A Comparative Study Of Gen Z And Gen X Consumers' Perceptions Of Motion Graphics In Indian Fast-Food Advertising

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Abstract: Motion graphics are now a common element in fast-food advertising, giving companies a creative approach to grab consumers' attention and pique their interest. Little is known about how various Indian generations react to motion-driven food ads, despite the fact that younger consumers are becoming more and more accustomed to fast-paced digital imagery. The emotional reactions, visual preferences, and attentional patterns of Gen Z (18–29) and Gen X (44–59) customers toward motion-graphic fast-food advertising are compared in this study to close that gap.

Five semi-structured interviews and an online survey with 83 respondents were part of a mixed-method approach. In order to evaluate a motion-graphic advertising for an Indian fast-food brand, participants looked at factors such clarity, pacing comfort, emotional involvement, appetite appeal, and purchase intention. While interview data was subjected to thematic analysis, quantitative responses were evaluated using descriptive statistics.

The results showed notable generational disparities. Purchase intention, appetite appeal, and emotional involvement were all consistently higher among Gen Z. Additionally, they favored visually engaging, fast-paced entertainment. On the other hand, Gen X participants preferred more structured visual communication, slower tempo, and clearer information. Both theories are strongly supported by these patterns, which also demonstrate that motion graphics have a deeper emotional connection with audiences that are digital natives.

In addition to showing how motion graphics may be tailored for various age groups to improve engagement, clarity, and persuasive power, the study emphasizes the necessity of generation-specific design methods in fast-food advertising.

Keywords: Motion Graphics, Fast-Food Advertising, Consumer Perception, Generational Differences, Gen Z, Gen X.

I. INTRODUCTION

The development of technology and the presence of screens on multiple devices in our lives has expanded the full range of usage for motion graphics. What was once used simply to introduce technical information and set the mood for a story now serves a wide range of purposes.

On television, motion design is used in the opening of shows, as the video brand of the channel, and to introduce information with bumpers and lower thirds. It's also built into the forecast screen and in virtual backgrounds on the news. TV has been using motion since the early days, and it has become an integral part of its identity, helping make a channel or show memorable.

When it comes to advertising, especially social media, motion graphics really shine in everything from complex, story-driven ads to simple animated Instagram posts. It's a great tool for helping companies stand out from the crowd.

Other uses for motion graphics include everything from animated menus at fast-food chains to projected signs in airports and at events. Motion is used everywhere, and each situation explores its potential on a different level.

Fast-food companies in India now employ motion-based advertisements to convey vitality, freshness, and flavor appeal to younger audiences due to the growth of social media sites like YouTube and Instagram. But not every generation reacts to these images in the same manner. The necessity to assess how motion design appeals to a variety of consumers is highlighted by this age gap in visual preferences. Brands can more successfully customize their marketing by being aware of these subtleties. The purpose of this study is to investigate these generational differences, especially between Gen Z and Gen X. It focuses on how design components like transitions, pace, and clarity affect viewer engagement and emotional appeal. Motion graphics are more important than ever in influencing customer behavior since attention spans are getting shorter and visual material is taking over online platforms. Younger generations frequently react better to fast-paced, colorful content since they were raised in a world that prioritizes digital media. Older audiences, on the other hand, could prefer purpose and clarity over ostentatious design. Because of this discrepancy, it is crucial for marketers and designers to comprehend how various age groups perceive and react to animated ads.

II. LITERATURE REVIEW

Motion graphics animation brings stories to life with color, movement, and rhythm. For brands, this medium is a powerful tool to visually express their values, tone, and mission in a way that's both human and emotionally engaging.

Whether it's a product demo, an app launch, or a corporate introduction, motion graphics can convey a message with excitement and clarity that sticks with viewers. This helps businesses create memorable content that aligns with their identity and fosters a stronger connection with audiences.

Early research by **Zuza and Ahtik (2016)** investigated whether poster animation could enhance communication and viewer engagement compared to traditional static posters. Their findings revealed that motion can effectively guide attention and increase message retention when applied thoughtfully. Yet, they also noted that animated posters are still in the developmental phase, with limited research on their long-term effectiveness and emotional impact on diverse audiences.

Expanding this line of inquiry, **Sohrabi (2019)** argued that the integration of motion in visual communication provides designers with new opportunities to direct the viewer's gaze and evoke deeper sensory engagement. However, Sohrabi also observed that excessive motion might distract rather than inform, underscoring the need for a balanced approach to movement, pacing, and composition.

Research on **digital advertising** further supports these claims. **Kuisma, Simola, Uusitalo, and Öörni (2010)** found that animated content captures significantly higher visual attention than static content, but high cognitive load or overly fast movement can reduce message comprehension. Similarly, **Kim, Lee, and Choi (2003)** discovered that while motion increases initial attention, it does not always guarantee improved recall or favorable attitudes toward the advertisement. Their study also highlighted that the effectiveness of animation can vary depending

on the viewer's level of involvement and emotional responsiveness.

Within the **food and beverage industry**, motion has been shown to influence appetite and sensory perception. **Li and Liu (2022)** found that dynamic food images can enhance perceived freshness and desirability compared to still images. They suggested that factors such as the direction, speed, and force of movement can shape consumer judgments about food quality and taste. Furthermore, **research on food cinemagraphs** by **Li and Liu (2021)** demonstrated that motion can amplify hedonic responses, making consumers more likely to engage with and remember the advertised product. However, the emotional and behavioral effects of such stimuli can vary across age groups and cultural backgrounds.

Most existing studies have been conducted in Western contexts and focus on online or experimental advertising environments. Limited work has explored how motion graphics function within Indian fast-food advertising, which combines sensory stimulation, cultural cues, and fast-paced visual storytelling. Moreover, while motion graphics are widely adopted on digital menus, social media posts, and in-store screens, there remains a research gap regarding how different generations interpret and emotionally respond to these visuals.

Previous findings suggest that **younger audiences (Gen Z)**, being more digitally native, are more receptive to fast transitions, vivid colors, and interactive motion formats (Turner, 2015). In contrast, **older audiences (Gen X)** may prefer slower, clearer, and more information-driven visuals due to differences in cognitive processing and media exposure (Williams & Page, 2011). Yet, empirical data comparing these generational perceptions in an Indian setting, particularly within the fast-food industry, remains scarce.

This review highlights the need for further investigation into how motion graphics in fast-food advertising are perceived by different generations. Understanding these variations can inform more effective design and marketing strategies, ensuring that motion graphics not only attract attention but also foster meaningful emotional engagement and purchase intent across diverse consumer groups.

IV. RESEARCH GAP

Despite these findings, there is no research comparing age differences in the emotional and cognitive reactions to motion graphics in Indian fast-food advertising, despite earlier studies examining the efficacy of animation and motion in advertising. By comparing Gen Z and Gen X consumers, this study aims to close that gap by examining how motion-based food graphics impact perception, engagement, and attraction.

V. AIM AND OBJECTIVES

5.1 Aim

The primary aim of this research is to examine how motion graphics influence consumer perception, emotional engagement, and attention across two different generational cohorts- Gen **Z** and **Gen X,** within the context of **Indian fast-food advertising**. The study seeks to understand whether generational differences impact how consumers interpret and respond to motion-based visual communication in comparison to traditional static visuals.

5.2 Objectives

1. **To analyze** how motion graphics affect consumer attention and emotional response in fast-food advertising.

2. **To compare** the perceptual and behavioral differences between Gen Z and Gen X consumers toward motion graphics in Indian fast-food brand communication.

3. **To evaluate** how specific design elements (such as color, speed, transitions, and imagery) influence consumers' appetite appeal and purchase intention.

4. **To assess** whether generational familiarity with digital media impacts the effectiveness of motion-based advertisements.

5. **To provide** insights for designers and marketers on optimizing motion graphic design for diverse generational audiences.

VI. HYPOTHESES

H1: In the context of Indian fast-food advertising, motion visuals elicit better emotional reactions and appetite appeal in Gen Z consumers than in Gen X consumers.

This hypothesis assumes that Gen Z customers are more receptive to motion-based images and typically find them more appealing and engaging than Gen X consumers, who might process such content differently. This is because Gen Z is a generation of digital natives who have been exposed to a lot of dynamic media.

H2: Gen Z consumers prefer high-speed, visually dynamic content, whereas Gen X consumers choose slower-paced, crisper, and more educational motion graphics.

This hypothesis is based on the knowledge that Gen X emphasizes clarity and message comprehension, while Gen Z is drawn toward visually rich and fast-paced communication, reflecting generational differences in media habits and attention patterns.

VII. BROAD RESEARCH QUESTION

This study aims to investigate how age variations affect the perception of motion graphics in Indian fast-food advertising based on the evaluated literature and the identified research need. In addition to offering an organized framework for data collection and analysis, the questions are made to be consistent with the study's goals, objectives, and hypotheses. In order to comprehend how visual communication using motion graphics affects customers' emotional and behavioral reactions to fast-food ads, the study compares Gen Z and Gen X consumers.

The following general research questions (RQ) are so addressed in the study:

RQ1. What effects can motion graphics have on consumers' perceptions and emotional reactions across generations in Indian fast-food advertising?

RQ2. What are the main distinctions between Gen Z and Gen X customers' visual preferences and how they interpret motion graphics?

RQ3. What effects do particular design aspects like animation speed, clarity, color, and transitions have on these two generational groups' attention spans and appetite appeal?

VIII. RESEARCH METHODOLOGY

This study adopts a **mixed-method research design**, combining both **quantitative** and **qualitative** approaches to provide a comprehensive understanding of how motion graphics influence consumer perception across generations. The quantitative component involves a structured survey, while the qualitative component includes in-depth interviews with participants from **Gen Z** and **Gen X**. This approach allows for triangulation of findings, enhancing the validity and depth of the results.

A **comparative and descriptive approach** is used to examine perceptual and emotional differences between the two generations. The study compares responses to a selected **motion poster from an Indian fast-food brand**, analyzing how each age group interprets, reacts, and engages with the visual communication.

8.1 Sampling and Participants

Purposive sampling was used in the study to choose participants based on their generational group and relevance to the study's focus on motion graphics perception and fast-food advertising. People who frequently eat fast food and are regularly exposed to digital ads via social media or in-store displays made up the target demographic.

To provide a comparison analysis, the study was split into two generational cohorts:

- **Gen Z participants (18–29 years old)**
- **Gen X participants (44–59 years old)**

These particular age groups were chosen in accordance with well-established generational divisions, where Gen X is a more seasoned generation with exposure to traditional media and clear visual preferences, and Gen Z is the digitally native, visually motivated audience.

To capture a variety of viewpoints, participants were chosen without regard to gender, occupation, or educational background. However, the majority of Gen X participants were either homemakers or working professionals, whereas the majority of Gen Z respondents were either students or professionals in the early stages of their careers. This variance in media consumption and life stage offered insightful information about how exposure, familiarity, and individual preferences affect their interaction with motion-based ads.

The bulk of participants were from India's cities, where there is a comparatively high level of exposure to internet advertising and fast-food businesses. This group was selected to guarantee that respondents had previously seen motion graphics in fast-food advertisements, whether via digital menu displays in cafes and restaurants or social media sites like YouTube and Instagram.

8.2 Data Collection Methods

Participants were shown a short motion graphic video advertisement from an Indian fast-food brand (Britannia-'Triple Choco Croissant' ad, 2025) as a visual stimulus before answering the survey. The video served as the primary example of motion-based fast-food advertising, allowing respondents to evaluate its emotional and visual impact.

8.2.1. Quantitative Data Collection: Survey Questionnaire

To reach a broad range of participants throughout India, a structured online survey was created and disseminated via Google Forms. In regard to motion graphics used in fast-food ads, the questionnaire was created to gauge factors like emotional response, appetite appeal, attention span, and design preference.

To measure attitudes and views, the poll used both closed-ended questions and Likert-scale items that ranged from "Strongly Disagree" to "Strongly Agree." The questions were designed to evaluate the level of emotional involvement that motion graphics elicit; the impact of transitions, color, and animation speed on aesthetic appeal; the advertisement's perceived informativeness and clarity; and the degree of appetite stimulation and post-viewing buying intention.

8.2.2. Qualitative Data Collection: In-Depth Interviews

A smaller selection of participants participated in in-depth semi-structured interviews to supplement the survey results. This allowed for a better understanding of emotional and perceptual reactions that cannot be fully captured by quantitative measurements alone.

Each interview took place in an informal but focused setting, either in person or via digital platforms like Google Meet, and lasted roughly ten to fifteen minutes. Participants' individual interpretations of the motion poster, perceived emotions, message clarity, and general appeal of design components such as typography, color scheme, animation, and transitions were the main topics of discussion during the interview.

Participants gave permission for audio recordings of the interviews, which were then verbatim transcribed for analysis. Thematic analysis of the qualitative data revealed recurrent themes, generational differences, and distinct emotional responses to motion-based fast-food commercials.

8.3 Ethical Considerations

All participants were informed about the purpose of the study prior to participation and were assured of **confidentiality and anonymity**. Participation was entirely voluntary, and respondents had the freedom to withdraw at any stage. No personal identifiers were collected apart from basic demographic information (age and gender) required for generational classification.

IX. RESULT

The research involved 83 participants, comprising 50 from Generation Z (ages 18–29) and 33 from Generation X (ages 44–59). A questionnaire administered via Google Forms was utilized to collect both quantitative and qualitative feedback on participants' views of a motion-graphic ad for an Indian fast-food chain. Furthermore, five semi-structured interviews were carried out (three with Gen Z and two with Gen X) to obtain additional qualitative insights.
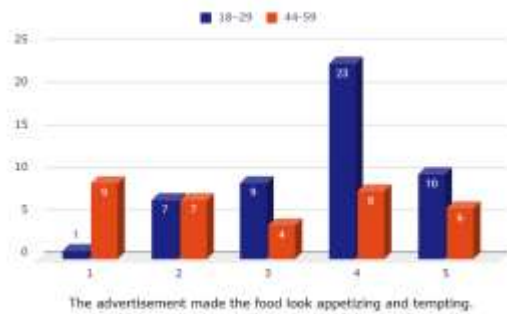
9.1 Quantitative Data Results

Figure 9.1.1
Appetite appeal ratings for the motion advertisement among Gen Z and Gen X respondents.

Figure 9.1.1's findings demonstrate a pronounced generational disparity in the way the motion graphic commercial affected appetite appeal. On the Likert scale, a considerable majority of Gen Z participants (those between the ages of 18 and 29) gave the advertising a good rating, with 23 choosing option 4 and 10 choosing option 5. This suggests that there is strong agreement that the video made the meal appear enticing and tasty. While a comparatively higher percentage (9 respondents) ranked the statement as 1, indicating disagreement, Gen X participants (those aged 44–59) displayed a more moderate response, with only 8 choosing 4 and 6 choosing 5.

These results are consistent with **Hypothesis 1**, which postulates that younger customers' emotional and appetite-related reactions are more strongly evoked by motion graphics. According to the statistics, Gen Z viewers are more open to the dynamic and visually appealing presentation of fast food items and find them more tempting than Gen X viewers, who react more subtly.
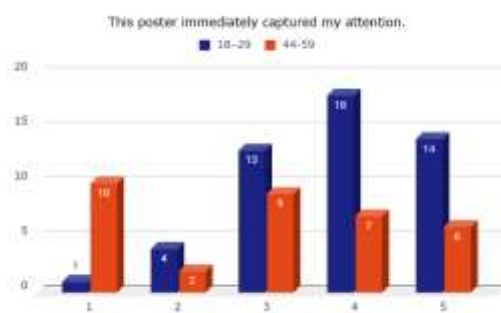

Figure 9.1.2
Immediate attention captured by the poster across Gen Z and Gen X viewers.

Figure 9.1.2's statistics show that the two generational groups' attention levels differ noticeably. Attention levels were continuously high among Gen Z participants (18–29 years old), as evidenced by the fact that 18 respondents chose option 4 and 14 chose option 5. This implies that their immediate attention was successfully captivated by motion graphics. Gen X respondents (those aged 44 to 59) showed a more mixed response; although 7 participants gave it a rating of 4, and 6 gave it a rating of 5, a comparatively high proportion of respondents (10 respondents) gave it a rating of 1, suggesting that the poster did not immediately grab their attention.

This gap shows that Gen Z participants are more responsive to rapid visual cues and high-impact visuals often present in digital media, making them more likely to interact quickly with motion-based content. In contrast, Gen X participants may require more thoughtful or informational visual design to sustain their interest, indicating a potential mismatch between the fast-paced nature of modern commercials and the processing habits of older audiences.

Figure 9.1.3
Positive emotional responses such as excitement or hunger evoked by the ad across generations.

There is a noticeable difference in the emotional engagement of Gen Z (18–29) and Gen X (44–59) respondents, according to the results in Figure 9.1.3. Sixty percent of Gen Z participants gave the advertisement a rating of four or five, indicating strong positive emotional reactions like hunger, enthusiasm, or attraction to the dish. Just 25% of Gen X respondents, on the other hand, gave the advertisement similarly high marks; almost 55% of them gave it a score between 1 and 2,

indicating minimal emotional arousal or disinterest.

This discrepancy implies that Gen Z audiences, who are more used to dynamic, graphically complex, and fast-paced media encounters, react more emotionally to motion graphics. On the other hand, Gen X viewers exhibited a more muted response, perhaps because they prefer slower, simpler, more information-driven graphics that conform to the aesthetics of traditional advertising.

These results provide **excellent support for Hypothesis 1**, which states that, in the context of Indian fast-food advertising, motion visuals have a larger emotional impact and stimulate younger audiences' appetites.
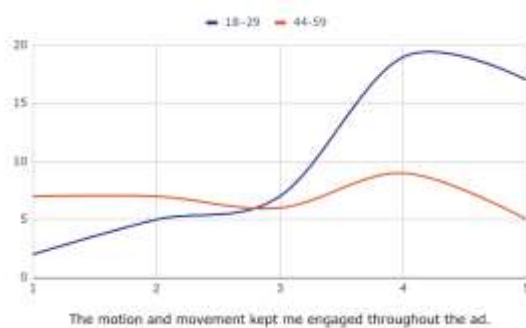

Figure 9.1.4
Engagement levels throughout the motion advertisement for both generational groups.

Figure 9.1.4 illustrates the significant generational disparity in the way viewers viewed motion and movement as a means of interaction. Nearly 20 people gave the advertisement a rating of 4 or 5, indicating strong agreement that motion kept their attention throughout the movie. Engagement levels were noticeably greater among Gen Z respondents (18–29 years old), with a substantial increase in replies at the upper end of the scale. On the other hand, Gen X respondents (those aged 44–59) had a flatter response curve, with a significant percentage choosing mid-scale scores (2–3) and only a small peak at 4.

This implies that Gen Z viewers, who have shorter attention spans and a preference for digital media, found the dynamic and fast-paced movements more engaging. Participants from Generation X, however, showed a more mild level of involvement, possibly favoring slower and more informational visual rhythm.

These results provide more evidence in **favor of Hypothesis 2**, which holds that animation speed and visual dynamism are better ways to interest younger customers than older ones.
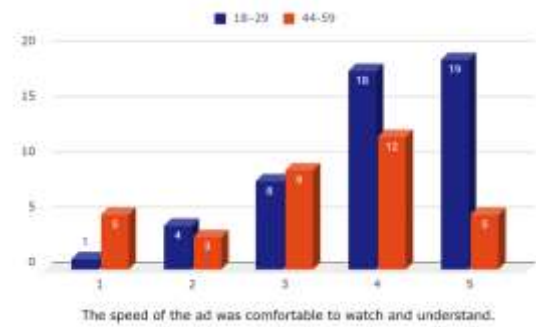

Figure 9.1.5
Comfort with the ad's speed and its comprehensibility among Gen Z and Gen X viewers.

Figure 9.1.5 shows that approximately 70% of Gen Z respondents (those between the ages of 18 and 29) agreed or strongly agreed (ratings 4 and 5) that the motion ad's speed was easy to watch and comprehend. Only over 45% of Gen X respondents (those aged 44–59) indicated the same degree of comfort, however, with approximately 30% choosing a neutral rating (3) and another 25% expressing mild discomfort (ratings 1-2).

Because Gen Z participants are more used to fast-paced visual media like Instagram Reels and YouTube Shorts, they found the quick transitions and motion pacing to be interesting and natural. This percentage difference demonstrates a definite generational difference in visual speed processing. Participants from Generation X, on the other hand, demonstrated a greater preference for slower, more lucid visuals that give them more time to process the message.

These results support Hypothesis 2, showing that there are significant generational differences in motion speed preferences, with younger customers adjusting more readily to the brief visual storytelling styles used in contemporary fast-food advertising.
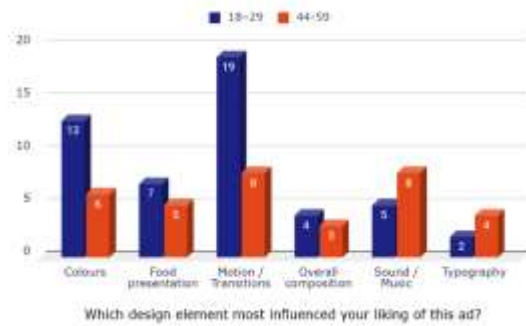
Figure 9.1.6
Influence of different design elements on viewers' preference by generation.

Figure 9.1.7
Purchase intention after viewing the motion advertisement among Gen Z and Gen X participants.

Figure 9.1.6 demonstrates notable age variations in the design components that affected participants' enjoyment of the fast-food commercial with motion. About 38% of Gen Z respondents said that motion and transitions were the main factor that influenced their preference, making them the most powerful influence. Colors came in second (26%), with typography and arrangement having little effect.

The distribution of Gen X respondents, on the other hand, was more uniformly distributed. Design components like colors (18%), food presentation (15%), and typography (12%) also attracted significant attention, even though motion/transitions and sound/music were selected by 24% of respondents each. This suggests that Gen X considers ads more comprehensively and is impacted by more than just motion when evaluating them.

Overall, the findings point to dynamic motion and visually engaging transitions as the main factors influencing Gen Z's preference, which is consistent with their extensive exposure to fast-paced digital media. The idea that older consumers want a more balanced and educational visual approach is supported by Gen X, who place equal weight on sound, clarity, and classic design features.
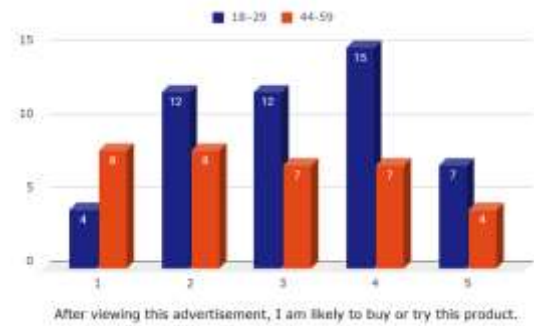
After watching the motion graphic ad, the results show strong generational disparities in purchase intention. After watching the advertisement, roughly 44% of Gen Z participants (18–29 years old) (ratings 4 and 5 combined) said they were highly likely to purchase or try the product. 24% more people chose rating 3, which denotes a moderate propensity to buy. Just 8% said they have no plans to purchase.

Participants in Gen X (ages 44–59) showed less total purchasing motivation, on the other hand. Nearly half (48%) chose ratings 1 or 2, indicating weak or negative purchase intention, while just 33% (ratings 4 and 5 combined) indicated a strong likelihood of purchasing the product.

While Gen X is still more cautious and less swayed by fast-paced visual appeals, these trends indicate that Gen Z is more persuasively persuaded by motion-graphic fast-food advertising, which increases appetite appeal and buy incentive. This supports Hypothesis 1, which states that younger consumers are more emotionally and behaviorally affected by motion graphics.

9.2 Qualitative Data Results

Five semi-structured interviews were performed with participants from both generational groups in addition to the survey: two from Gen X (44–59) and three from Gen Z (18–29). These interviews were conducted in order to learn more about the emotional reactions of each generation to the motion-graphic commercial, their interpretations of its pacing, and the design features that shaped their opinions. By examining firsthand impressions that could not be

adequately conveyed by quantitative data, the interviews were designed to especially aid in the validation of the two hypotheses.

Overall, there were noticeable generational variations in the interview responses. In general, Gen Z participants expressed greater emotional engagement and described the advertisement as visually appealing, enticing, and thrilling. They conveyed a sense of ease with the current aesthetics and quick action. Participants from Generation X, on the other hand, exhibited more neutral or moderate responses, stating that while the images were visually pleasing, they were occasionally too quick or did not provide enough detail. They indicated that they preferred content that was more message-oriented and had a slower tempo. The results of these interviews confirm both hypotheses qualitatively and are consistent with the general survey patterns. They show that older audiences prefer slower and clearer visual communication, while Younger audiences are more likely to be emotionally affected by motion graphics.

X. CONCLUSION

This study focused on emotional response, engagement, pacing preferences, and buy intention to investigate how Gen Z (18–29) and Gen X (44–59) consumers see motion-graphic fast-food ads. The results of five qualitative interviews and the survey (N=83) consistently showed that there is a generational gap in the perceptions and experiences of motion graphics.

The findings provide compelling evidence in favor of Hypothesis 1, which postulated that Gen Z is more emotionally and palatable to motion graphics than Gen X. According to survey results, a notably greater proportion of Gen Z respondents thought the commercial was interesting, enticing, and emotionally stimulating. This trend was supported by interviews: Gen Z participants frequently indicated a desire to test the product after describing the advertisement as "tempting," "exciting," and aesthetically pleasing. Participants from Generation X, on the other hand, gave more ambivalent answers; some attributed their responses to concerns about their own health or a decreased interest in highly dynamic advertising.

- **Status of Hypothesis H1: Supported**

The results also corroborate Hypothesis 2, which postulated that Gen X likes motion graphics that are slower, crisper, and more educational than Gen Z. According to survey data, Gen Xers felt the advertisement to be relatively less interesting and were less at ease with its speed. This trend was reflected in the interview replies, where Gen X participants indicated a preference for slower transitions, greater informational or narrative components, and greater clarity. However, Gen Z said the tempo was suitable and in line with their rapidly evolving digital media-shaped consumption patterns.

- **Status of Hypothesis H2: Supported**

According to the study's overall findings, motion graphics greatly improve emotional connection, visual attention, and buying intention in younger audiences. Motion graphics that blend clarity, slower tempo, and instructive or narrative material are more effective for older viewers. According to these findings, firms could gain from adapting motion-graphic content to the media habits and cognitive preferences of their target age groups. This emphasizes the significance of generation-specific design methods in fast-food advertising.

XI. LIMITATION

It is important to recognize a number of limitations even though this study offers insightful information on how different generations view motion-graphic fast-food advertising. First, the sample size was unequally distributed, with a larger percentage of Gen Z respondents (n=50) than Gen X respondents (n=33), even if it was sufficient for preliminary comparison. The strength of the comparison results might have been affected by this imbalance. Second, the visual stimulus used in the study was a single motion-graphic commercial. The results cannot be applied to all forms of motion graphics or fast-food advertisements since perceptions can change among brands, styles, or product categories.

Third, the study only included digitally active, metropolitan participants who were mainly reached online. Older people or less tech-savvy consumers are not included in this since they can react differently to advertising, especially in Gen

X. Fourth, there were only five interviewees, which limits the range of perspectives that could be recorded even though it is helpful for qualitative depth. Fifth, self-reported measurements were utilized in the study, which could be impacted by social desirability, mood, or personal biases.

Finally, the use of sophisticated statistical techniques or a controlled experimental design that could have supported causal claims was limited by time restrictions. Notwithstanding these drawbacks, the study offers a solid basis for comprehending generational trends in motion-graphic advertising and identifies important avenues for further investigation.

XII. FUTURE SCOPE OF RESEARCH

In the context of Indian fast-food advertising, this study offers a fundamental insight into how Gen Z and Gen X respond differently to motion graphics. Nonetheless, there are a number of significant ways in which the scope of this study could be increased:

1. **Broader Demographic Inclusion:** To have a more thorough grasp of age-based visual preferences, future research could include other generational groups, including Millennials and Baby Boomers.

2. **Cross-Cultural Comparisons:** Including audiences from other countries in the study could assist in uncovering cultural variations in how people view, react, and behave when watching motion advertisements.

3. **Longitudinal Studies:** By evaluating how perceptions change over time, particularly when exposure to digital content increases, longitudinal studies may uncover trends that are not immediately apparent in short-term research.

4. **Platform-Specific Research:** Given the widespread use of motion graphics on many platforms (such as Instagram, YouTube, and in-store screens), marketers may find that examining customer reactions according to the delivery method yields more insightful strategic information.

5. **Integration of Behavioral Metrics:** To confirm emotional and attention-based reactions to motion graphics, future studies may employ eye-tracking devices, click-through rates, or physiological measurements (such as heart rate or galvanic skin response).

6. **Product Categories and Experimental Design:** Different fast-food items (desserts, drinks, and nibbles) may cause different reactions. Future research can examine the ways in which product type affects motion graphics' efficacy across generations.

7. **Effect on Recall and Brand Loyalty:** More research on the effects of motion graphics on consumer retention, purchase intent, and brand recall may help to advance more strategic advertising design interventions.

8. **Qualitative Insights:** Focus groups or ethnographic research, which are more in-depth qualitative analyses, may reveal subtle preferences and reasons that are difficult to convey through surveys or interviews.

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