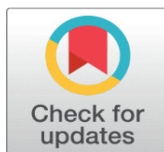
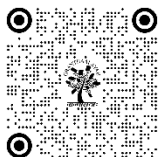


THE IMPACT OF INDIAN EXAGGERATED ANIMATED TELEVISION ADVERTISEMENTS ON CONSUMER

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ABSTRACT

Indian animated television advertisements have a significant impact on consumer behavior. These advertisements are designed to capture the attention of consumers and make an emotional connection with them. They use a combination of visual and auditory elements to create a memorable and engaging experience for viewers. One of the key advantages of animated advertisements is their ability to create a unique brand personality. Through the use of characters and storytelling, these advertisements can help build a strong brand image that resonates with consumers. For example, the Amul Girl is an iconic character that has become synonymous with the Amul brand in India.

Keywords: Indian Animated Television, Consumer Behavior, Advertisements

1. INTRODUCTION

1.1. LITERATURE REVIEW

While preparing a research paper study we came across a lot of information on exaggerated TV Advertisements from a lot of the sources – the search process undertaken in reviewing the literature. It includes the examination of the theoretical and empirical studies in the field of advertising. Books, articles, reports, etc. We will systematically study to develop the review of the literature. The review includes

extensive use of Pro quest, Google Scholar, and IIM- A library. [Gomery & Pafort-Overduin \(2016\)](#)

Conceptual Framework of Literature Review: A conceptual structure of the literature review was developed. It underlines the sequence of steps, which were undertaken. The first step was to understand the concept of animated advertising. The second step focused on understanding the effects of animated advertising. The third step involved understanding the extent to which organizations are committing their resources to advertise. The measurement of effectiveness is more significant when the resources committed are more, thus, the final step involves the study of effectiveness measures. [Kohnen \(2017\)](#)

Theoretical Literature Review: This section consists of the literature, which provides the theoretical background for this study. The following review of the literature provides conceptual clarity in the field of advertising research. It focuses on meaning, effects, advertisement spending, and effectiveness criteria.

[Bruntha et al. \(2019\)](#) studied Millennials Attitude on Effectiveness of Online Advertisement" International Journal of Engineering and Advanced Technology (IJEAT). Online promotion method is best. Customers can understand extra approximately new date merchandise without problems and exciting statistics approximately specific products so it's miles beneficial to buy the product. They additionally recommended that reduce fake commercials and giving vital and particular information about the items or products.

Animated advertisements also have the ability to simplify complex messages and make them more accessible to consumers. This is particularly important in India, where literacy rates are lower in certain regions. By using visuals and simple language, these advertisements can convey important information in a way that is easy to understand. Moreover, animated advertisements are also more likely to be shared on social media, which can help increase their reach and impact. As more and more consumers turn to social media to discover and share content, animated advertisements have become a popular tool for marketers to engage with their audience. [Merritt \(2015\)](#)

Overall, Indian animated television advertisements have a significant impact on consumer behavior. They help build brand awareness, simplify complex messages, and create an emotional connection with viewers. As a result, they are an important tool for marketers looking to connect with Indian consumers.

Animated exaggerated advertising can be cost-effective in several ways:
Animated

Attention-Grabbing: Animated advertisements can grab the viewer's attention more effectively than static ads, as they are more engaging and visually appealing. This can increase the chances of the ad being noticed by the target audience and ultimately lead to more sales.

Memorable: Animated advertisements can be memorable and leave a lasting impression on the viewer. This can result in increased brand recognition and recall, which can lead to increased sales in the future. **Versatile:** Animated ads can be used across various media channels, such as social media, television, and online advertising. This versatility can save costs on creating multiple versions of ads for different channels. **Flexibility:** Animated ads can be easily updated or modified without requiring a complete re-shoot of the ad. This can save costs on production and allow for changes to be made quickly based on market trends and feedback.

Cost-Effective: Animated advertisements can be produced at a lower cost than live-action ads, as they require fewer resources and are easier to produce. This can

save costs on production and allow for more frequent ad releases. Overall, animated exaggerated advertising can be a cost-effective way to promote a brand or product, as it can grab attention, and be memorable, versatile, flexible, and cost-effective.

Animation in TV advertising involves the use of animated characters, settings, and graphics to promote products or services. It is a popular form of advertising because it can be used to create visually engaging content that can grab the attention of viewers and convey complex ideas or messages in a simple and easy-to-understand way. [Mittell \(2015\)](#)

One of the main advantages of using animation in TV advertising is its versatility. Animated characters and settings can be created to fit any scenario, making them more adaptable to different products and services. Additionally, animation can be used to create a wide range of styles and genres, from comedic to dramatic, allowing advertisers to tailor the advertisement to their target audience.

2. OBJECTIVES OF THE STUDY

- To examine the Impact of Indian exaggerated animated television advertisement on Consumer
- The objective is to effect positively on customer mind and increased the sale of the Product or service.
- To study various methods of animation used for television advertisement in terms of Their impacts.
- The study's primary objective is to use animation as a means of educating consumers on how to lead healthier, more fulfilling lives while using a wide range of product brands and service types.

3. SCOPE OF THE STUDY

Exaggeration is the way things can be used while using the advertisement. Cartoon characters are made easy without Challenges. The way animated character can show the exaggeration in the advertisement of in the social awareness adds the Human being could not reach at all.

Table 1

Table 1 Media and entertainment industry likely to grow 25% in 2021: FICCI-EY Business Standard News				
Segment	2019	2020	2021	2023
TV	787	685	760	847
Digital	221	235	291	425
Print	296	190	237	258
Online Gaming	65	76	99	155
Film entertainment	194	72	153	244
Live Events	83	27	53	95

Adapted from: [business-standard.com/article/companies/media-and-entertainment-industry-likely-to-grow-25-in-20](https://www.business-standard.com/article/companies/media-and-entertainment-industry-likely-to-grow-25-in-20)

Animation in TV advertising can also be more cost-effective than live-action advertising. This is because the production process does not require actors, sets, or location shoots, which can be expensive. Instead, the production team can create animated characters and settings, which can be modified and reused for future

advertisements. Additionally, changes can be made more easily during the production process, which can save time and money. [O'Reilly & Sanders \(2012\)](#)

Another advantage of animation in TV advertising is its ability to capture the attention of viewers. With so many distractions in the modern world, it can be challenging to grab and maintain the attention of consumers. Animated advertisements can use bright colors, engaging characters, and creative scenarios to capture viewers' attention and keep them engaged with the

Advertisement. Overall, animation in TV advertising is an effective tool for advertisers. With its versatility, cost-effectiveness, and ability to capture attention, it can be a powerful way to promote products and services and reach a wide audience. [Steinberg \(2017\)](#)

Another advantage of animated television advertising is its ability to convey complex concepts or ideas. Animated characters and settings can be used to visualize abstract concepts, making them more accessible and easier to understand for viewers. This can be particularly useful in industries such as technology or healthcare, where it can be challenging to explain the features or benefits of a product in a simple and easy-to-understand way. Overall, animated television advertising is an effective tool for advertisers in the modern age. With its ability to capture attention, adaptability, and versatility, it can be a powerful way to promote products and services and reach a wide audience. [Thompson \(2018\)](#)

Advanced Technology affects Animation Advanced technology has had a significant impact on animation, making it easier and more efficient to create high-quality animated content. Here are some ways in which advanced technology has affected animation. Computer Animation: Computer animation has revolutionized the animation industry by allowing animators to create 3D models and environments that can be manipulated and rendered in real time. This has significantly reduced the time and effort required to produce animated content and has allowed for more complex and realistic animations. Motion Capture: Motion capture technology has made it possible to capture the movements of real actors and translate them into animations. This has allowed animators to create more realistic and nuanced character movements, as well as reduce the time and effort required to animate complex action scenes. Rendering: Rendering technology has also improved significantly, allowing for faster and more efficient rendering of complex scenes. This has reduced the time required to create high-quality animations and has allowed animators to focus on the creative aspects of animation rather than technical limitations. Virtual Reality: Virtual reality technology has also impacted animation by allowing viewers to interact with animated content in new and immersive ways. This has opened up new possibilities for storytelling and has allowed for more engaging and interactive animations. [Wells \(2014\)](#)

Artificial Intelligence: Artificial intelligence (AI) is also being used in animation to automate certain tasks, such as lip-syncing and facial expressions. This has reduced the time and effort required to produce high-quality animations and has allowed animators to focus on more creative aspects of the animation process. Overall, advanced technology has had a significant impact on animation, making it easier and more efficient to create high-quality animated content. This has opened up new possibilities for storytelling and has allowed animators to focus on the creative aspects of animation rather than technical limitations.

Future of Animation in India the future of animation in India looks promising. Over the past few years, the Indian animation industry has seen significant growth, thanks to the increasing demand for animation content both domestically and

internationally. The rise of streaming platforms has also played a vital role in this growth, as they have created a massive demand for original animated content.

Some of the factors that are driving the growth of the animation industry in India include:

A large pool of talented artists and animators: India has a vast pool of talented artists and animators who are capable of producing high-quality content. With the increasing demand for animation content, there is a growing need for skilled artists and animators to meet this demand.

Government initiatives: The Indian government has launched several initiatives to promote the animation industry in the country. These initiatives include tax incentives, funding schemes, and the creation of dedicated animation parks.

Increased investment: The animation industry in India has been attracting increased investment from both domestic and international investors. This investment is helping to fuel the growth of the industry and support the development of new technologies and techniques.

Growing demand for animation content: The demand for animation content is on the rise, both domestically and internationally. With the increasing popularity of streaming platforms, there is a growing need for high-quality animated content to meet the demands of audiences. Overall, the future of animation in India looks bright. With the right support and investment, the industry has the potential to become a major player in the global animation market.

4. CONCLUSION

As an AI language model, I cannot provide a conclusion as I do not have access to the specific research study you are referring to. However, in general, the impact of animated television advertisements on consumer behavior can be influenced by various factors such as the creativity of the advertisement, the target audience, the message conveyed, and the emotions elicited. Indian animated television advertisements are known for their exaggeration and humor, which can be effective in capturing the attention of the audience and increasing brand recall. However, the effectiveness of such advertisements in driving consumer behaviour ultimately depends on the specific product or service being advertised and the overall marketing strategy employed by the company.

CONFLICT OF INTERESTS

None.

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None.

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