

Use of animated Characters in Advertisements to understand Marketing Strategy

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ABSTRACT

The animation isn't only a diversion for children. It turned into a piece of their day by day lives. In this way, these vivified characters have both positive and negative effect on these youthful personalities. Understanding the way that kids do offer significance to these visual characters, corporates are utilizing this as a key approach to improve their deal scale. This examination is endeavoring to break down how animation characters assume a significant job in item advertising fundamentally through promotions and to investigate how these children picked while they are into shopping. This examination receives study to dissect whether youngsters incline toward items having animation characters; which pursues with the adaption of the hypodermic needle hypothesis. The approach received for this examination is Quantitative. The example measure picked for the examination is 100, also, for the most part, centered around youngsters matured from 4 to 8.

1. Introduction

Twenty-first-century youngsters begin their day with kid's shows and their top choice characters. Superheroes and Barbie dolls have turned into an imperative piece of youth. The bond between the youngsters and their preferred character is indefinable. More grounded the bond, more grounded the interest for the character. This influences them to get pulled in towards their superheroes from shops and market. The 'New World Encyclopedia' characterizes animation as a type of articulation or correspondence that alludes to a few types of craftsmanship including funny inscribed outlines, ironical political illustrations, and an enlivened film. Kids' things from toys to shirts are accessible as well known enlivened animation characters in business sectors. Advertising experts constantly study and research on youth's inclinations of item names. Be that as it may, the media's effect on children is past showcasing procedures, which thus influences the generation and buy rate too. Activity characters like Minions, Tom, what's more, Jerry, Pokémon characters, Angry Birds, and so forth are broadly utilized in items like toys, amusements, cakes, shoes, shirts, water bottles, packs, umbrellas, beds, glasses, etc. This is halfway because of the bond made by promotions. The Advertising Association of the UK characterizes promotions "as a method for correspondence with the clients of an item or administration. "Promotions are messages paid for by the individuals who send them and are expected to advise or impact individuals who get them". Promotions, the specialty of influence, gains the consideration of youngsters in this manner impacting and influencing the children more furthermore, more to their items. In this manner, it tends to be said that ads do play an imperative job in the creation and market reach of enlivened character toys. Advertisers and chocolate generation organizations, so as to pick up the consideration of kids, sell their items or chocolates alongside their most loved toys and liveliness characters like Pokémon, followers, irate feathered creatures and such. This look into essentially centers around how the results of energized characters in the advertise impact the children and increment the generation and buy rate. The inquiry about adopts up a quantitative strategy to item examination and review.

2. Literature Review

There are different looks into done to examine the impact of animation and its characters on children's. Indeed, even different specialists go for finding the closeout of items with animation characters. Khaled alludes animation as a twofold edged weapon that is equipped for ruining and building up a person's character. It can even go about as a self-teach in which kids are presented to learning a couple of things notwithstanding sitting at home. (Khaled, 2015). Aveen states that kid's shows changed radically inside this previous multi-year. Kid's shows changed its very structure from reasonable to comic in sense. It advanced as a generally engaging component for the two youngsters' a grown-up. Indeed, even a few parts of our lives are very much depicted in these vivified motion pictures. (Aveen,2015). Alana centers around featuring the way that activity turned into an advertising procedure for corporate to build their deal. (Alana, 2015). Ajay found that brands utilizing animation characters are the progressively alluring brand for children. This, thus, is utilizing the consideration of kids to purchase that specific item. TV turned into the mode of data to kids through channels, for example, Kochu TV, Pogo and Cartoon Networks. (Ajay, 2014). Went-shin says that energized talked characters do impact a shopper's purchasing propensity. Despite the fact that brand esteems, what's more, the item is the basic motivations to be considered. Despite these reasons, genuine interest is given more significance while obtaining. (Wen-shin, 2011)With the prevalence of TV, the movement also picked up notoriety. Indeed they express that these publicists are "preying" on the brains of youth. (Noel,) Solanki found that Cartoon Networks, Pogo, and Hungama were the most mainstream channels among children's. Another explanation that Solanki notice is that a large portion of the youngsters likes to play versatile diversions now daily. This gives a showcasing procedure for those businesspeople to improve new advancements. One of the versatile amusements for youngsters Solanki notice is the Angry Birds. Everybody realizes that a large portion of the kids is particularly dependent on that amusement. One significant factor is that they are vivified characters. This makes the children more fascinating for the children to play this diversion. (Solanki, 2015) Komal states that the characters utilized by

brands have more significance to a brand inclination among kids. Kids' buy choice is very affected by these characters advanced by brands. (Komal, 2016). Sarah found that kids want to have nourishments enhanced with animation characters instead of sound foodstuffs. (Sarah, 2010). M Arul states that the greater part of the guardians satisfy their children need to purchase their top pick merchandise. So the children will be glad. What's more, once in a while they feel that the choice taken was great in light of the little spending plan in the merchandise. (Dr. M. Arul, 2016) Mr. Abdul states that ads have assumed a significant job purchasing conduct of the children. They get impacted by the items appeared in the ads and they tend to purchase that item. (Mr. Abdul, 2014) Shikha says that the greater part of the children is particularly affected by the animation characters now daily. This has assumed a significant job in child's design as well. When they see fabrics engraved with animation characters they get the propensity to get them. Another thing that Shikha makes reference to is that the vast majority of them leave with the family unit. What's more, a large portion of the guardians will be representatives. Just think what the children can do is that to watch animation amid the free time frames. (Shikha, 2015) Hence I would dependably say that kid's shows do assume an exceptionally crucial job in each youngster living in this period. As we as a whole realize many animation channels are there and various animation indicates are likewise there. I would likewise say that it has an extraordinary significance in the improvement of language in each child. From Ali's perspective, he endeavors to pass on that it is generally the school going kids who watch distinctive animation appears. Since it has impacted them a ton we can see it in their dressing styles, language, way of life, their savage conduct, indeed, even now and again the children endeavor to impersonate as the animation characters do. From his think about, he likewise finds that the greater part of the children like to watch kid's shows loaded up with parody. (Ali, 2013). Harikrishnan says that vivified characters have made more effect on the children, which would raise the status of ladies in the public arena. (Harikrishnan, 2017).

3. Methodology

Vivified characters have a colossal task to carry out in this present period, how the animation characters in motion pictures are utilized in youngsters item like chocolate, nourishment, toys, packs. The strategy utilized studies to examine whether youngsters lean toward items having animation characters. The review will be led among 100 children running from age 4 – 8. This investigation gives a review of children purchasing nature towards the item which are vivified characters. This examination will likewise give

superior information about the promoting procedure in which impacted by the character portrayal from movement films in their item which expands the selling closeout of the specific items.

Theoretical framework

Hypodermic Needle Theory States out the impacts of broad communications. It gives a thought of the vital mixture of a message into a person. The Hypodermic Needle Theory is straight correspondence speculation, which suggests that media messages are imbued explicitly into the minds of an

inactive social event of individuals. It suggests that we are all the equivalent and we all in all respond to media messages also.

4. Conceptual Framework

Research problem

Advertisements in today's world have created a great impact on the buying behavior of each and every child. Most of the kids are influenced by advertisements. And this influence makes them buy a particular product of their choice.

Research question

- Whether the animated characters represented in products influence kids?
- What are the systems utilized in the worldwide market to sell these items utilizing enlivened characters?

Speculation/Hypothesis

For the exploration, the theory is that media, just as commercials, impact offspring of age bunch 4 to 8. They likewise display an inclination to go for items from kid's shows and promotions.

- Use of Animation or animation characters' in an item develops purchasing conduct on youngsters'
- Does the impact of animation characters and promotions lead to varieties in obtaining an item among youngsters?

Research plan

This paper looks carefully whether kids purchase items, putting inclination to animation characters which advance the item. This can portray whether this impact is limited to kids. The system utilized for this examination is a quantitative examination. This investigation likewise examinations the inciting highlights of making a customer purchase these items. Alongside this, ten animation characters are taken into examinations and items which use vivified ones to impact the purchasing nature of youngsters as a piece of advertising techniques. To think about the impact of character towards children on purchasing an item the quantitative examination of purchasing conduct of youngsters through overview strategy. These two applied systems give a comprehension of the exploration issue to discover the announcement of the hypothesis

5. Findings

Table 1: Preference of Cartoons watched by the Respondents

Animation movies		
	Frequency	Percentage
Yes	86	86.0
No	14	14.0
Total	100	100.0

Table 1 appear out the recurrence circulation of respondent's inclination in watching movement motion pictures. It appears around (n86) 86% of respondents like to watch activity motion pictures and the least check noted (n14) 14% of the aggregate respondents.

Table 2: preference of the Favourite Toy by the Respondent

Favorite Toy		
	Frequency	Percentage
Tom and Jerry	63	63.0
Lego Building Blocks	26	26.0
Total	100	100.0

Table 2 appears out the recurrence appropriation of despondence inclination in purchasing toys. Three alternatives were given, they are Tom and Jerry, Lego Building Squares and Teddy Bears. From this alternative, it demonstrates that around (n63) 63% of the respondents lean toward purchasing the Tom and Jerry Toy. (n26) 26% of the respondents lean toward purchasing Lego the Building Blocks. Also, the least check noted promotion (n11) 11% of the all-out respondents.

Table 3: Frequency of Buying Preference of the Bag by the Respondent

Bag Preference		
	Frequency	Percentage
Mickey Mouse	63	63.0
American Tourister	19	19.0
Sky Bags	16	16.0
Nike	02	02.0
Total	100	100.0

Table 3 appears out the recurrence of circulation of respondents in purchasing Bag. Alternatives given for the children were Mickey Mouse Bag, American Tourister Bags, Sky Bags, and Nike Bags. (n63) 63% of the respondents wanted to purchase the Mickey Mouse Bags. (n19) 19% of the respondents favored in purchasing American Tourister Bags, (n16) 16% of the respondents favored in purchasing Sky sacks and the least include noted in this was (n02) 02% from the aggregate respondent's.

Table 4: Preference of Choosing an Eatable Product by the Respondent

Eatable Food Preference		
	Frequency	Percentage
Parla G Biscuit	43	43.0
Twix Chocolate	28	28.0
Gems Candy	29	29.0
Total	100	100.0

In Table 4 recurrence of conveyance of respondents in the inclination of edible items is appeared. Parle G Biscuit, Twix Chocolate, and Gems Candy were the choices given. Among the three alternatives (n43) 43%of the respondents liked for Parle G Biscuit, (n29) 29% of the respondents favored for Gems Candy furthermore, the least checked is (n28) 28% from the all-out respondents.

Table 5: Reason on Preference of the Eatable Product by the Respondent

Eatable Food Preference		
	Frequency	Percentage
Parla G Biscuit	43	43.0
Twix Chocolate	28	28.0
Gems Candy	29	29.0

Total	100	100.0
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Table 5 appears out the recurrence appropriation of respondents on the purpose behind inclination in the specific edible item. The choice given for the respondents were Love the Taste, Because of the animation characters engraved on it, Attractive Packet and Free blessings alongside it. (n 38) 38% of the respondents favored due to the animation characters engraved on it, (n36) 36% of the respondents favored as a result of the taste, (n14) 14% of the despondence favored in the Free endowments gave the item and the least to be noted was (n12) 12% and that was the alluring parcel from the aggregate respondents.

Table 6: Preference of the T-Shirt by the Respondent

Eatable Food Preference		
	Frequency	Percentage
Mickey Mouse T-Shirt	58	58.0
Basic T-Shirt	20	20.0
Kari T-Shirt	22	22.0
Total	100	100.0

Table 6 appears out the recurrence dissemination on the T-shirt inclination by the respondents. The choices given for the respondents on the T-shirt inclination were Mickey Mouse T-shirt, Basics T-shirt, and Kair T-shirt. (n58) of the respondents picked for Mickey Mouse T-shirt, (n22) 22% of the respondents favored in Kair Tshirt furthermore, the least noted in the table was (n20) 20% and this was for Basics Tshirt.

Table 7: Reason for the Preference of T-Shirt by the Respondent

T-Shirt Preference		
	Frequency	Percentage
Love Color	48	48.0
Love Character	52	52.0
Total	100	100.0

Table 7 shows out the frequency distribution of the reason for the preference of T-shirt by the respondent. Love this Colour and because I love the cartoon characters were the options given to the respondents. (5n2) 52% of the respondents opted for because I love cartoon characters and the least noted was (n48) 48% love this color from the total respondents.

6. Discussion

Animated characters represented in products influence kids. While analyzing various contents as well as the survey conducted among 100 respondents ranging from age group 4-8, we could find that animated characters represented in cartoon shows, advertisements, and products do influence the kids. From the survey conducted among 100 kids, it is understood that 86% of the kids to watch cartoon shows. Several global marketing strategies involve selling products with these animated characters. Cartoons are an unavoidable element in a child's routine. from toys to eatables, children look out for their favorite cartoon characters on it. Here when asked to kids on the preference of their favorite toy 63% of the kids said, Tom and Jerry. It is because of the factor that cartoon character has influenced them. There is no need for a further

question here. Most of the kids love to watch Tom and Jerry Which is fully filled with humor. And it is, of course, entertainment for most of the kids. From this, it is thoroughly understood that kids not only like to watch it on screen but they would also like to play with it. And when questions to kids were asked on their preferred school bag 63% of the kids from 100 respondents preferred in having Mickey Mouse Bag. This also has an influence on kids because it is a cartoon character. From the eatable product, it is understood that 43% of the kids opted for Parle G Biscuit. Parle G Biscuit uses the animated character named "Chhota Bheem" to popularize their product among their target audience, that is children. This is a strategy, which is much more effective, rather than using catchy quotes, taglines or presenting the advertisements with celebrities in limelight. Above taken survey was taken results clearly depicts why Parle G gains preference among children, only by adopting cartoon characters for the promotion of their product.

Advertising systems have changed colossally and new advancements are brought through ads. Also, this commercial tends the children to purchase a specific item. At the point when an inquiry was posed to the children on why they pick one specific item 38% of the children answered in light of the animation character engraved on it. But simply close to that 36% of the children said they adore the taste. So here both the appropriate responses can be considered in light of the rate go is appeared in the study taken. At long last, an inquiry was posed to the children on their preferred T-shirt. What's more, three choices was likewise given from that the vast majority of the children that are 58% of the children liked to have Mickey Mouse T-shirt than other marked T-shirts. What's more, one the inquiry in regards to the purpose behind the inclination of the T-shirt was inquired, 52% of the children answered in view of the animation character engraved on it. Thus, clearly, it is comprehended that the impact of notices correspondence impacts is higher. Purchaser enjoying and getting impacted by a notice is important. We can likewise say that publicizing, item and brand demeanors are associated with buy objective. Systems utilized in the worldwide market to sell these items utilizing vivified characters. Showcasing is the procedure through which organizations and worldwide associations carry their items into the world market. The universal sustenance organizations like Kinder Joy and all impact the kids from everywhere throughout the world. At the point when the objective buyers of these associations moved toward becoming children, limits turned out to be less. Ads are the real technique utilized by them to reach to their purchasers. At the point when kids see these pulling in advertisements with their top pick animation characters', consequently, they get fixated on those items. Through promotions, the picture of these items gets into them profoundly. The association offers unconditional presents which grabbed the eye of children generally. At the point when the items achieve the market, there is no uncertainty in a child getting pulled in to them. Youngsters purchase those primarily for their preferred animation character toys. In the shops likewise, these sorts of items are constantly put in eye-getting regions with hues and pulling in plans to grab the eye of children effectively. The toys in kinder bliss are the best case of

these sorts of methodologies. Since the children are pulled in to kinder satisfaction for the most part for those toys. Another system utilized by the showcasing association is picture introduction. The pictures of animation characters engraved on T-shirts, tops, toys pull in the children more than some other brands. The children favor for the most part those items which have their animation characters. For instance, the T-shirts of Superman and Ben ten watches are exceptionally fixated things by the children. Beforehand the animation characters were utilized for the most part in grains. However, at this point in pretty much every child's items, the bundling is the principle animation character. This additionally influences the youngsters to get pulled in to those items regardless of whether they needn't bother with them. Aside from this worldwide organizations purchase these kid's shows and utilized them as a brand picture to canvas kids. The primary case for this is the Happy Feast presented by Mc Donald's. Children are madly fixated on their upbeat feast particularly for the toys of animation characters.

7. Limitations

- The examination pursued just a quantitative investigation. In addition, was constrained to kids who matured 4 to 8
- The investigation was restricted to 100 respondents because of the deficiency of kids. The majority of the respondents were school going, kids.
- The animation characters chose for the review was restricted to 10.

8. Conclusion

Utilization of animation characters can make a commercial increasingly inventive and adaptable to its intended interest group, that is, youngsters. The animation characters along with with the generation esteem can make an effect just as the achievement of the item and association. Today, as opposed to picking famous people for advancing youngsters' items, organizations favor well known enlivened characters. Children make eager bonds with imprint mascots and media characters just as they were their nearby mates. Child's shows characters can make even the most snared thing, organization or substance stackable. Animation characters in featuring can make your thought increasingly clear to fathom in light of the way that they picture the substance in good times, associating with way. Animation characters are extraordinary in addressing people lives. They make it to an extraordinary degree basic for the watcher to put themselves in the animation characters shoes. Thusly child's shows partner with people even more easily. By a wide margin unrivaled, animation characters are routinely used to address even fragile subjects without being exasperating. They are incredible at appearing severe reality delicately. Kid's shows filling in as a source of diversion for youngsters make these animation characters; a piece of their day by day life. They want to utilize items, for example, eatables, garments, adornments and school supplies having these characters on them.

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