Disagree

o Strongly disagree

Did the ad give relevant information about the product? *

o Strongly agree

o Agree

o Somewhat agree

o <u>Somewhat disagree</u>

- Disagree

- Strongly disagree

This ad makes me more likely to purchase the product because of: *

- The animated Character

- The information about the product

- The emotion that are brought up

- <u>The product itself</u>

Section 2

Do you like COCA COLA? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o <u>Disagree</u>

- o Strongly disagree

Are you going to buy COCA COLA? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o <u>Disagree</u>

- o Strongly disagree

How frequently do buy COCA COLA? *

- o Daily

- o Few times per week

- o Few times per month

- o Few times per semester

- few times per year

- <u>Never</u>

<u>COCA COLA Advertisement Video</u>

Would you like to experience the product? *

- Strongly agree

- Agree

- Somewhat agree

- Somewhat disagree

- <u>Disagree</u>

- Strongly disagree

Was the ad fun to watch? *

- Strongly agree

- Agree

- <u>Somewhat agree</u>

- Somewhat disagree

- Disagree

- Strongly disagree

This ad makes me more likely to purchase this product *

- Strongly agree

- Agree

- Somewhat agree

- Somewhat disagree

o <u>Disagree</u>

o Strongly disagree

The animated ad is more interesting to watch *

o Strongly agree

o Agree

o <u>Somewhat agree</u>

o Somewhat disagree

o Disagree

o Strongly disagree

This ad reinforces positive feelings about this product *

o Strongly agree

o Agree

o <u>Somewhat agree</u>

o Somewhat disagree

o Disagree

o Strongly disagree

Does the animation in this ad make you interested in buying the product? *

o Strongly agree

o Agree

o Somewhat agree

o Somewhat disagree

- Disagree

- Strongly disagree

This ad brings up emotions *

- Strongly agree

- Agree

- Somewhat agree

- Somewhat disagree

- Disagree

- Strongly disagree

Would you suggest this add to someone else? *

- Strongly agree

- Agree

- Somewhat agree

- Somewhat disagree

- Disagree

- Strongly disagree

Did you have a positive reaction to the ad? *

- Strongly agree

- Agree

- Somewhat agree

- Somewhat disagree

- o Disagree

- o Strongly disagree

Are you going to buy the product? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

- o <u>Disagree</u>

- o Strongly disagree

The animated ads are really boring *

- o Strongly agree

- o Agree

- o <u>Somewhat agree</u>

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Did the ad give relevant information about the product? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o Somewhat disagree

o   <u>Disagree</u>

o   Strongly disagree

This ad makes me more likely to purchase the product because of: *

o   <u>The animated Character</u>

o   The information about the product

o   The emotion that are brought up

o   The product itself

I will buy this product more often after watching this ad *

o   Strongly agree

o   Agree

o   <u>Somewhat agree</u>

o   Somewhat disagree

o   Disagree

o   Strongly disagree

Section 3

Do you like Michelin? *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Are you going to buy Michelin? *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

How frequently do buy Michelin? *

- o Twice per year

- o Once per year

- o Once every two years

- o Once every three years

- Once every four years

- Never

Michelin Advertisement Video

Would you like to experience the product? *

- Strongly agree

- Agree

- Somewhat agree

- Somewhat disagree

- Disagree

- Strongly disagree

This ad makes me more likely to purchase this product *

- Strongly agree

- Agree

- Somewhat agree

- Somewhat disagree

- Disagree

- Strongly disagree

This ad reinforces positive feelings about this product *

- Strongly agree

- Agree

- Somewhat agree

- Somewhat disagree

- Disagree

- Strongly disagree

I will buy this product more often after watching this ad *

- Strongly agree

- Agree

- Somewhat agree

- Somewhat disagree

- Disagree

- Strongly disagree

Does the animation in this ad make you interested in buying the product? *

- Strongly agree

- Agree

- Somewhat agree

- Somewhat disagree

- Disagree

- Strongly disagree

This ad brings up emotions *

- Strongly agree

- Agree

o   Somewhat agree

o   Somewhat disagree

o   Disagree

o   Strongly disagree

Would you suggest this add to someone else? *

o   Strongly agree

o   Agree

o   <u>Somewhat agree</u>

o   Somewhat disagree

o   Disagree

o   Strongly disagree

Did you have a positive reaction to the ad? *

o   Strongly agree

o   <u>Agree</u>

o   Somewhat agree

o   Somewhat disagree

o   Disagree

o   Strongly disagree

Are you going to buy the product? *

o   Strongly agree

o   <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Did the ad give relevant information about the product? *

- o Strongly agree

- o Agree

- o Somewhat agree

- o <u>Somewhat disagree</u>

- o Disagree

- o Strongly disagree

This ad makes me more likely to purchase the product because of : *

- o The animated Characters

- o <u>The information about the product</u>

- o The emotion that are brought up

- o The product itself

Section 4

Do you like Lifebuoy? *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

Are you going to buy Lifebuoy? *

- o Strongly agree

- o <u>Agree</u>

- o Somewhat agree

- o Somewhat disagree

- o Disagree

- o Strongly disagree

How frequently do buy Lifebuoy? *

- o Daily

- o Few times per week

- o <u>Few times per month</u>

- Few times per semester

- few times per year

- Never

<u>Lifebuoy Advertisement Video</u>

Would you like to experience the product? *

- Strongly agree

- <u>Agree</u>

- Somewhat agree

- Somewhat disagree

- Disagree

- Strongly disagree

This ad makes me more likely to purchase this product *

- Strongly agree

- Agree

- <u>Somewhat agree</u>

- Somewhat disagree

- Disagree

- Strongly disagree

The animated ad really holds my attention *

- Strongly agree

o   Agree

o   <u>Somewhat agree</u>

o   Somewhat disagree

o   Disagree

o   Strongly disagree

This ad reinforces positive feelings about this product *

o   Strongly agree

o   Agree

o   <u>Somewhat agree</u>

o   Somewhat disagree

o   Disagree

o   Strongly disagree

Does the animation in this ad make you interested in buying the product? *

o   Strongly agree

o   Agree

o   <u>Somewhat agree</u>

o   Somewhat disagree

o   Disagree

o   Strongly disagree

This ad brings up emotions *

o   Strongly agree

o Agree

o <u>Somewhat agree</u>

o Somewhat disagree

o Disagree

o Strongly disagree

Would you suggest this add to someone else? *

o Strongly agree

o Agree

o <u>Somewhat agree</u>

o Somewhat disagree

o Disagree

o Strongly disagree

Did you have a positive reaction to the ad? *

o Strongly agree

o Agree

o <u>Somewhat agree</u>

o Somewhat disagree

o Disagree

o Strongly disagree

I will buy this product more often after watching this ad *

o Strongly agree

- Agree

- Somewhat agree

- Somewhat disagree

- Disagree

- Strongly disagree

Did the ad give relevant information about the product? *

- Strongly agree

- Agree

- Somewhat agree

- Somewhat disagree

- Disagree

- Strongly disagree

This ad makes me more likely to purchase the product because of: *

- The animated character

- The information about the product

- The emotion that are brought up

- The product itself

Are you going to buy the product? *

- Strongly agree

- Agree

- Somewhat agree

- Somewhat disagree

o   Disagree

o   Strongly disagree

Demographic Characteristics

Age *

26

Gender *

o   <u>Male</u>

o   Female

Education / field area

Your answer

Art

Working *

o   <u>Yes</u>

o   No

Marital status *

- o <u>Married</u>

- o Single

Nationality *

| Jordan |

Race *

| Arab |

THANK YOU

PICTURE 1:

PICTURE 2:

DATA ANALYSIS:

CROSSTABS

 /TABLES=VAR00002 VAR00003 BY VAR00004

 /FORMAT=AVALUE TABLES

 /STATISTICS=CHISQ

 /CELLS=COUNT ROW

/COUNT ROUND CELL.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Level of intention, involvement * Intention to buy	240	100,0%	0	0,0%	240	100,0%
Advertisement type * Intention to buy	240	100,0%	0	0,0%	240	100,0%

Level of intention, involvement * Intention to buy

Crosstab

			Intention to buy			Total
			High of intention	Moderate of intention	Low of intention	
Level of intention, involvment	High	Count	86	26	4	116
		% within Level of intention, involvement	74,1%	22,4%	3,4%	100,0%
	Moderate	Count	43	48	2	93
		% within Level of intention, involvement	46,2%	51,6%	2,2%	100,0%
	Low	Count	17	13	1	31
		% within Level of intention, involvement	54,8%	41,9%	3,2%	100,0%
Total		Count	146	87	7	240
		% within Level of intention, involvement	60,8%	36,3%	2,9%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19,583[a]	4	,001
Likelihood Ratio	19,927	4	,001
Linear-by-Linear Association	7,932	1	,005
N of Valid Cases	240		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is .90.

Advertisment type * Intention to buy

Crosstab

			Intention to buy			Total
			High of intention	Moderate of intention	Low of intention	
Advertisment type	Cognitive	Count	76	41	3	120
		% within Advertisment type	63,3%	34,2%	2,5%	100,0%
	Affective	Count	70	46	4	120
		% within Advertisment type	58,3%	38,3%	3,3%	100,0%
Total		Count	146	87	7	240
		% within Advertisment type	60,8%	36,3%	2,9%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	,677[a]	2	,713
Likelihood Ratio	,678	2	,713
Linear-by-Linear Association	,673	1	,412
N of Valid Cases	240		

a. 2 cells (33.3%) have expected count less than 5. The

minimum expected count is 3.50.

SORT CASES BY VAR00001.

SPLIT FILE LAYERED BY VAR00001.

CROSSTABS

 /TABLES=VAR00002 VAR00003 BY VAR00004

 /FORMAT=AVALUE TABLES

 /STATISTICS=CHISQ

 /CELLS=COUNT ROW

/COUNT ROUND CELL.

Crosstabs

Case Processing Summary

		Cases					
		Valid		Missing		Total	
subject		N	Percent	N	Percent	N	Percent
OREO	Level of intention, involvement * Intention to buy	60	100,0%	0	0,0%	60	100,0%
	Advertisement type * Intention to buy	60	100,0%	0	0,0%	60	100,0%
COCA COLA	Level of intention, involvement * Intention to buy	60	100,0%	0	0,0%	60	100,0%
	Advertisement type * Intention to buy	60	100,0%	0	0,0%	60	100,0%
MICHELI N	Level of intention, involvement * Intention to buy	60	100,0%	0	0,0%	60	100,0%
	Advertisement type * Intention to buy	60	100,0%	0	0,0%	60	100,0%
LIFEBUO Y	Level of intention, involvement * Intention to buy	60	100,0%	0	0,0%	60	100,0%
	Advertisement type * Intention to buy	60	100,0%	0	0,0%	60	100,0%

Level of intention, involvement * Intention to buy

Crosstab

subject				High of intention	Moderate of intention	Low of intention	Total
				\<Intention to buy\>			
OREO	Level of intention, involvement	High	Count	27	11	3	41
			% within Level of intention, involvement	65,9%	26,8%	7,3%	100,0%
		Moderate	Count	6	8	0	14
			% within Level of intention, involvement	42,9%	57,1%	0,0%	100,0%
		Low	Count	2	3	0	5
			% within Level of intention, involvement	40,0%	60,0%	0,0%	100,0%
	Total		Count	35	22	3	60
			% within Level of intention, involvement	58,3%	36,7%	5,0%	100,0%
COCA COLA	Level of intention, involvement	High	Count	22	7	0	29
			% within Level of intention, involvement	75,9%	24,1%	0,0%	100,0%
		Moderate	Count	9	15	1	25
			% within Level of intention, involvement	36,0%	60,0%	4,0%	100,0%

		Low	Count	4	2	0	6
			% within Level of intention, involvement	66,7%	33,3%	0,0%	100,0%
	Total		Count	35	24	1	60
			% within Level of intention, involvement	58,3%	40,0%	1,7%	100,0%
MICHELIN	Level of intention, involvement	High	Count	13	2		15
			% within Level of intention, involvement	86,7%	13,3%		100,0%
		Moderate	Count	14	18		32
			% within Level of intention, involvement	43,8%	56,3%		100,0%
		Low	Count	7	6		13
			% within Level of intention, involvement	53,8%	46,2%		100,0%
	Total		Count	34	26		60
			% within Level of intention, involvement	56,7%	43,3%		100,0%
LIFEBUOY	Level of intention, involvement	High	Count	24	6	1	31
			% within Level of intention, involvement	77,4%	19,4%	3,2%	100,0%
		Mode	Count	14	7	1	22

			63,6%	31,8%	4,5%	100,0%
rate		% within Level of intention, involvement	63,6%	31,8%	4,5%	100,0%
	Low	Count	4	2	1	7
		% within Level of intention, involvement	57,1%	28,6%	14,3%	100,0%
Total		Count	42	15	3	60
		% within Level of intention, involvement	70,0%	25,0%	5,0%	100,0%

Chi-Square Tests

subject		Value	df	Asymp. Sig. (2-sided)
OREO	Pearson Chi-Square	6,076[a]	4	,194
	Likelihood Ratio	6,806	4	,147
	Linear-by-Linear Association	,906	1	,341
	N of Valid Cases	60		
COCA COLA	Pearson Chi-Square	9,527[b]	4	,049
	Likelihood Ratio	10,055	4	,040
	Linear-by-Linear Association	3,322	1	,068
	N of Valid Cases	60		
MICHELIN	Pearson Chi-Square	7,714[c]	2	,021
	Likelihood Ratio	8,523	2	,014
	Linear-by-Linear Association	3,395	1	,065
	N of Valid Cases	60		
LIFEBUOY	Pearson Chi-Square	2,788[d]	4	,594
	Likelihood Ratio	2,415	4	,660
	Linear-by-Linear Association	2,047	1	,153
	N of Valid Cases	60		

a. 5 cells (55.6%) have expected count less than 5. The minimum

expected count is .25.

b. 5 cells (55.6%) have expected count less than 5. The minimum

expected count is .10.

c. 0 cells (.0%) have expected count less than 5. The minimum expected

count is 5.63.

d. 5 cells (55.6%) have expected count less than 5. The minimum

expected count is .35.

Advertisement type * Intention to buy

Crosstab

subject				High of intention	Moderate of intention	Low of intention	Total
				Intention to buy			
OREO	Advertisement type	Affective	Count	35	22	3	60
			% within Advertisment type	58,3%	36,7%	5,0%	100,0%
	Total		Count	35	22	3	60
			% within Advertisment type	58,3%	36,7%	5,0%	100,0%
COCA COLA	Advertisement type	Affective	Count	35	24	1	60
			% within Advertisment type	58,3%	40,0%	1,7%	100,0%
	Total		Count	35	24	1	60
			% within Advertisment type	58,3%	40,0%	1,7%	100,0%
MICHELIN	Advertisement type	Cognitive	Count	34	26		60
			% within Advertisement type	56,7%	43,3%		100,0%
	Total		Count	34	26		60
			% within Advertisement type	56,7%	43,3%		100,0%

LIFEBUOY	Advertisement type	Cognitive	Count		42	15	3	60
			% within Advertisement type		70,0%	25,0%	5,0%	100,0%
	Total		Count		42	15	3	60
			% within Advertisement type		70,0%	25,0%	5,0%	100,0%

Chi-Square Tests

subject		Value
OREO	Pearson Chi-Square	.a
	N of Valid Cases	60
COCA COLA	Pearson Chi-Square	.a
	N of Valid Cases	60
MICHELIN	Pearson Chi-Square	.a
	N of Valid Cases	60
LIFEBUOY	Pearson Chi-Square	.a
	N of Valid Cases	60

a. No statistics are computed because

Advertisement type is a constant.

* Custom Tables.

CTABLES

 /VLABELS VARIABLES=VAR00002 VAR00004 DISPLAY=LABEL

 /TABLE VAR00002 [COUNT F40.0, ROWPCT.COUNT PCT40.1] BY VAR00004

 /SLABELS POSITION=ROW

 /CATEGORIES VARIABLES=VAR00002 VAR00004 ORDER=A KEY=VALUE
EMPTY=INCLUDE.

Custom Tables

Table 1

			Intention to buy		
			High of intention	Moderate of intention	Low of intention
Level of intention, involvment	High	Count	86	26	4
		Row N %	74,1%	22,4%	3,4%
	Moderate	Count	43	48	2
		Row N %	46,2%	51,6%	2,2%
	Low	Count	17	13	1
		Row N %	54,8%	41,9%	3,2%

* Custom Tables.

CTABLES

/VLABELS VARIABLES=VAR00002 VAR00004 DISPLAY=LABEL

/TABLE VAR00002 [C][COUNT F40.0, ROWPCT.COUNT PCT40.1] BY VAR00004 [C]

/SLABELS POSITION=ROW

/CLABELS ROWLABELS=OPPOSITE

/CATEGORIES VARIABLES=VAR00002 VAR00004 ORDER=A KEY=VALUE EMPTY=INCLUDE.

Table 1

		Intention to buy								
		High of intention			Moderate of intention			Low of intention		
		High	Mode rate	Low	High	Mode rate	Low	High	Mode rate	Low
Level of intention, involvement	Count	86	43	17	26	48	13	4	2	1
	Row N %	58,9 %	29,5 %	11,6 %	29,9 %	55,2 %	14,9 %	57,1 %	28,6 %	14,3 %

* Custom Tables.

CTABLES

 /VLABELS VARIABLES=VAR00002 VAR00004 DISPLAY=LABEL

 /TABLE VAR00002 [C][COUNT F40.0, ROWPCT.COUNT PCT40.1] BY VAR00004 [C]

 /CLABELS COLLABELS=OPPOSITE

 /CATEGORIES VARIABLES=VAR00002 VAR00004 ORDER=A KEY=VALUE EMPTY=INCLUDE.

Custom Tables

Table 1

			Intention to buy	
			Count	Row N %
Level of intention, involvement	High	High of intention	86	100,0%
		Moderate of intention	26	100,0%
		Low of intention	4	100,0%
	Moderate	High of intention	43	100,0%
		Moderate of intention	48	100,0%
		Low of intention	2	100,0%
	Low	High of intention	17	100,0%
		Moderate of intention	13	100,0%
		Low of intention	1	100,0%

* Custom Tables.

CTABLES

 /VLABELS VARIABLES=VAR00002 VAR00004 DISPLAY=LABEL

 /TABLE VAR00002 [C][COUNT F40.0, ROWPCT.COUNT PCT40.1] BY VAR00004 [C]

 /CATEGORIES VARIABLES=VAR00002 VAR00004 ORDER=A KEY=VALUE EMPTY=INCLUDE.

Table 1

		Intention to buy					
		High of intention		Moderate of intention		Low of intention	
		Count	Row N %	Count	Row N %	Count	Row N %
Level of intention, involvement	High	86	74,1%	26	22,4%	4	3,4%
	Moderate	43	46,2%	48	51,6%	2	2,2%
	Low	17	54,8%	13	41,9%	1	3,2%

* Custom Tables.

CTABLES

 /VLABELS VARIABLES=VAR00003 VAR00004 DISPLAY=LABEL

 /TABLE VAR00003 [COUNT F40.0, ROWPCT.COUNT PCT40.1] BY VAR00004 [C]

 /CATEGORIES VARIABLES=VAR00003 VAR00004 ORDER=A KEY=VALUE
EMPTY=INCLUDE.

Table 1

		Intention to buy					
		High of intention		Moderate of intention		Low of intention	
		Count	Row N %	Count	Row N %	Count	Row N %
Advertisement type	Cognitive	76	63,3%	41	34,2%	3	2,5%
	Affective	70	58,3%	46	38,3%	4	3,3%

End of the Data Analysis (SPSS)