

Types of Infographic Advertising Design with Influence on Consumers Case Study: Queen Crab Box

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Abstract

There is a growing culture of using marketing experimentation to understand the effectiveness of digital marketing strategies on target demographics. The objective of this research is to examine how digital marketing infographics can influence consumer responses on selected social media platforms i.e., Instagram and Facebook. As a case study, products from Queen Crab Box were used to create infographics. A split testing (A/B testing) approach was used on a sample group of consumers using Instagram and Facebook. The sample group was shown three types of infographics, including static, gifographics (semi-animated) and motion infographics. The study found that consumers on Facebook were more responsive to static infographics whereas consumers on Instagram were more responsive to gifographics. The study also found that infographics are highly effective in stimulating consumer curiosity, grabbing consumer attention, and influencing the target groups to make decisions to purchase.

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The results of this research will help marketing designers, digital content creators and business owners use infographics to promote their products. The information obtained can also be used as a guideline for businesses when creating advertising media.

Keyword: Infographic, Content Marketing, Advertising Design, Facebook, Instagram

ลักษณะของการออกแบบโฉมนาด้วยอินโฟกราฟิก ที่มีอิทธิพลต่อผู้บริโภคกรณีศึกษา: ร้านคุนแครบบีกอฟ

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บทคัดย่อ

งานวิจัยนี้วิเคราะห์ประสิทธิภาพของการตลาดเชิงเนื้อหาบนสื่อสังคมดิจิทัลต่อการออกแบบโฉมนาด้วยอินโฟกราฟิกที่มีผลต่อการตอบสนองของผู้บริโภค ผลการวิจัยจะช่วยให้นักออกแบบโฉมนา ผู้คิดเนื้อหาประชาสัมพันธ์ผ่านสื่อดิจิทัล นักการตลาด รวมไปถึงผู้ที่สนใจเกี่ยวกับการนำอินโฟกราฟิก มาใช้ในการออกแบบประชาสัมพันธ์ สามารถนำข้อมูลที่ได้ไปเป็นแนวทางในการสร้างสรรค์สื่อโฉมนาต่อไปได้ งานวิจัยนี้ดำเนินการโดยการทำ A/B Testing เกี่ยวกับการออกแบบโฉมนาดิจิทัลที่ด้วยอินโฟกราฟิก 3 แบบ คือ แบบภาพนิ่ง แบบภาพกึ่งเคลื่อนไหวและแบบภาพเคลื่อนไหว เพื่อให้เกิดประโยชน์สูงสุดต่อการออกแบบโฉมนาดิจิทัลที่ต้องกับความสนใจของผู้บริโภค กลุ่มตัวอย่างคือผู้บริโภคในประเทศไทย โดยดำเนินการบนสื่อสังคมดิจิทัล คือ เพชบุ๊กและอินสตาแกรม ผลการศึกษาพบว่า อินโฟกราฟิกแบบภาพนิ่ง เกิดการตอบสนองต่อผู้บริโภคมากที่สุดบนเพชบุ๊ก และอินโฟกราฟิกแบบภาพกึ่งเคลื่อนไหว เกิดการตอบสนองต่อผู้บริโภคมาก

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ที่สุดบนอินสตาแกรม อย่างไรก็ตาม การออกแบบแบบโฆษณาผลิตภัณฑ์ด้วยอินโฟกราฟิกทั้ง 3 แบบมีอิทธิพลต่อการตอบสนองของผู้บริโภคเกี่ยวกับการตีงดูดกลุ่มเป้าหมาย การสร้างความสนใจให้เกิดบังกลุ่มเป้าหมาย และการสร้างความปรารถนาให้เกิดขึ้นจนกระทั่งซื้อสินค้า

คำสำคัญ: อินโฟกราฟิก การตลาดเชิงเนื้อหา การออกแบบโฆษณา เพชบุรี อินสตาแกรม

Introduction and Objectives

The technological advancement gives rise to social media that changes people's daily lives, including convenient and speedy reception of news, business competition, as well as the trend of higher growth of online business, resulting in clearly higher marketing competition. Therefore, marketing experts see the good opportunity of communication and access to customers through digital advertising. One of the marketing strategies currently popular in the digital age is the Content Marketing. It is the marketing process which constructs and disseminates valuable content to clearly attract interest and seek interaction with the target group. The aim is to drive consumers to generate profit for business. Therefore, various businesses such as VIU, service provider of VDO streaming of Korean series and varieties on the internet via mobile application platform with iOS and Android systems or Over-The-Top media service or OTT in short is the media service that is directly presented to the service recipients via internet (Wikipedia, 2021). Although the competition of the OTT market is relatively fierce, VIU manages to construct a different content with focus on Asian type content, accommodated in five languages, with online and offline views. As a result, VIU experiences the statistics of viewers who increase by 42% by measuring from the popular contents in Asia, survey by AMPD Research Center under Media Group (MGR Online, 2020).

It can be said that the key content marketing is to create value of the existing information to the target group, resulting in seeking tools to help communicate products and services for convenient, speedy, and useful understanding such as infographics and can easily share to other consumers via social media. Businesses increasingly turn to the content marketing with the infographics by applying the infographics in the advertising design of products, producing VDO clips, website design, etc. Therefore, it is interesting to study the influences of the content marketing through social media and how the infographic advertising design influences the consumer responses in Thailand. It will serve as the guideline for the development of the infographic advertising design which will be interesting and attractive for consumers through social media with the highest effectiveness.

Objectives

This research aimed to examine three types of infographic advertising design, namely Static Infographics, Gifographic Infographics, and Motion Infographics, by using Queen Crab Box as a test case. It also examined which type had the most influence to the consumer responses on social media in Thailand.

Research Scope

This research aimed to examine the types of the infographic advertising design of Queen Crab Box with the most influence on the consumer responses in Thailand via selected social media platforms i.e., Instagram and Facebook. The data was collected during May 2021 from customers, divided in four groups i.e., Gen X male, Gen X female, Gen Y male, and Gen Y female, of Queen Crab Box.

Definition of Terms

Infographics is the display of the information or knowledge through images that are easily read and understood (Supaluk, 2018). This type of graphic is popularly used for complex information such as board, and map. The research by infographics is also popularly used in the fields of computer, arithmetic, statistics to simplify complicated information (Wikipedia, 2021).

Static infographics. This type of infographic will not change or update the content, for examples, brochures, posters, books, images or being part of articles in magazines or newspapers, images, graphics accompanying news, television, etc. They are ready to be easily forwarded in digital media such as sending emails or using them to accompany articles on websites (Supha Lak, 2018) forwarding on social media such as LINE, Facebook, Instagram, etc.

Gifographics (or semi-animated infographics). This type of infographics are animated infographics further developed from static infographics and formatted as GIF (Graphics Interchange Format). It can be used to display on electronic device screens. Makes it suitable for use in web pages. Graphics include illustrations, graphs, statistics that are necessary for presentation (Natthapong, 2017).

Motion infographics (or animated infographics). This format is an infographic that has the power to communicate using animations and graphics to create a story with short messages and audio narration, and background music (Killer, 2017)

Content Marketing is the marketing technique to create and distribute the “valuable” content to the target group. The aim is for the target group to generate income for advertisers (Bhanond, 2015).

Advertising Design is to create and arrange artwork images used in advertising. The aim is to give information and news on products or services as well as concepts to consumers according to the set goal. The design components consist of fancy letters, edge line, cartoon, accompanying illustrations and photographs. This research designs infographic advertising in three types namely Static, Gifographic, and Motion Infographics (Wikipedia, 2021).

Facebook Ads is the advertising on Facebook platform to test and compare the three types of infographic advertising design which can determine the target group of the consumers as desired, as well as the advertising budget.

Instagram Ads is advertising on Instagram platform to test and compare the three types of infographic advertising design which can determine the target group of the consumers as desired, as well as the advertising budget.

Consumer response is what consumers express in the form of the number of pressing Likes (Results), the number of different viewers of the advertising (Reach), the number of advertising displays (Impression), the average rate of pressing Likes (Cost per Results), pressing Follows, and Engagement via social media called Facebook, Instagram, and Twitter platforms.

Number of pressing Likes (Results) is the number of Likes that the consumers respond to the format of product advertising.

Number of different viewers of the advertising (Reach) is the number of views of all infographic advertising designs that are posted.

Average rate of pressing Likes (Cost per Results) is the costs per result indicating if the goal set in the advertising campaign is efficient or not

Literature Review

In order to study the influences of the content marketing via social media on the infographic advertising design with impact on consumer response, the researchers conducted the literature review from the relevant concepts and research works as follows:

The role of technology results in great social changes through fast progress and development, generating activities and operations to compete and adapt for business survival in the new global age without frontier. Consumers can communicate and travel across borders quickly due to the widespread and increasingly popular digital social media (Nattakan, 2019).

Based on the study of the digital social media, it is the technology with the role in the current society which speeds development. What result from the use of various platforms of digital social media services is invaluable big data and serves as channels to generate profit for businesses. However, there is an increasing competition (Utterberg, 2016) in terms of business and marketing. It is undeniable that internet is crucial for marketing specialists because it can gain access to a large number of consumers at the same time. Most Thai consumers spend most time on social media compared to other types of online activities (Utterberg, 2016) especially in marketing where they want their products to be more attractive than their competitors. Advertising on various platforms has become a major component in the marketing plan of each business. Due to continuously fierce competition, marketing experts turn to focus on the content marketing which is crucial to advertising design as it is mutually supportive. If the advertising design consists of interesting content, there will be more viewers (Pulizzi, 2013). This strategy spreads to social media such as Facebook, YouTube, Instagram, and Twitter, etc.

Infographics is an efficient tool for content marketing as it can attract interest from the message recipients based on the creativity of images and design with the appropriate composition of colors (Stojanović, Tasić, & Šehović, 2014). The appropriate message that is consistent with the presentation objective can be easily understood and memorized (Mark, 2012). There are three types of infographics as follows:

- 1) Static Infographic is the type that is ready to easily share to digital media (Supalak, 2018) or share to social media such as LINE, Facebook, Instagram, etc.
- 2) Gifographic is semi moving and developed from the static image (Nattapong, 2018). It is a kind of album and moving album.
- 3) Motion Infographic is an animated image with the power of communicating with moving images and accompanying graphic sound to create a story with short message, as well as audio description, and accompanying music (Killer, 2017). At present, there is no research that indicates which type of infographics has the most appropriate influence on the advertising design via the social media.

Based on the study of the responsive process of marketing activity such as AIDA Model of St Elmo Lewis (corporatefinanceinstitute, n.d.), there are four processes as follows:

- 1) Attention is to attract interest by using motivations to attract customers' interest
- 2) Interest is to create interest by using motivations to attract customers' interest
- 3) Desire is to motivate or make customers desire (to purchase)
- 4) Action is to make customers act or decide to buy (sales closing)

These factors demonstrate the decision of consumers to purchase products and services. The advertising design is a major part and directly related to products in terms of image or the word of mouth of the value of the products, resulting from all marketing activities. Large companies put enormous budget specifically on advertising design. The advertising design that is direct to the point will allow consumers to respond to products more easily than before, according to the responsive process. It corresponds to processes through the perception process based on the attraction which results in the intention to receive the media first. Once the media consumption is continuous, consumers start to take interest, probably by searching for more information themselves. Afterwards, once there is interest, then it will turn into the wish to purchase, and finally the decision to purchase.

Queen Crab Box, an online seafood restaurant, was selected to be an informant of this research because it had a lot of customers. It also had a variety of customers, and their locations were able to define. In addition, it was convenient for this research due to the owner's support.

Methodology

Conceptual Framework

Based on the relevant concepts and theories as mentioned above, the research framework could be determined in order to study the influences of the content marketing via social media on the infographic advertising design with impact on consumer response as shown in Figure 1.

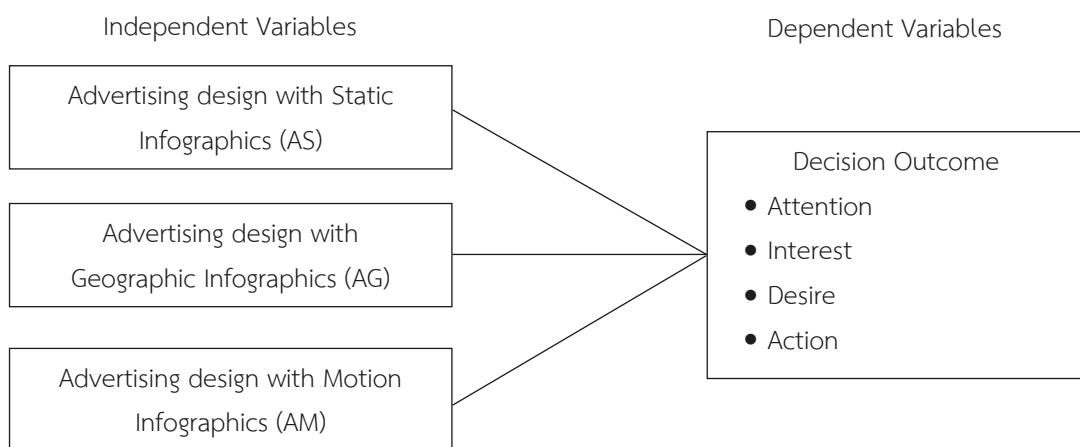


Figure 1: Conceptual Framework

The research conceptual framework applied the responsive process from the marketing activity such as AIDA Model of St. Elmo Lewis (E. St Elmo Lewis, 1908).

Research Hypothesis

The research hypotheses based on the previously shown framework are as follows:

Hypothesis H1: The static infographic advertising design influences the decision to perceive products, the interest in products, the desire for products, and the purchase of products.

Hypothesis H2: The gifographic infographic advertising design influences the decision to perceive products, the interest in products, the desire for products, and the purchase of products.

Hypothesis H3: The motion infographic advertising design influences the decision to perceive products, the interest in products, the desire for products, and the purchase of products.

Research methodology

The study of the influences of the content marketing via social media on the infographic advertising design with impact on consumer response was Experimental Research Method. The data collection consisted of the A/B Testing relevant to the three types of advertising design for the maximum benefit of the infographic advertising design that corresponds to consumers' interest.

The A/B Testing or the Split Testing is the methodology with the experiment of two or more variables such as A and B by applying the statistical hypothesis testing or "Two-sample hypothesis testing" used in the statistics to compare the single variable and consider which variable of the two is more efficient (Wikipedia, 2021).



Figure 2: Picture of Infographic Advertising Design

In terms of research tools, this research used the Experimental Research Method in the form of A/B Testing by advertising through Facebook and Instagram for the total of one week. The testing consisted of comparison among the three types of infographic advertising design namely Static Infographics, Geographic Infographics, and Motion Infographics using the same content as shown in Figure 2.

source: https://drive.google.com/drive/u/1/folders/1VZF-xTvxJ9OaK3g_GbhlUL-vkyQKcLsc

The sample group used in the experiment was collected from statistics of service users through social media during the past 3 years (2018-2020). From the statistics, data was collected in generations with 2 generation groups with the highest statistics in the past 3 years (according to <https://www.weforum.org>). The targets were divided into four groups as follows:

Group 1: Generation X, male, aged between 41-55 years old

Group 2: Generation Y, male, aged between 26-40 years old

Group 3: Generation X, female, aged between 41-55 years old

Group 4: Generation Y, female, aged between 26-40 years old

The comparison testing was divided into two platforms namely Facebook Ads and Instagram Ads. Each platform was divided into one Campaign, four Ad sets, and 12 Ads as shown in Figure 3.

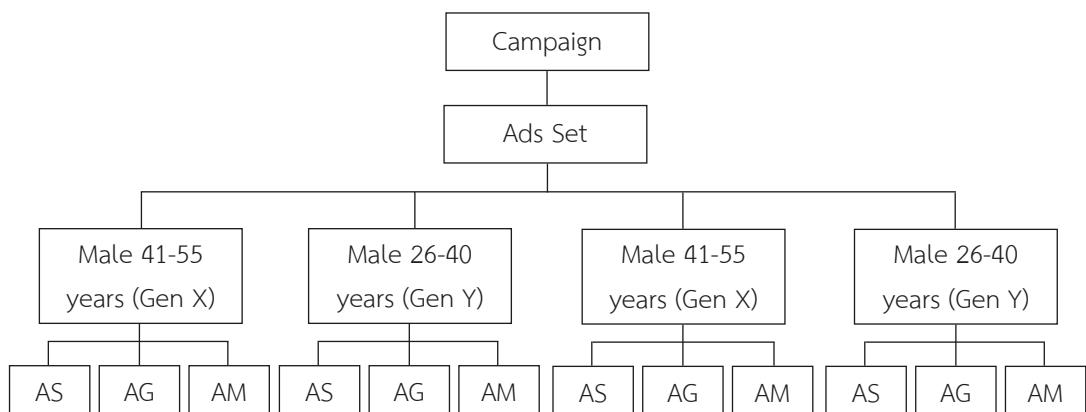


Figure 3: Format of setting the testing campaign

In this research, after collecting data, each dimension of measurement was summarized based on AIDA Model as shown in Table 1.

Table 1: Measurement of various dimensions with the testing tools via Facebook and Instagram Ads

Dimensions of measurement of AIDA Model on advertising	Measurement methods from Facebook	Measurement methods from Instagram
Attention	Number of different viewers of the advertising (Reach)	Number of different viewers of the advertising (Reach)
Interest	Number of clicking of Links	Engagement with the posts
Desire	Chatbot with the set words “Order goods”	Chatbot with the set words “Order goods”
Action	Number of purchases of goods from the advertising	Number of purchases of goods from the advertising

Results

Based on the A/B Testing of the purchase of advertising by classifying the different target groups into four target groups which differed in terms of gender (male and female) and generations (X and Y), the similarities consisted of the control of other factors to have the same images and the determination of the amount of advertising money that was equal for each ad but with different outcomes as follows:

Table 2: Outcomes of advertising campaign on Facebook platform by using the highest value in each dimension

Sexual	Reach=Attention	Click Link=Interest	Chatbot=Desire	Action=Orders
Male Gen X	2,295 (AG)	35 (AS)	32 (AS)	15 (AS)
Male Gen Y	2,060 (AS)	41 (AS)	38 (AS)	20 (AS)
Female Gen X	1,704 (AS)	34 (AS)	31 (AS)	25 (AS)
Female Gen Y	1,545 (AM)	31 (AS)	29 (AS)	23 (AS)

Remark: AS = Advertising design with Static Infographics

AG = Advertising design with Gifographics

AM = Advertising design with Motion Infographics

Results of the data analysis of A/B Testing on Facebook platform

The Facebook platform determines the advertising budget with impact on the access to the target groups. On this issue, the researchers determined budget per post ad at 100 baht. The access to the four target groups was determined according to the budget or the access to the target groups of 777-2,000 persons. The four processes of consumer responses (AIDA Model) underwent the analysis with the following results: The Static Infographic advertising design was the most efficient and with the most responsive among the four groups of consumers in each dimension as well. The dimension of attracting interest of consumers constituted 34%, the dimension of creating interest of the target groups 46%, the dimension of creating desire of the target groups 47%, and finally the dimension of action by ordering goods 51%, followed by the Gifographic Infographic advertising design which impacted the responses of the target groups in the dimension of attracting the interest 33%, the dimension of creating interest of the target groups 31%, the dimension of creating desire of the target groups 31%, and finally the dimension of action by ordering goods 32%. The Motion Infographic advertising design constituted the least consumer response on Facebook platform with the responses of the target groups in the dimension of attracting interest 33%, the dimension of creating interest of the target groups 23%, the dimension of creating desire of the target groups 22%, and finally the dimension of action by ordering goods 17%. The Static Infographics attracted the male target group of generation X the most but the dimensions of creating interest and desire of the male in generation Y were higher. The other target groups had the similar statistical data. The last dimension which was ordering goods, the female of generation X constituted the most responsive target group. The summary is in Table 2.

Table 3: Outcomes of advertising campaign on Instagram platform by using the highest value of each dimension

Sexual and Gen	Reach=Attention	Click Link=Interest	Chatbot=Desire	Action=Orders
Male Gen X	1,636 (AG)	106 (AG)	1 (AG)	-
Male Gen Y	1,819 (AM)	196 (AS)	5 (AS)	5 (AG)
Female Gen X	1,648 (AM)	174 (AM)	15 (AM)	7 (AM)
Female Gen Y	1,593 (AG)	218 (AG)	16 (AG)	9 (AG)

Results of the data analysis of A/B Testing on Instagram platform

The Instagram platform determines the advertising budget with impact on the access to the target groups. On this issue, the researchers determined the budget per post ad at 100 baht. The access to the four target groups was determined according to the budget or the access to the target groups of 974-2,800 persons. The four processes of consumer responses underwent the analysis with the following results: The Gifographic advertising design was the most efficient with the most responsive among the four groups of consumers in each dimension. The dimension of attracting interest of consumers constituted 47%, the dimension of creating interest of consumers 45%, the dimension of creating desire of consumers 46%, and finally the dimension of action or ordering of goods 45%, followed by the Motion Infographic advertising design which impacted the responses of the target groups in the dimension of attracting interest 43%, the dimension of creating interest of the target groups 40%, the dimension of creating desire of the target groups 32%, and finally the dimension of action or ordering of goods 36%, and the Static Infographic advertising design experienced the least consumer responses on Instagram platform. The response of the target groups in the dimension of attracting interest constituted only 10%, the dimension of creating interest of the target groups 15%, the dimension of creating desire of the target groups 22%, and finally the dimension of action or ordering of goods 19%. The Gifographics attracted the female in generation Y the most but created interest of the male in generation Y more. In the dimension of creating desire, the female in generation Y were the most responsive. Other target groups had the similar statistical data. For the last dimension, ordering of goods, the female in generation Y remained the target group with the most responsive. The summary is in Table 3.

Discussions

The results of the experimental research on the “Types of Infographic Advertising Design with Influence on Consumers, Case Study: Queen Crab Box” through the two types of online advertising platforms namely Facebook and Instagram yielded different results. The different viewers of advertising (Reach), the number of clicks of the Links or the number of engagements with the post, the clicks of chatbot with the words “Order of goods” established by the researchers in each post ad and the order of goods in each post ad would be used as indicators of consumer responses. It was consistent with the theory of consumer responses (AIDA Model) of St. Elmo Lewis. Therefore, all types of Infographic advertising design influenced the consumer responses. The discussion is as follows:

Hypothesis H1 The Static Infographic advertising design influenced the decision of the perception of products, the interest of products, the desire of products, and the purchase of products the most on Facebook platform. The male target group was responsive to attraction and creation of interest the most but the female target group especially generation Y were responsive to the desire of products and leading to order of goods the most. On the contrary, the Static Infographic advertising design on Instagram platform was the least popular type.

Hypothesis H2 The Gifographic advertising design influenced the decision of the perception of products, interest of products, the desire of products, and the order of products the most on Instagram platform. The female and male target groups of generation Y were responsive to the attraction and the creation of interest the most. But the female target group especially of generation Y were responsive to the desire of products leading to the purchase of the products the most. On the contrary, the Gifographic advertising design was ranked second in the results of the consumer responses on Facebook platform.

Hypothesis H3 The Motion Infographic advertising design influenced the decision of the perception of products, interest of products, desire of products, and purchase of products the least on Facebook platform. The female target group of generation X were responsive to the attraction, the interest, the desire, leading to the purchase of products the most. On the contrary, the Gifographic advertising design was ranked second in the consumer responses on Instagram platform.

Table 4: Ranking of types of Infographic advertising via online platforms

Platform Online	Static Infographics	Gifographics	Motion Infographics
Facebook	1	2	3
Instagram	3	1	2

In Table 4, the test results revealed that in terms of advertising via the Facebook and Instagram platforms using the three different types of Infographic advertising, the Static Infographic received the responses in the 4 dimensions the most on Facebook platform. It contradicted the Social Media Marketing Survey 2016 of Clutch (thumbsup, 2016) which

conducted the test by comparing the advertising with VDO and image on YouTube platform. It revealed that VDO was the most popular and gave the opinion that VDO was a more efficient tool to communicate clearly and understandably to consumers than the static one did. However, this reason was not confirmed because the survey of Clutch was conducted via YouTube platform, which highly focused on the view of VDO. At the same time, the test with images did not use the infographic to summarize the information but the image or article that consumers must understand through reading by themselves. It was probably why VDO was more popular as consumers could understand more than static image which was different from the use of infographics to summarize information for consumers to understand within an image. According to the test results with Instagram platform, the Gifographics received the best feedback from the target group. The researchers assumed that the Gifographics communicated emotion and feeling for the target group on order to see the image more clearly. This was consistent with the article of Marketeer which stated that the good Gifographics would allow the message recipient to be able to understand some message within seconds or communicate emotion or feeling at the particular time for others to view the image more clearly (marketeer, 2017). Although Instagram platform was popular mostly for photography, the Gifographic advertising might attract more consumers as it created emotion and feeling of the advertising better. But the importance of the use of the test results of Infographic advertising design was that the first thing that marketing expert must decide was to select the AD Objective which was equally important as the determination of the objectives (AdsMatters, 2020). If one wanted the target group to see or perceive the advertising of products and services, one should consider the results of the advertising based on perception or access (Reach) to create motivation for the target group. Or if one wanted the advertising to focus on the interaction of the target groups, one should take the advertising results in the dimension of creating interest and consider the test results from engagement, etc. If the marketing expert or advertising designer or public relation people used the objectives properly, the advertising would be sent directly to the target groups and could also save more advertising costs.

Problems and Constraints

The data collection of the target groups in the responsive process of the creation of the desire established the chatbot with the word, “Order goods”. Therefore, advertising required different timeframes and more time to avoid repetitive data collection. Moreover, the responsive process of the target groups in terms of purchasing goods facing a problem as Queen Crab Box sold its products in pre-defined and exact periods of time for delivery. So, the customers, who wanted the products at their self-defined time, probably cancelled their orders. It was the loss of opportunity to sell more products although there were a lot “Click Chatbots” of incoming orders.

Recommendations for Utilization

The research results are useful for the Infographic advertising design in various businesses and serve as good source of information for those who want to study the Infographic design, advertising designers and marketing experts as well as interested people to apply it or use it as a guideline of the Infographic design in the future. As the research results show that the good Infographic advertising design will clearly impact the consumer responses. The research results can clearly divide the consumer groups in terms of gender, generation, and advertising via diverse platforms which will help those who study to understand and analyze the response and the demand of consumers in more detail. The benefit of the research results can be used and enhanced such as Instagram platform has features of Instagram Stories & Highlight Stories with the display duration of only 24 hours.

The Gifographic advertising design can be used to create the interesting, modern, readily memorable content or the use of Static Infographics for the review of the instruction of the use of products for easy understanding in one image on Facebook platform with focus on the target groups of the particular product of generations, for example, the compilation of information of lady handbag by dividing the information based on the content “which is the color of the handbag that corresponds to the birthday and that is great for use” with the female target groups of generations X and Y, etc.

Limitations in the Utilization of the Study Results

A limitation of this research is the Infographic advertising design of only one product of food. The advertising found in daily life is numerous for consumer products. Thus, for other products, the test results may change.

Guideline of Future Research

- 1) A/B Testing should be conducted in other features as appeared on various platforms as this research tested the advertising campaign via promotion of post of which at present there are features such as stories or even other social media platforms which are experiencing the growth in leaps and bound such as Tiktok mainly for consumers of the generations Y and Z. It can be done as well which will have more results in various dimensions and can serve as the guideline for creativity of various advertising designs.
- 2) In terms of creativity in design, as the research is relevant to the advertising design especially for seafood, therefore the advertising design of other products may entail more specificity. For example, for the advertising design of electronic devices, it is probably more responsive to male consumers than female counterparts or the use of colorful Infographics which is soft may attract more female consumers, etc.
- 3) The determination of more specific target group is another choice to properly gain access to consumers. For example, for Infographic advertising design of durians, the target group may be determined as durian lovers or for advertising design of tools for joint use with ipad, the target group may be determined as consumers at school age or working age, etc.
- 4) At present, the AIDA Model is increasingly applied to measure the marketing results. Therefore, for the process of consumer responses, additional results are measured in numerous dimensions such as AIDMA Model that adds the dimension of motive to make consumers take interest in a product in order to increase sale, etc. The application of other theories will ensure more detailed measurement of the consumer responses.
- 5) Determination of budget in advertising and period used in additional advertising is a factor that can change the advertising result and can enhance on other future research such as changes of budget and period used in the advertising which impact sales, etc.
- 6) The reason that makes different generations behave differently in response to various digital advertising on social media platforms.

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