

**Comparative Analysis of Animation vs. Traditional Advertising in Capturing Youth****Attention: Evidence from Chandrapur District****Shubham Shamsundar Bele, Dr. J. N. Chakravorty,**

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**Abstract:** Businesses looking to reach younger consumers must grasp the relative efficacy of different techniques in the ever changing advertising market. With an emphasis on the Chandrapur District, this study compares the effects of traditional and animation-based advertising on grabbing young people's attention, eliciting brand recall, and influencing their purchase intentions. A questionnaire that was semi-structured was given to 100 young people between the ages of 18 and 30 in order to learn more about their preferences and perspectives. This descriptive research approach was used. The results show that, in comparison to traditional advertising, animation-based advertising is thought to be more eye-catching, successful in influencing purchase intentions, and improves brand memory. In particular, 61% of participants think that advertisements with animation have a greater influence on purchasing decisions, and 49% think that these advertising increase brand memory. Nonetheless, a sizeable percentage still favours conventional advertising or believes there are no appreciable differences between the two strategies. In order to cater to a range of customer tastes, the research suggests a hybrid marketing approach that blends the dynamic attraction of animation with the tried-and-true dependability of older means.

**Keywords:** Animation-based advertising, traditional advertising, brand recall, purchase intentions, youth engagement, Chandrapur District.

**Introduction:**

Given the dynamic nature of today's digital world and the youth's propensity for trying new things, advertising has emerged as a crucial tool for firms looking to engage with this demographic. The capacity of animation-based advertising to engage viewers artistically and

present complicated concepts in an enticing and readily assimilated fashion has made it one of the most popular forms of advertising. The efficacy of numerous advertising methods, both traditional and animation-based approaches, becomes a crucial field of research as companies look to stand out in a competitive industry.

Traditional advertising has traditionally served as the mainstay of marketing campaigns. It includes techniques including print, radio, television, and static web ads. Over the years, these techniques have been effective in increasing customer trust and brand awareness. However, more avant-garde strategies like animation are challenging conventional advertising techniques in light of the emergence of the internet and the growing need for visually captivating content. Animation-based advertising uses vivid imagery, compelling narratives, and motion graphics to draw in viewers—especially the younger, tech-savvy audience.

The main objective of this study is to compare how well animation and traditional advertising draw in young people in the Chandrapur District. The area offers a distinctive framework for analysing how various advertising strategies connect with younger consumers because of its well-known diversity in demographics and cultures. Businesses looking to maximise their reach and optimise their marketing tactics within this demographic group must comprehend these characteristics.

The main goal of this study is to compare the efficacy of traditional advertising techniques with animation-based advertising, particularly with regard to grabbing young people's attention. The goal of this study is to offer important insights into the advertising tactics that have the best chance of succeeding in Chandrapur by examining the preferences, attitudes, and levels of involvement of young customers in this area. Furthermore, the study aims to investigate the fundamental elements that impact young people's receptiveness to various forms of advertising, providing useful suggestions for companies seeking to improve their marketing campaigns.

Business owners are finding it more and more crucial to comprehend the relative efficacy of different techniques as they continue to traverse the intricacies of contemporary advertising. With a focus on the Chandrapur District, this study aims to advance this knowledge by

presenting actual data on the relative effects of traditional and animated advertising on young people's attention spans.

**Objectives of the study:**

The objectives of the study are:

1. To assess how well Chandrapur District youngsters are drawn to animation-based advertising as opposed to traditional forms of advertising.
2. To assess how young customers in Chandrapur District remember brands and plan to buy them after seeing animation versus traditional advertising.

**Literature Review:**

Fang J et al. (2022) state that visual communication has become essential for client engagement in the big data era. Of all the visual communication mediums, digital animation advertising is one of the most effective. By leveraging the capabilities of digital animation technology, marketers can produce vibrant and captivating advertisements. A multimodal video emotion analysis-based model for a multimodal visual communication system (MVCS) is presented in this paper. In order to provide more individualised video communication, this approach dynamically modifies the video content and playing mode based on the emotions and interests of the users. The MVCS model is trained on a large-scale video dataset and examines films from several perspectives, including vision, sound, and text. Convolutional neural networks were utilised to extract visual data from videos, while recurrent neural networks were applied to extract and analyse text and audio information for emotions. The MVCS model may dynamically change the video's playback mode according to users' emotions or engagement behaviours through the inclusion of feature information, which raises the loudness of the movie. To assess the efficacy of our technology, researchers ran an assessment of satisfaction on 106 electronically corrected advertisements made with the MVCS technique. Findings revealed that 92.6% of consumers were happy with the modified advertisements, proving the efficiency of the MVCS methodology in raising the standard of digital ad design.

According to Darley, W. K. et al. (2022), an analysis of advertising innovation and its communication interaction becomes more crucial given the media's shifting advertising

environment. Thus, we examine the moderating function of the type of media (i.e., traditional/non-traditional) in the link between advertising creativity and its impacts within a meta-analytic framework. 298 data points from 48 articles are included in the study. First, the results of the meta-analysis show a favourable relationship between ad creativity and attitudes, behavioural intentions, and cognition. Second, the link between the effectiveness of ads and their inventiveness is moderated by the kind of medium. In particular, the findings indicate that print media has a greater influence on cognition than do TV and non-traditional media. The impact of print versus non-traditional media and TV against non-traditional media differs significantly in terms of affect. The influence of non-traditional media is less than that of print and television media. For conclusion, there is a noticeable variation in influence between TV and non-traditional media. The influence of TV media is greater than that of non-traditional media. Researchers suggest numerous possibilities for further research given that the opportunity, motivation, and capacity to digest innovative advertisements in conventional and non-traditional media may vary.

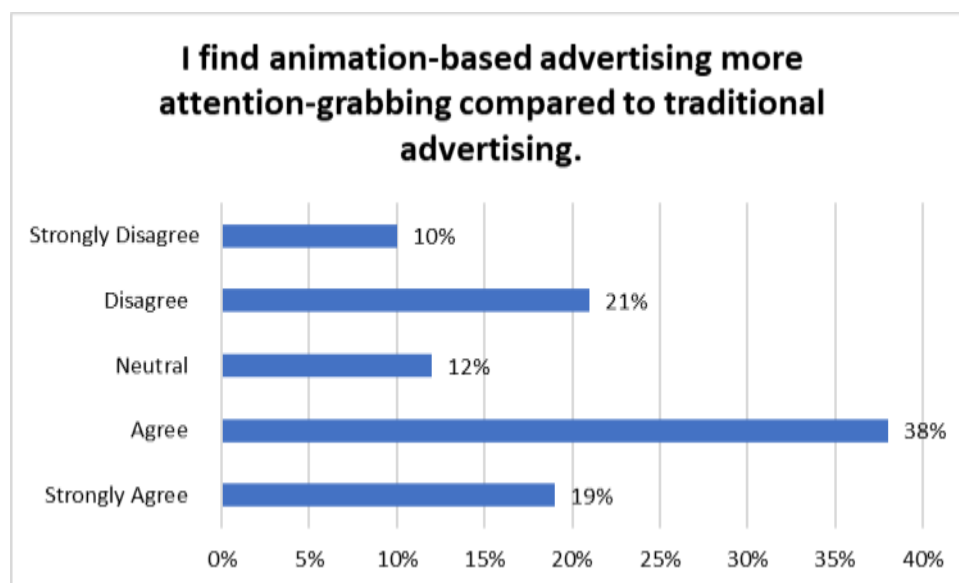
**Research Methodology:**

This study, which compares the efficacy of animation-based advertising to traditional advertising in grabbing young people's attention, uses a descriptive research approach. The study, which assesses the effects of traditional and animated advertising on young consumers' purchase intentions and brand memory in Chandrapur District, is analytical in nature. A semi-structured questionnaire has been developed for this aim and has been given to 100 young people who fall within the 18– 30 age range. To achieve this, a sample of one hundred respondents was selected using the purposive sampling approach.

**Animation-based advertising versus traditional advertising**

Traditional advertising and animation-based advertising are two different strategies for drawing in customers and promoting brands. Print ads, radio spots, television commercials, and billboards are examples of traditional advertising techniques that have been used for a long time to reach large audiences. While these techniques have been successful in raising brand recognition over time, they frequently fail to sustain engagement in a world that is becoming more and more digital and visually-driven. These techniques rely on static pictures, text, or live-action visuals.

On the other hand, animation-based advertising uses dynamic imagery, lively graphics, and imaginative narrative to draw viewers in and make them feel more involved. Younger consumers who are used to consuming digital material on social media and YouTube will find animation especially enticing since it offers more freedom in conveying intricate concepts, feelings, and brand tales. Animation-based advertisements provide a new and creative take on standard advertising forms by better capturing and holding viewers' attention via the use of visually appealing features. This research aims to investigate these distinctions in detail, looking at how each strategy appeals to the young in the Chandrapur District.

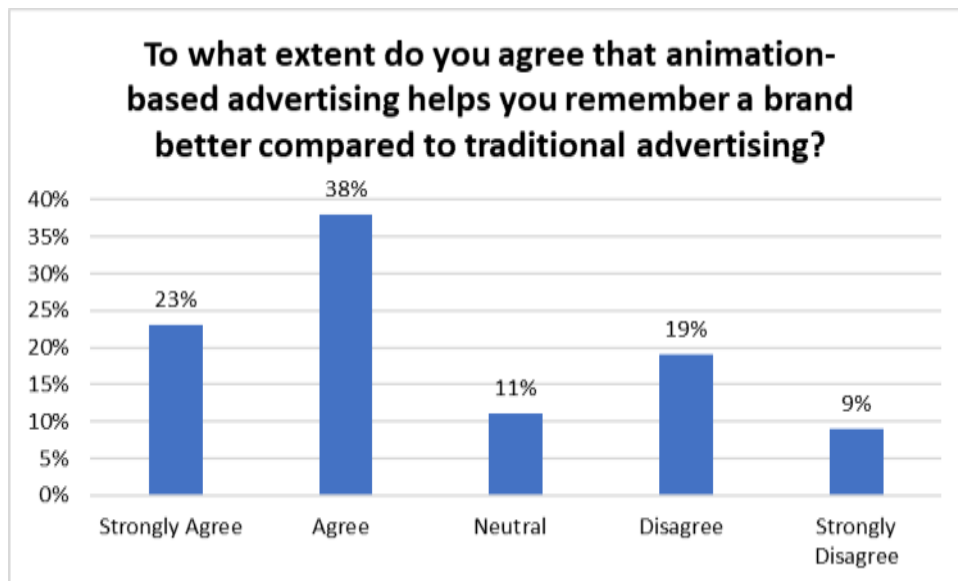


**Fig. 1 Animation-based advertising versus traditional advertising**

According to the findings, a sizable proportion of respondents—57%, or 19% strongly agree and 38% agree—think that animation-based advertising grabs more attention than traditional advertising. Twelve percent of respondents, on the other hand, express no preference at all, indicating that they are indifferent. However, 31% of participants (i.e., 21% disagree and 10% strongly disagree) do not believe that animation-based advertising is more visually appealing than conventional techniques. This implies that although most young people think animation-based advertisements are more interesting, a sizeable percentage still either likes traditional advertising or doesn't think there is a big difference between the two.

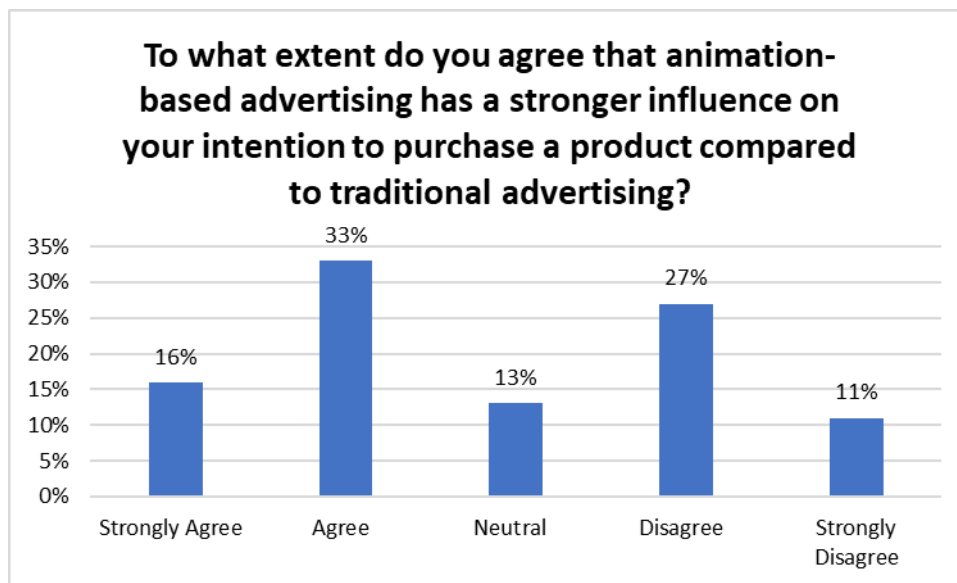
**The impact of animation and traditional advertising on the brand recall and purchase intentions:**

Additionally, an evaluation of the effects of traditional and animated advertising on young people's brand memory and buy intentions in the Chandrapur district is attempted.



**Fig. 2 Brand Recall**

According to the findings, a majority of respondents, or 61% of them (23% strongly agree and 38% agree), think that traditional advertising has less of an impact on their intention to buy a product than does animation-based advertising. Furthermore, 11% of respondents have no strong view or are unsure about this matter, suggesting uncertainty. On the other hand, 28% of respondents (19% disagree and 9% strongly disagree) believe that traditional advertising techniques do not have a bigger influence on their buy intentions than animation-based advertising. This implies that although a sizeable fraction of the respondents believe animation-based advertising to be more influential, a sizeable minority still favours conventional advertising or fails to observe a discernible change in its influence on their purchasing decisions.



**Fig. 3 Purchase intention**

According to the findings, 49% of respondents—16% strongly agreeing and 33% agreeing—believe that, in comparison to traditional advertising, animation-based advertising aids in brand recall. 13%, on the other hand, are indifferent, meaning they have neither a strong preference nor an opinion. However, as compared to conventional tactics, 38% of respondents (disagreeing 27% and strongly disagreeing 11% of the time) feel that animation-based advertising does not significantly improve brand memory. This implies that even while over 50% of respondents believe that animation-based advertising helps consumers remember brands better, a sizable percentage still prefers traditional advertising or doesn't think there is a significant difference in efficacy.

### **Findings and Conclusions:**

The results show that among young people in Chandrapur District, animation-based advertising is thought to have a greater influence on purchase intentions and improve brand memory than traditional advertising. In particular, 61% of respondents think that advertisements using animation are more successful at influencing their decisions to buy, and 49% think that animated advertising are a better approach to increase brand remember than conventional techniques. Still, a sizable minority—28% in the case of intent to buy and 38% in the case of brand recall—either choose traditional marketing or do not perceive a substantial distinction between the two strategies. These findings imply that, despite the popularity and efficacy of animation-based advertising, a sizeable portion of the adolescent

audience may still react more favourably to traditional marketing or fail to see any discernible benefits from it.

### Recommendation:

The results indicate that companies aiming to attract young consumers in Chandrapur District ought to think about integrating animation-based marketing into their marketing plans to boost engagement and sway purchase intentions. This is because animation-based advertising has been demonstrated to be more successful in drawing in viewers and enhancing brand recall. But a balanced strategy that incorporates both animation and conventional techniques could be helpful, as a sizable section of the viewership still prefers conventional marketing or does not see a noticeable difference. This hybrid approach would take use of animation's capacity to capture and engage while preserving the consistency and familiarity among traditional forms to cater to the wide range of tastes of the intended audience.

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