

**ONLINE PURCHASE INTENTION: THE IMPACT OF ANIMATED
ADVERTISEMENT IN GUNDAM PLASTIC MODEL**

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Abstract

Animated advertising is one of the most popular advertising concepts, appealing to a consumer's emotions and feelings and persuading their intention to purchase. This study investigates the impact of animated spokesperson advertisements, attitudes toward animated advertisements and customer purchasing behaviour. For this study, data were gathered from 108 respondents who are currently residing in Indonesia and fall between the ages of 18 and 35. They must also be buyers of Gunpla of any type, as the study focuses on advertisements from the Gundam Plastic Models sector. The main method of data gathering for this study is an online survey questionnaire and face to face interviews. The measures were adopted and modified from previous studies, used five Likert scale. Data analysis was done for the validity and reliability of the measures and relationships between variables using regression analysis. The results revealed a favourable and positive association between animated spokesperson advertisements and one's attitude about the animated advertisement. Furthermore, attitude towards advertisement depicts significant impact on consumer purchase intention. These results indicate that attitude towards advertisement is significant mediator between animated spokesperson advertisement and purchase intention. However, animated advertisement does not influence directly the purchase intention. This suggests that using animation in Gunpla advertisement boosted customer acceptance and enjoyment of the advertisement, as well as their intention to purchase the advertised goods through positive attitudes towards the animated spokesperson advertisement. This study has various theoretical implications in the world of marketing and advertising. To begin with, the study's findings reveal that animated advertising using spokes-characters considerably alters the attitude toward the animated advertisement in a good way, which lead to consumers' intentions to buy.

Keywords: purchase intention, animated spokesperson advertisement, attitude towards animated advertisement, gunpla

Introduction

Making a good advertisement is a challenging endeavor since a successful advertisement must be able to capture people's attention while also evoking a pleasant emotion in the intended audience (Chen, Ling & Chen, 2022). Previous researchers have numerous proposed and identified advertising throughout years of accumulated research. According to Tyagi and

Kumar (2004), advertising is the act of notifying the public or making a public declaration. According to Belch, Belch and Kerr (2018), advertising is a type of communication that uses paid communications to promote a product, service, or idea. Advertising is a strategy that encourages people to distribute commercial messages to others, potentially resulting in a massive rise in communication exposure (Kirby & Marsden, 2007). Digital media is growing increasingly popular in Indonesia, particularly among the younger population. As a result, advertising spending is shifting toward digital channels. This suggests that the marketing and advertising industry will continue to expand, becoming a significant source of company operations expenditure in the marketing division. Gunpla, or Gundam plastic models, have gained popularity worldwide due to their high level of detail and articulation. These kits, dating back to the 1980s, allow fans to assemble and customize their favorite Mobile Suits from the anime series. The Gundam industry in Indonesia has grown significantly, with a predicted worth of USD 20 million in 2023 (Zaputra, 2023). The birth of animated advertisements was an important milestone in the growth of advertising. Animated advertisements are a type of advertisement that uses animation to generate a wide range of characters, settings, and scenarios, which can make animated advertisements more interesting to attract the attention of the audience (Chaturvedi, 2023). Animated spokesperson advertisements offer advantages over live-action ones, as they are more engaging and dynamic, influencing customer perceptions positively, especially among younger audiences (Lee & Green, 2007).

Nowadays, businesses view animation as a more affordable alternative to live video production for television and digital advertisements because it requires a far smaller budget (Goel & Upadhyay, 2017) and capture more viewers' attention and provide a memorable experience for the viewers (Chaturvedi, 2023). According to a Nielsen Indonesia survey, they are particularly popular in Indonesia, where 70% of consumers recall animated advertisements more than standard ones. The global animation market, worth USD 394.6 billion in 2022, is expected to reach USD 587.2 billion by 2030, growing at a CAGR of 5.00% between 2023 and 2030. The growing popularity of animated content among both children and adults is expected to further expand the market (Nielsen, 2022). In this context, the study aims to investigate the impact of animated spokesperson advertisements on attitudes toward animated advertisement and purchase intentions. The researcher hopes to shed light on the underlying mechanisms and potential results of animated spokesperson advertising methods by analyzing relevant academic literature and conducting empirical research. Understanding the relationship between animation, attitudes about advertising, and purchase intentions can provide valuable information for Gundam plastic model marketers, allowing them to create more appealing and engaging campaigns that resonate with their target audience. Thus, the objectives of this study include examining the effect of animated spokesperson advertisements on attitudes towards animated advertisements, and the purchase intention of Gundam Plastic Model products.

Literature Review

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is a model that explains user behavior by linking beliefs, attitude, intention, and behavior (Schifter & Ajzen, 1985). It identifies three variables: attitude, subjective norm, and perceived behavioral control. Attitude is influenced by individual ideas about behavior and its consequences, while subjective norms are influenced by social pressure and thoughts about approval or disapproval from others. Perceived behavioral control measures how easy or difficult an activity is for an individual. Behavioral intention (BI) is a predictor of actual behavior, indicating how much effort a person is willing to devote to an action (Ajzen, 1991). The TPB model has proven effective in various behavioral fields for predicting and understanding behavior (Crespo & Del Bosque, 2008). The Cognitive, Affective, and Conative (CAC) model also helps understand human behavior (Schiffman & Kanuk, 2004). CAC model focuses on the cognitive component, which refers to views about the object's nature and its relationship to other objects, the affective component, which encompasses an individual's emotions and intentions, and the conative component, which directs behavior towards achieving goals.

Animated Advertisement

Animation has become a popular advertising medium, with animated spokespersons significantly impacting customer attitudes and behavior (Shuja, Ali, Anjum & Rahim, 2018). Chaturvedi (2023) highlighted four animation strengths. It first draws viewers' attention. Second, it establishes a distinct product, goods, and services identity. Third, animation simplifies complex ideas into simple expressions that anybody can understand. Finally, it can bring an abstract, unrealistic notion to existence. They can express personality and impressions, with higher marketing effectiveness due to nostalgia (Callcott & Alvey, 1991). Their attractiveness and likeability positively affect advertising effectiveness (Kamins, 1990). Animated characters allow advertisers to develop identities beyond human attractiveness, and when uniquely produced for a company, they act as experts to explain and illustrate items (Huang, Hsieh, & Chen, 2011). Consumer fondness for advertisements can predict its effectiveness, with animated characters being more popular than other forms (Brown & Stayman, 1992).

Spokesperson Effectiveness

Animation has grown in popularity as a medium for advertising and marketing, with animated spokespersons playing an important role in shaping customer attitudes and behavior (Shuja et al., 2018). The efficacy of animated spokespersons has been extensively studied, with studies looking at a range of aspects that contribute to their success. The reason for this is that animated spokespersons, like humans, can express personality and impressions to customers (Callcott & Phillips, 1996). Callcott and Alvey (1991) observed that animated spokesperson has higher marketing effectiveness due to their nostalgia. When customers can easily correlate product attributes with the features of animated spokes-characters, the impact of matching is stimulated (Garretson & Niedrich, 2004). A spokesperson's attractiveness and likeability have regularly been demonstrated to positively affect advertising effectiveness (Kamins, 1990). Given their distinct visual appeal, animated characters allow advertisers to develop identities that transcend the boundaries of human attractiveness (Huang, Hsieh, & Chen, 2011). When animated spokes-characters are uniquely produced for a certain company, they operate as experts to explain and

illustrate items (Garretson & Niedrich, 2004). According to Brown and Stayman (1992), a consumer's fondness for advertising may be an effective predictor of advertisement effectiveness. Callcott and Phillips (1996) observed that advertisements promoted by animated characters were more popular than other forms of advertisements.

Attitude toward Animated Advertisement

Attitude towards advertising is a crucial factor in determining its success, as consumers' cognitive abilities are reflected in their ideas and feelings (Nagar, 2015). Advertising generates a combination of positive and negative emotions, which influence users' overall attitudes (Ducoffe, 1996). Consumer attitudes towards advertisements can lead to purchasing decisions based solely on the advertisement's attitude, without fully understanding all brand information (Zhu & Kanjanamekanant, 2021). Marketing attitudes are also a key determinant of advertising effectiveness. Animated advertising has been found to have advantages, such as visual brilliance, inventive possibilities, and the ability to capture attention, evoke pleasurable emotions, and increase memorability (Shuja et al., 2018). Studies have shown that animated characters can be successful marketing representatives, establishing trust and connection with viewers (Manaf & Alallan, 2017). Animation's versatility enables narrative and product presentations in ways that live-action cannot, perhaps leading to improved understanding and engagement (Coreback & Krall, 2022).

The success of animation advertising is dependent on a careful balance of creative execution, target audience, and product kind. According to Shuja et al. (2018), animated figures in children's advertisements greatly improve product and brand recognition, preferences, and association, highlighting their appeal and efficacy, and animation can significantly influence brand preferences (Ülger, 2008). Animation visuals in advertisements can impact consumers' impressions of the advertised brand as well as purchase intent (Jin, 2011). Researchers concluded that animation is a useful technique for advertising, marketers should always consider the level of customer involvement to raise brand awareness, develop good brand attitudes, and enhance purchase intentions (Manaf & Alallan, 2017).

Purchase Intention

Purchase intention is a consumer's desire to buy a product from a specific brand (Yaoyuneyong et al., 2018), often influenced by advertisements and their plans to buy specific items (Davtyan & Cunningham, 2017). Consumers will purchase certain products or brands based on their needs, attitude, and perception of the product or service (Haque et al., 2015). Therefore, purchase intention is the result of perceptions and attitudes about products, services and or brands.

Gundam model kits, known as Gunpla, are extremely popular among franchise enthusiasts. Gunpla are pre-assembled plastic model kits. They are well-known for their attention to detail and precision (Chen, 2017). One key factor that influences the purchase intention of Gunpla is the anime and manga of Gundam. According to a recent study by Zaputra (2023), Gunpla purchase intention is high among franchise lovers. According to Takashi's survey, 70% of fans acquired a Gunpla in the previous year, and 80% plan to purchase a Gunpla in the coming year

(Takashi, 2021). Characters and stories in Gundam anime can provoke emotional responses. These attachments may lead to a desire to acquire a piece of the Gundam universe, such as a Gundam model kit. The exposure to anime can be an efficient approach to market items (Zaputra, 2023). In the instance of Mobile Suit Gundam, the animated series was successful in increasing interest in Gunpla items, resulting in higher sales.

Animated Spokesperson Advertisement and Attitude toward Animated Advertisement

Animated spokesperson advertisements are becoming more common in the advertising scene, providing a visually engaging, dynamic, and colorful nature that can immediately capture the eye and keep viewers captivated and to communicate messages to customers (Chaturvedi, 2023). Animated components, especially the spokesperson such as moving figures and vibrant images, have been shown by researchers to catch attention more efficiently than static advertisements (Yoo, 2004). The use of animation in advertising is motivated by the assumption that it can attract viewers' attention, effectively communicate information, and foster favourable attitudes toward the offered items or services (Hong, 2004).

Attitudes toward advertising are described as a tendency to respond favourably or adversely to a specific advertising stimulus during a specific exposure event (Lutz, 1985). When a consumer examines the visual and verbal product of a claim and its content, an attitude toward the advertisement is established (Sander, Föhl, Walter & Demmer, 2021). According to Mitchell and Olson (1981), consumers' views toward advertising influence their attitudes toward brands by altering how the marketed brand is perceived. When emotive emotions are elicited, customers can make purchasing decisions based solely on the attitude of the advertisement, without having to completely comprehend all brand information (Zhu & Kanjanamekanant, 2021). Advertising elicits both positive and negative emotions, which influence users' overall attitudes (Ducoffe, 1996). The spokesperson of animated advertisements has a significant influence on consumer attitudes toward advertising. Many businesses utilize animation in their advertising techniques because animation can attract people's attention and increase their enjoyment of the advertisement. The more favourable a consumer's attitude is, the more likely it is that they will make a purchase (Coreback & Krall, 2022; Shimp, 2010; Hawkins and Mothersbaugh, 2010). As a result, previous research indicates that animated advertisements are a key factor in influencing how the advertisement itself is perceived and assessed by the audience, which in turn will determine the effect on the consumer's attitude toward the advertisement.

H₁: Animated spokesperson advertisements have a positive relationship with attitude towards animated advertisement.

Animated Spokesperson Advertisement and Purchase Intention

Attitudes toward advertising are described as a tendency to respond favourably or adversely to a specific advertising stimulus during a specific exposure event (Lutz, 1985). Animated spokesperson advertisements offer a powerful tool for influencing consumer behavior and has developed as a gripping method for attracting consumer attention, conveying brand messaging, and influencing purchasing decisions in the fast-paced world of digital marketing (Chaturvedi,

2023). The attractiveness of spokesperson characters is based on its capacity to captivate viewers, improve brand recall, and effectively communicate product characteristics in a visually appealing and amusing manner (Coreback & Krall, 2022). This visual appeal is essential in generating consumer interest in the advertised goods or services. When visually engaged, customers are more likely to pay attention to the advertisement and eventually examine the product or service, leading to greater purchase intentions (Manaf & Alallan, 2017). Perceptions of consumers about products and brands are created through advertisement (Chen et al., 2022). Advertisements with detailed information and also price of the products will strongly attract the audience attention and buying decision (Yang et al., 2023). Consumers are more likely to recall and consider products shown in more visually appealing, entertaining (Lee and Cho, 2017) and sometimes irritating advertisements (Hausman and Spiecke, 2009), which directly influence their purchasing intentions. Thus, the hypothesis in relating to this will be as follows:

H₂: Animated spokesperson advertisements have a positive relationship with purchase intention.

Attitude toward Animated Advertisement and Purchase Intention

Advertising has a critical role in developing perceptions, affecting attitudes, and ultimately driving purchasing decisions in the dynamic world of consumer behavior (Blackwell, Miniard, & Engel, 2001). Attitude toward advertising refers to a person's overall assessment of advertising as a communication instrument (Lutz, 1985). It represents their judgments of the credibility, intrusiveness, usefulness, and overall impact of advertising on their thoughts and decisions. A favorable attitude toward advertising means that an individual finds it informative, interesting, and compelling, whereas a negative attitude shows that advertising is perceived as invasive, deceitful, or unimportant. Purchase intention is the process by which consumers decide to acquire a good or service because of advertisements produced through advertising media (Huang, Yu, & Huang, 2009). A positive attitude toward advertising can influence purchasing intent. When customers have a positive attitude toward advertising, they are more likely to be responsive to messages from advertisers, engage with advertised items or services, and eventually make a purchase choice. The research indicates a close relationship between advertising attitude and purchase intention (Lin, 2011). In summary, all positive attitude toward ads includes animated advertisement have a positive relationship toward purchase intention. As a result, the following hypothesis was formed:

H₃: Attitude towards animated advertisement has a significant effect on consumer purchase intention.

The framework model of study (Figure 1.1) is depicted based on the descriptions of each relationship and the specified hypotheses.

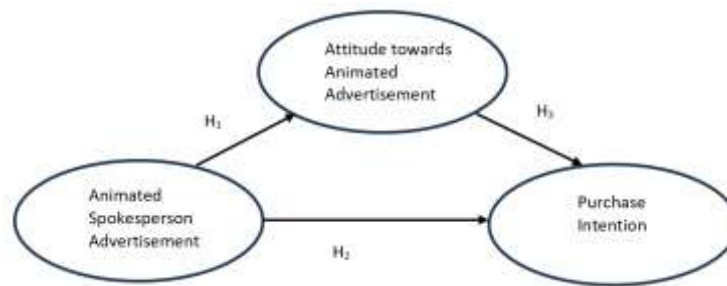


Figure 1. Research Model

Method

This study employs quantitative methods. Data collection was done using an on-line survey through structured questionnaires to respondents from September 2023 until December 2023. The criteria of the respondents include Gundam Plastic Models consumers who are between 18 to 35 years old and residing in DKI Jakarta, Indonesia. The sample size was 110 respondents, and it was defined by looking at the maximum number of arrows pointing at a construct of two as dictated by Cohen's Table. Table 1 shows the research measures which were used for data collection. The measures were developed based on existing measures and the responses were used 5 points Likert scale, from strongly disagree to strongly agree.

Table 1. Research Instrument

Construct	Measurement Item/Indicator	Author(s)
Animated Advertisements (AA)	The appearance of the characters in animated advertisements attracts attention.	Huang, Hsieh & Chen (2011)
	Gunpla's personality increased my liking for the commercial.	
	I enjoyed the music used in the animated ad.	
	I like Gunpla characters because they have strong personalities	
	I like Gunpla characters because they have strong personalities	
	I like animated characters because they are fun.	
	The characters in the animated advertisement made me nostalgic about the Bandai Spirits Hobby Exhibition event.	
	The characters in animated advertisements stimulate memories of my childhood.	
	When I saw the Gunpla characters in the advertisement, I remembered the past.	
	I trust the product in the ad because the animated characters are famous.	
	I believe that the animated characters in the commercial are sincere and honest.	
Attitude Towards Advertisement (ATA)	I feel that the advertisement are favorable	Jain & Rakesh (2018)
	The advertisement appeared pleasant to me.	
	I felt that the advertisement was persuasive.	
	I believe the advertisements are effective.	
Purchase Intention (PI)	A well-crafted advertisement frequently has a beneficial impact on my purchasing intention.	Sriram, Namitha, & Kamath (2021)
	It is most likely that I will purchase the items that are advertised.	Jain & Rakesh (2018)
	I intend to actively seek out and acquire this product.	

	I would likely purchase the goods based on the information provided by the advertisement.	Akbari (2015)
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All measures were tested for their validity and reliability. The hypotheses were examined using multiple regression analyses. Smart PLS was used to facilitate path analysis. Table 2 illustrates the profile of the respondents for this study.

Table 2. Profile of the Respondents

Demographic Profile	Item	Frequency	%
Age	18-25	76	68
	26-35	32	29
	>35	4	4
Domicile	Central Jakarta	52	46
	North Jakarta	18	16
	South Jakarta	14	13
	West Jakarta	13	12
	East Jakarta	10	9
	Other	5	4
Gender	Male	75	67
	Female	35	31
	Prefer not to say	2	2
Type of gunpla model kit in the ad	Barbatos	92	82.14
	Other	20	17.86

Results and Discussion

Validity and reliability tests were done on all measurements. First, content validity was done to make sure that each measurement item was valid. This validity test was done by testing the questionnaire to an expert in marketing and 5 (five) respondents to make sure that each item can be easily understood by respondents, so that the questionnaire will be easily completed. Second, the analysis of measurement model through outer loadings showed good results as all items have loadings greater than 0.5 (Table 3). However, there are two items, Attitude 7 and Attitude 8 were deleted from the Attitude towards Advertisement construct (ATA). Third, the average variance extracted (AVE) of each construct shows very good results, which is greater than 0.5, and this shows good convergent validity and reliability (Table 3). Another validity test, which is discriminant validity was done by cross loading. The results of this analysis also show very good results, as all items belonging to each construct have greater loadings compared to items which are not in the same construct (Table 3). The reliability analysis of each construct also reveals that each construct has a very good reliability. This is illustrated by Chronbach's α and composite reliability which are greater than 0.7 (Table 3). There is no issue of multicollinearity as the VIF value of each measurement item is less than 3, except item Attitude 4 (3.463). However, as it is less than 5, then it can be concluded that there is no multicollinearity between variables.

Table 3. Outer Loading, Validity and Reliability

Construct	Measurement Item	Outer Loading	Chronbach's α	Composite Reliability	Average Variance Extracted (AVE)	Cross Loading		
						AA	ATA	PI
Attitude	Attitude1	0.783	0.867	0.896	0.896	0.730	0.783	0.494

towards	Attitude2	0.748				0.671	0.748	0.467
Ad	Attitude3	0.852				0.673	0.852	0.537
(ATA)	Attitude4	0.805				0.633	0.805	0.481
	Attitude5	0.859				0.810	0.859	0.696
	Intention1	0.794	0.859	0.898	0.898	0.502	0.519	0.794
Purchase	Intention2	0.869				0.590	0.646	0.869
Intention	Intention3	0.775				0.342	0.390	0.775
(PI)	Intention4	0.789				0.505	0.600	0.789
	Intention5	0.762				0.445	0.448	0.762
	AnimatedAd1	0.818	0.869	0.905	0.905	0.818	0.698	0.477
Animated	AnimatedAd10	0.784				0.784	0.731	0.547
Advertise-	AnimatedAd2	0.652				0.652	0.555	0.422
ment	AnimatedAd3	0.692				0.692	0.564	0.379
(AA)	AnimatedAd4	0.743				0.743	0.606	0.458
	AnimatedAd5	0.674				0.674	0.652	0.346
	AnimatedAd6	0.533				0.533	0.390	0.211
	AnimatedAd9	0.842				0.842	0.768	0.584

Figure 2 shows the results of path analysis of the study using SmartPLS. It presents the relationship between independent, mediating and dependent variables. This includes direct and indirect relationships as has been explained in the hypotheses of the study.

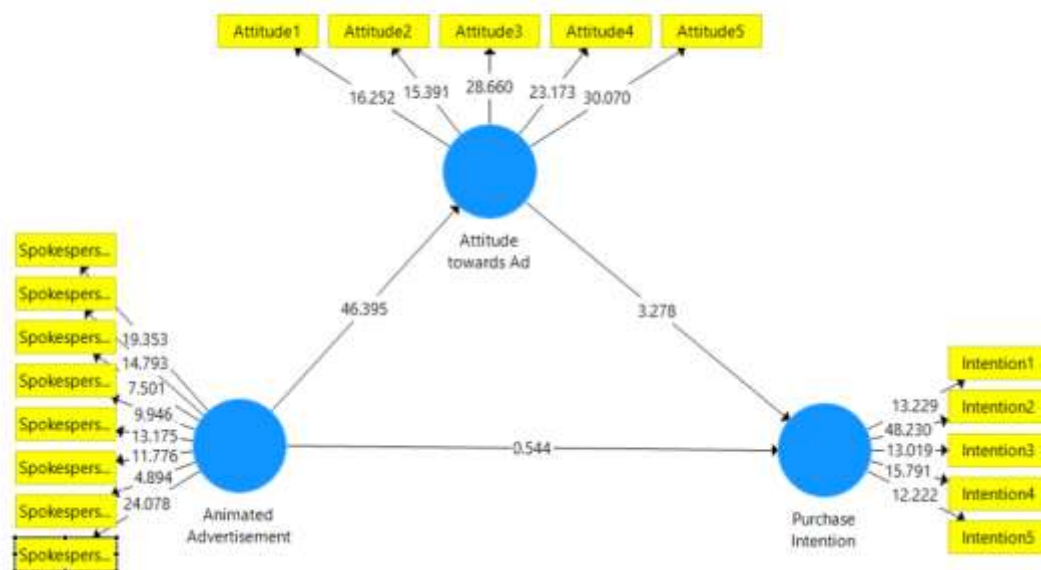


Figure 2. Path Analysis

The results of the analysis depict that the R^2 of relationship between animated advertisement and attitude towards advertisement is 0.763. This shows that 76.3% of the variance of attitude towards advertisement is explained by the animated advertisement. Furthermore, R^2 shows that 45.1% of variance of purchase intention is explained by animated advertisement and attitude towards advertisement. So, we can say that purchase intention is influenced by both animated advertisement and attitude towards advertisement (Table 4).

Table 4. R Square

Variable	R Square	R Square Adjusted
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Attitude towards Ad	0.763	0.761
Purchase Intention	0.451	0.440

Table 5 illustrates the results of the hypotheses of this study. It was found that animated advertisement significantly influences attitude towards advertisement (H_1), with coefficient regression or $\beta = 0.874$ ($p < 0.05$). Similarly, attitude towards advertisement significantly influences purchase intention (H_3), with coefficient regression or $\beta = 0.571$ ($p < 0.05$). However, H_2 is not supported, animated advertisement does not relate to purchase intention ($\beta = 0.112$, $p > 0.05$). Therefore, there is no direct relationship between animated advertisement to purchase intention. Attitude towards advertisement has significant mediating effect on purchase intention ($\beta = 0.499$, $p < 0.05$).

Table 5. Hypotheses Testing Results

Hypothesis	Original Sample (β)	t statistics	p Values
H_1 : Animated Ad \rightarrow Attitude towards Ad	0.874	43.056	0.000
H_2 : Animated Ad \rightarrow Purchase Intention	0.112	0.577	0.565
H_3 : Attitude towards Ad \rightarrow Purchase Intention	0.571	3.337	0.001
Animated Ad \rightarrow Attitude towards Ad \rightarrow Purchase Intention	0.499	3.288	0.001

This study found that animated advertisements significantly affect the audiences' attitudes towards advertisement with $\beta = 0.874$ (H_1). This is in line with previous studies that advertisements which employ animated components, such moving figures and vibrant images, attract more audiences' attention effectively compared to static advertisements (Yoo, 2004). The use of animation in advertising is motivated by the assumption that it can attract viewers' attention, effectively communicate information, and foster favorable attitudes toward the offered items or services (Hong, 2004).

Although animated advertisements influence attitude towards advertisement significantly, it does not affect purchase intention directly (H_2). This research finding conflicts with the previous study (Chaturvedi, 2023) that animated spokesperson advertisements affect consumers' decision especially their intention to purchase. Although it is very attractive and very powerful in influencing consumer behavior, it does not significantly impact on customer buying decisions. Research results show that product information in advertisements affects consumer perceptions of advertisements, the products and brands which are being advertised (Chen et al., 2022). These advertisements are advertisements that are informative, entertaining (Lee and Cho, 2017) and irritative (Hausman and Siekpe, 2009). Moreover, detailed information about the product has a positive influence on purchasing decisions (Yang et al., 2023). Comprehensive product information which includes product descriptions along with the price has a positive effect on purchase intentions (Chang and Wildt, 1994; Filieri et al., 2018). This study focuses only on animated advertisements emphasized Gunpla as the spokesperson, while detailed information about products and prices was not conveyed in the advertisements. Therefore, animated advertisements do not influence purchase intention.

Attitude towards advertisement is significantly related to purchase intention (H3). Previous studies have investigated the positive impact of attitude on consumer attitudes (Lutz, 1985; Lin, 2011; Chen et al., 2022). Positive or negative attitudes were created as the results of detailed information about the products and or brands, the way the advertisement entertained and the effect of irritation on the audiences or consumers. These positive consumers' attitudes, especially, are more responsive to the message in advertisement and are more likely to purchase the products.

Table 5 shows that attitude towards animated advertisement significantly mediates the relationship between animated advertisement and purchase intention. This mediating effect is presented by the R^2 and β of attitude towards advertisement (H_1), which are greater than R^2 and β of purchase intention (H_3) and have no direct relationship between animated advertisement and purchase intention (H_2). These relationships reveal that the cognitive component kicks in when a consumer comes into touch with a product or an advertisement, forming thoughts, mental images, understanding, and personal interpretations of the product. Following that, the emotive component begins, in which consumers begin to acquire sentiments and emotions toward the specific thing, this shows the consumers attitudes towards the products or brands. Finally, the conative component, based on the outcomes of the prior two components, determines the consumer's intents, actions, or behavior (Chow & Baack, 2021). Hence, attitudes influence purchase intention after consumers are familiar with and have positive feelings about the products after they learned from the advertisement.

Conclusion and Recommendation

The objectives of this study were to investigate if animated spokesperson advertisements influence consumers' attitudes and purchase intentions. Furthermore, it was expected that the variable attitude toward animated advertisement would mediate the link between animated spokesperson advertisements and purchase intention. The result of the analysis reveals that a favorable and positive association between animated spokesperson advertisements and customers' attitudes about the animated advertisement, as well as consumers attitudes towards advertisement and purchase intention, demonstrating that H_1 and H_3 are supported. This suggests that using animation in Gunpla advertisement boosted customer preference acceptance of the advertisement, the positive preference leads to their intention to purchase the advertised goods. Hence, employing an animated spokesperson advertisement may be a successful method for increasing consumers' attitudes towards the advertisement. The findings confirm that a good attitude toward animated advertisements increases purchasing intention. As a result, Gunpla companies may use both of these aspects to increase sales and fulfill marketing objectives since the use of animated spokesperson is effective in creating positive preference and intention to purchase.

Following the study's verified hypothesis, the researcher makes recommendations and recommends that Gunpla firms continue to invest and spend marketing expenditure on animated ads. It is demonstrated that Gunpla are appropriate and suited to be advertised in an animated, amusing, and exciting manner due to the favorable effects on both customer attitude toward the advertisement and purchase intention. Therefore, it is highly recommended to use

animated advertisements for Gunpla if the goal of the ad is to increase positive attitude toward the advertisement, as the research findings show that animated advertisement shows dominant impact on attitude towards the animated advertisement. The significant indirect impact of animated advertisement on purchase intention illustrates that attitude that is created by the animated advertisement is very important to maintain, as this leads to purchase decision.

Due to time constraints, the data had been taken only from people aged 18-35. As a result, the results of this study are limited to this age group, and investigations on other age groups, such as Gen Z or Gen X, may provide different results. Second, the survey was distributed only to inhabitants of DKI Jakarta, hence the results of this study are limited to people of DKI Jakarta and may differ based on the location of future investigations. Third, this study focuses on a single product category from a single industry, namely Gunpla. However, there was no certain way of determining whether the respondents did see the adverts, therefore this needs to be addressed in future studies that may employ similar approaches. Finally, the R^2 depicts that variance of purchase intention is explained by 45,1% by two variables, animated advertisement and attitude towards advertisement. Based on this finding, it is concluded that other variables such as product quality, promotion, personality type and or brand identity can be included in future research.

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