

Research Article | Araştırma Makalesi

Analyzing Advertising Acceptance through the Diffusion of Innovations Theory: An Investigation into CGI Advertising

Yeniliklerin Yayılma Teorisi Üzerinden Reklam Kabulünü Düşünmek: CGI Reklamcılığı Üzerine Bir İnceleme



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Abstract

Adoption is considered a critical element in marketing communication, as it reflects the extent to which consumers accept an advertisement and its influence on purchase intent and brand preference. Perceived usefulness, perceived value, advertisement content, visual design, and message clarity are key factors shaping how consumers adopt and evaluate an advertisement. This study examines advertising acceptance within the Diffusion of Innovations Theory framework, focusing on CGI (Computer-Generated Imagery) advertising, which is increasingly adopted in digital advertising. The study explores the adoption process of CGI advertisements by analyzing the perspectives of industry professionals regarding this innovation. A qualitative research approach was employed, utilizing in-depth interviews with 15 experienced professionals from the advertising industry. The collected data were analyzed to assess the diffusion process of CGI advertisements, their perceived advantages, and the challenges encountered in the sector. The findings reveal how the acceptance of CGI advertising is shaped within the Diffusion of Innovations Theory, contributing to the theoretical framework in this field. The findings offer strategic recommendations to enhance CGI advertising and highlight the key role of user perspectives on visual creativity, usability, and message clarity in its adoption.

Keywords: Digital Advertising, Advertising Acceptance, CGI Advertising, Diffusion of Innovations Theory, Marketing Communication.

Öz

Reklam kabulü, tüketicilerin reklamlara yönelik tutumlarını, satın alma niyetlerini ve marka tercihlerini şekillendirmesi nedeniyle pazarlama iletişimde kritik bir kavram olarak değerlendirilmektedir. Algılanan kullanışlılık, algılanan değer, reklam içeriği, görsel tasarım ve mesajın netliği, tüketicilerin bir reklamı nasıl kabul ettiğini ve değerlendirdiğini şekillendiren temel faktörler arasında yer almaktadır. Bu çalışma, dijital reklamcılıkta giderek daha fazla benimsenen CGI (Computer-Generated Imagery) reklamcılığını merkeze alarak, reklam kabulünü Yeniliklerin Yayılması Teorisi çerçevesinde incelemeyi amaçlamaktadır. Çalışmada, CGI reklamlarının benimsenme süreci ele alınarak, sektör profesyonellerinin bu reklamlara yönelik görüşleri analiz edilmektedir. Araştırmada nitel yöntemler benimsenmiş ve derinlemesine görüşme tekniği kullanılarak reklamcılık sektöründe deneyimli 15 profesyonel ile görüşmeler gerçekleştirilmiştir. Elde edilen veriler doğrultusunda, CGI reklamlarının sektörde yayılma süreci, algılanan avantajları ve karşılaşılan zorluklar değerlendirilmiştir. Çalışmanın bulguları, CGI reklamlarının kabul edilme sürecinin Yeniliklerin Yayılması Teorisi kapsamında nasıl şekillendiğini ortaya koymakta ve bu alandaki teorik çerçeveyi genişletmeye katkı sunmaktadır. Sonuçlar doğrultusunda, CGI reklamlarının etkinliğini artırmaya yönelik stratejik öneriler geliştirilerek reklamcılık alanına hem akademik hem de sektörel düzeyde katkı sağlanması amaçlanmaktadır. Bulgular, kullanıcıların görsel yaratıcılık, kullanışlılık ve mesaj netliği konusundaki görüşlerinin, CGI reklamlarının benimsenmesini önemli ölçüde etkilediğini ortaya koymaktadır.

Anahtar Kelimeler: Dijital Reklamcılık, Reklam Kabulü, CGI Reklamcılığı, Yeniliklerin Yayılması Teorisi, Pazarlama İletişimi.



Introduction

Computer-generated imagery (CGI), defined as creating visual content through computer technologies, has gained popularity across various disciplines, including advertising, animation, game design, cinema, television, and architecture. CGI enables the production of highly realistic visuals, animations, and special effects, providing a broad spectrum of applications in creative processes. This technology enables individuals, institutions, or brands to provide visually creative and memorable experiences for their target audiences. Consequently, the boundaries of digital content production are expanding at an accelerating pace.(Sun, 2023).

In recent years, Computer-Generated Imagery (CGI) technology has emerged as a transformative element in advertising. In this regard, CGI technology enables brands to engage with their target audiences by creating creative, memorable, and widely discussed content among consumers (Mrad et al., 2022). For instance, three-dimensional outdoor advertisements, interactive billboards, and digital storefronts provide an expanded scope for capturing consumer attention (Eken, 2017). From this perspective, CGI advertising is increasingly establishing itself as a rapidly growing practice within digital advertising.

As CGI advertising continues to gain strength in the advertising industry, it is increasingly being recognized and accepted within the sector. Considering the accelerating momentum of industry-specific examples of CGI advertising, examining the factors influencing the acceptance and diffusion of CGI technology by brands and advertisers holds academic and industry significance. In line with this, the present study analyzes the acceptance process of CGI advertising among advertising professionals within the framework of Everett Rogers' Diffusion of Innovations Theory. Rogers developed a model that explains how technological innovations, thoughts, and ideas are accepted and disseminated within society and the stages encountered in this process. According to this model, consumers are classified into five distinct categories regarding adopting technological innovations and ideas: innovators, early adopters, early majority, late majority, and laggards (Rogers, 2003). Understanding the diffusion of technological innovations in advertising is crucial for evaluating new advertising dynamics (Heiman et al., 2020). This study examines consumers' adoption processes of CGI advertisements within the framework of industry professionals' experiences and perspectives. The research employs semi-structured in-depth interviews conducted with fifteen experienced advertising professionals, aiming to analyze the acceptance process, advantages, and challenges of CGI advertising from the perspective of industry experts.

1. Overview of Diffusion of Innovations Theory

The Diffusion of Innovations Theory, developed by Everett M. Rogers, seeks to explain how new technologies, ideas, and concepts are adopted and accepted within a society or community. In this context, Rogers defines an innovation as "an idea, practice, or object that is perceived as new by an individual or another unit of adoption" (Rogers, 2003, p.12). According to the Diffusion of Innovations Theory, the adoption and acceptance of an innovation within a society follow a structured process. Within this framework, communication channels are crucial in accelerating individuals' adoption of innovations. This process consists of four fundamental components (MacVaugh & Schiavone, 2010)

- **Innovation:** Innovation is defined as a product, idea, or service individuals encounter as “new” within social or communal life. The extent to which an innovation is accepted within a society is directly proportional to individuals’ perceptions of its usability and applicability (Rogers et al., 2014).
- **Communication Channels:** The dissemination process of an innovation within society is closely related to the communication channels through which it spreads among users. In today’s digital era, network-based, highly personalized communication platforms have emerged as critical determinants in adopting innovations (Rogers, 2003). Accordingly, the role of communication channels in shaping individuals’ attitudes and perceptions toward innovations is becoming increasingly significant (Dearing & Cox, 2018).
- **Time:** The stages of the adoption process of innovations within social life are linearly related to the time factor. Time is crucial in analyzing how an innovation spreads within society and the overall adoption process (Rogers et al., 2014).
- **Social System:** One of the fundamental factors influencing the adoption of an innovation within a society’s social and cultural structure is the social system (Rogers, 2003). In this regard, elements such as social norms, cultural values, and opinion leaders significantly impact the adoption dynamics of innovations (Dibra, 2015).

Rogers’ Diffusion of Innovations Theory explains the adoption and diffusion of innovations within society based on these four key components, providing a crucial theoretical framework for analyzing this process at both the individual and organizational levels (Demir, 2006). While the time dimension determines the rate of adoption and diffusion (Rogers, 2003), the social system encompasses structural elements such as societal norms, individuals’ approaches toward innovations, and the factors that facilitate or hinder the adoption process. These four fundamental components are closely interrelated with the five-stage adoption model, which outlines the process from an individual’s initial exposure to full-scale implementation (Dibra, 2015).

1.1. Adoption of Technologies in Advertising Practices

The Diffusion of Innovations Theory operates within five key stages: knowledge, persuasion, decision, implementation, and confirmation (Demir, 2006). In this context, the theory examines the stages and dynamics of how any innovation emerging within a social system is adopted by users. In other words, it provides a conceptual framework that explores the dynamics of the innovation acceptance process within society (Rogers et al., 2014). Adopting emerging applications in advertising influences how consumers directly engage with brands, products, and services. Given the rapid evolution of digital platforms and the increasing integration of AI-driven applications into nearly all professional life, understanding how users perceive, assess, and ultimately adopt innovations has become increasingly critical (Ali et al., 2023). In this regard, Rogers’ Diffusion of Innovations Theory offers a theoretical foundation for analyzing how new ideas, discoveries, and technologies are introduced to society.

Simultaneously, it provides a comprehensive framework for understanding how these innovations are received, evaluated, and adopted. In other words, this model examines individuals’ cognitive and emotional responses to innovations, structuring the process through five stages: knowledge, persuasion, decision, implementation, and confirmation (Demir, 2006; Dibra, 2015). Advertising professionals’ and brands’ engagement with emerging technologies, incorporation of these technologies into strategies, and adaptation

to market dynamics are inherently linked to these five stages. This framework serves as the foundation for outlining the five fundamental stages below (Demir, 2006).

Knowledge Stage: In social or professional life, individuals become aware of emerging innovations but are still in the research phase. They have not yet decided to adopt the innovation (Rogers, 1995).

Persuasion Stage: refers to the process in which individuals develop emotions, thoughts, and behaviors regarding an emerging innovation. Throughout this process, individuals' perceptions of the innovation evolve within the framework of its advantages, disadvantages, and applicability (Demir, 2006).

Decision Stage: Society's acceptance or rejection of an innovation is determined based on users' previous experiences. In other words, adopting innovation relates to how it meets individuals' needs and expectations (Demir, 2006; MacVaugh & Schiavone, 2010).

Implementation Stage: At this stage, the adoption of the innovation follows a two-tiered structure: reinforcement through continuous improvements and the frequency of its adjustment to user needs. In this context, it is emphasized that mere societal acceptance is not sufficient; practical engagement by users is also crucial. The Implementation Stage comprises three key components: the active utilization of the innovation, challenges encountered during the implementation process, and the modification and adaptation of the innovation accordingly (Dearing & Cox, 2018; Demir, 2006; Rogers, 1995).

Confirmation Stage: This stage is critical in ensuring the continuity of innovation within society. In this regard, three significant dimensions influence individuals' decisions to continue using technological innovation in social or professional settings; Environmental Feedback, Fulfillment of Expectations, and Emergence of Alternatives (Demir, 2006).

The implementation phase of integrating a new technology into advertising practices signifies the active incorporation of that technology into a brand or advertiser's operational processes (Pashupati & Kendrick, 2008). At this stage, mere acceptance of the technology is insufficient; its sustained use and long-term viability must also be ensured. The confirmation process refers to the prolonged evaluation of the technology by advertisers or brands over an extended period (Fay, 2006). At this stage, feedback from interpersonal relationships in social life, user experiences and reviews, and performance analytics play a crucial role in shaping the assessment of the innovation. The extent to which an innovation meets expectations is directly proportional to its sustainability (Akyüz & Coşgun, 2023).

1.2. Adoption Processes of Innovative Advertising Strategies by Consumers

According to the theory developed by Rogers, users exhibit different approaches toward the innovations they encounter. Accordingly, some consumers tend to adopt innovations more efficiently or with more incredible difficulty than others, depending on various motivations such as their needs and expectations. Rogers examines this phenomenon within five categories (Mbatha, 2024).

- **Innovators:** This group represents individuals with a strong interest in technological innovations. These individuals closely follow current developments and are among the first to experiment with new advertising formats.

- **Early Adopters:** These individuals recognize the potential benefits of emerging technological innovations at an early stage and can influence other users within their social and professional circles.
- **Early Majority:** Users who maintain a positive attitude toward new technologies but require a thorough evaluation before making an adoption decision.
- **Late Majority:** Individuals who adopt new technologies due to external factors, such as social influence or the need for acceptance and belonging, yet approach such innovations with skepticism and caution.
- **Laggards:** This group consists of individuals who adopt a more traditional stance toward technological innovations and demonstrate resistance to change.

The Diffusion of Innovations Theory provides a significant roadmap for analyzing consumers' stages and their approaches toward adapting to new advertising practices emerging in the digital age (Appel & Muller, 2021). In this context, for the continuous development of the digital advertising sector, individuals classified as early adopters and the early majority, who demonstrate a more positive attitude toward technological innovations and adopt them quickly, contribute to the accelerated acceptance of these innovations within society. Conversely, the late majority and laggards are often persuaded to adopt new technologies due to social pressure or external obligations (Olley et al., 2023). As a result, consumer adoption of new technologies significantly influences broader marketing strategies for advertisers and brands. In other words, the effective management of technological innovation diffusion processes by advertisers and brands plays a crucial role in ensuring that these technologies successfully fulfill their intended purposes in both professional contexts and consumer-oriented advertising campaigns (Pashupati & Kendrick, 2008).

2. Conceptual Framework of CGI Advertising

Advertisements continuously evolve with new and more creative applications in light of technological advancements (Bilgici, 2023; Ignatius Ijomah et al., 2024). The Development of CGI Technology and Its Role in Digital Advertising Computer-generated imagery (CGI) technology, developed based on three-dimensional computer graphics, has undergone significant advancements and has become a transformative tool in digital advertising (Wang & Zhong, 2024).

Computer-Generated Imagery (CGI) technology, which enables three-dimensional visual production through computer systems, has become a significant tool in the field of advertising following its widespread use in cinema, animation, and digital gaming (Wang & Zhong, 2024). Like Computer-Aided Design (CAD) systems, Kenneth Knowlton and researchers at Bell Labs first utilized CGI technology in animation applications in 1963 (Kalogiannakis et al., 2023). In subsequent years, various universities, research institutions, and technology companies recognized its potential, leading to an expansion of its application areas. Initially used in two-dimensional animation production, CGI technology became frequently utilized for technical applications such as colorization and in-between frame generation. However, with the development of computer-based three-dimensional animation systems, CGI technology underwent a significant transformation (Keti et al., 2003). With advancements in animation and 3D design, advanced rendering techniques, NURBS-based modeling, and polygon-based modeling methods led to high-resolution 3D animation technologies. These innovations facilitated the acceleration of CGI technologies, making them more accessible and applicable for professionals, thereby

reshaping various dynamics in the advertising industry (Sun, 2023). In digital advertising, CGI technologies have transformed visual design strategies due to their unique structural flexibility, dynamic content capacity, and long-term cost-effectiveness (Yüce, 2024).

In today's highly saturated advertising landscape, where individuals are constantly surrounded by various advertising messages in their social environments, brands and advertisers increasingly utilize CGI technologies to capture consumer attention, enhance ad memorability, and stimulate engagement. This approach is further driven by the motivation to achieve a competitive advantage (Sun, 2023). As digital and social media platforms expand their reach to a broader audience, CGI-based digital advertising applications have been shown to enhance visual impact, redefine consumer-brand interactions, and foster deeper emotional connections. Beyond social media and network-based digital platforms, digital advertising and marketing applications have also triggered a significant transformation in outdoor advertising (Krumm, 2011).

2.1. The Strategic Integration of CGI in Digital Advertising

As in many parts of the world, Computer-Generated Imagery (CGI) technology has rapidly gained popularity in Türkiye, transforming how brands communicate with their target audiences. In recent years, this technology has facilitated the development of innovative and impactful communication strategies, leading to a significant shift in brand-consumer interactions (Tsai & Chuan, 2023). CGI technologies have been widely adopted and increasingly popular worldwide, and they have also been extensively implemented in Türkiye. In this context, advertisers and brands continuously push the boundaries of CGI applications in their advertising efforts to engage with their target audiences and generate widespread attention. As a result, CGI advertising has become an integral part of modern advertising practices, offering unique opportunities to develop creative advertising approaches and gain a competitive advantage (Vuong & Mai, 2023). Campaigns by leading brands such as Persil and Migros illustrate the significant impact of this strategy within the advertising industry.

Campaigns by leading brands such as Persil and Migros illustrate the significant impact of this strategy within the advertising industry.



Image 1. Migros CGI Campaign

This visually compelling imagery highlights the brand's ability to bring the festive spirit directly to consumers, emphasizing convenience, celebration, and reliability. The vibrant visuals and creative execution successfully engage viewers and reinforce Migros' position as a leader in e-commerce and grocery delivery.



Image 2. Persil CGI Campaign

Persil's CGI advertisement integrates a large-scale washing machine and detergent visual into the urban landscape strikingly and engagingly. The animation of a white cloth flowing out of the washing machine door effectively captures attention while showcasing the product's cleaning power and the brand's innovative approach. This visual storytelling connects consumers emotionally with the product and communicates Persil's commitment to cleanliness and innovation.

The rapid increase in CGI advertisement examples within the Turkish advertising sector highlights the significance of CGI technology in providing visually rich and impactful experiences for consumers and serving as an innovative and creative platform for showcasing product features and values (Tsai & Chuan, 2023). These hyper-realistic visuals facilitate emotional connections between the target audience and the product, enabling brands to differentiate themselves and stand out in competitive markets. Furthermore, the flexibility and creativity CGI technology offers in digital advertising significantly contribute to developing cutting-edge campaigns that resonate with diverse audiences (Yüce, 2024).

In conclusion, the strategic use of CGI technology in advertising allows brands to craft compelling narratives, establish strong emotional connections with their audiences, and deliver impactful messages effectively. As CGI-based campaigns continue to gain traction in Türkiye, they underscore the growing importance of this technology as a transformative tool in modern advertising and highlight its potential for even broader applications in the future (Eken, 2017).

3. Literature Review

There are limited studies on CGI advertising in the existing literature. In this context, Bilge Nur Öztürk's (2024) study, *"The New Trend in Marketing: CGI Advertisements,"* employed a case study approach and conducted a content analysis of 210 CGI advertisements. The study finds that CGI advertisements are predominantly used in the fashion, cosmetics, and technology industries, often incorporating cosmopolitan cityscapes and iconic

landmarks. Mustafa Zeki Yüce's (2024) study, "Contemporary Technology Product: CGI Approach to Visual Narrative in Outdoor Advertising," published by IGI Global, employed a qualitative research methodology. The study explores the role of CGI in outdoor advertising, emphasizing its contribution to visual storytelling and audience engagement. Findings indicate that CGI enhances the effectiveness of outdoor advertising by creating immersive and visually striking narratives that capture consumer attention.

The existing literature on CGI advertising demonstrates that this technology is increasingly utilized across various industries, including fashion, cosmetics, technology, home appliances, and outdoor advertising. Studies highlight that CGI advertisements often integrate cosmopolitan cityscapes, urban environments, and iconic landmarks to enhance visual appeal and audience engagement. Additionally, CGI is recognized for its effectiveness in digital marketing strategies, influencing consumer perceptions and brand interactions. While research on CGI advertising remains limited, findings suggest that this approach significantly contributes to visual storytelling, creating immersive and memorable brand experiences.

4. Research Aim and Scope

Advertising acceptance is critical in marketing communication, as it shapes consumers' attitudes toward advertisements, purchase intentions, and brand preferences. Key factors such as perceived usefulness, perceived value, advertising content, visual design, and message clarity are fundamental in how consumers perceive and evaluate advertisements. This study examines advertising acceptance within the Diffusion of Innovations Theory framework by focusing on CGI (Computer-Generated Imagery) advertising, which is increasingly adopted in digital marketing. The study explores the adoption process of CGI advertisements by analyzing industry professionals' perspectives on this advertising format. A qualitative research design was adopted, employing in-depth interviews with 15 experienced professionals from the advertising sector. The collected data were analyzed to assess the diffusion process of CGI advertising in the industry, its perceived advantages, and the challenges encountered. Through its findings, this study aims to expand the theoretical framework by demonstrating how the acceptance process of CGI advertisements aligns with the Diffusion of Innovations Theory. Additionally, the research offers valuable insights into the adoption of CGI advertising, providing theoretical contributions and practical implications for the advertising industry.

In this context, the research questions are formulated as follows:

1. What is the adoption process of CGI advertisements within the framework of the Diffusion of Innovations Theory, and what are the key factors shaping this process in the advertising industry?
2. What role do the innovative elements of CGI advertisements in visual design and message delivery play in consumer perception and brand communication?
3. What factors determine the adoption level and diffusion rate of CGI advertisements in the advertising industry?

4.1. Methodology

Qualitative research methods significantly contribute to the literature by allowing for a deeper understanding of individuals' perspectives, personal experiences, emotions, and thoughts on the subject of study (DiCicco-Bloom & Crabtree, 2006). In this regard, in the field of social sciences, in-depth interviews are frequently employed as a qualitative

research method to gain insights into participants' perceptions of the research topic and to analyze their experiences in detail. This method is an effective data collection tool, identifying individuals' motivations based on emotions and thoughts (Day Ashley et al., 2021).

The study employed the in-depth interview technique, one of the qualitative research methods. During the interviews, participants were asked pre-determined open-ended questions. Descriptive analysis is a qualitative data analysis technique that facilitates the interpretation of findings and the establishment of cause-and-effect relationships between them within the scope of the research (Lawless & Heymann, 2010). In this context, the findings obtained from the in-depth interviews were subsequently analyzed using the descriptive analysis method.

The research questions were formulated within the framework of the components of the Diffusion of Innovations Theory, allowing for a systematic examination of the adoption process of CGI advertising. This theoretical framework provides a structured approach to understanding how innovations are accepted and disseminated within a social system. Accordingly, the research questions address key elements such as perceived advantages, adoption decisions, social influence, and communication channels, which are fundamental factors in the diffusion of CGI advertisements within the advertising industry. By integrating these components, the study aims to analyze the acceptance process of CGI advertising from both an industry-specific and theoretical perspective.

Ethics Committee Permission

Within the framework of the decision taken during the meeting by İstanbul Kültür University Ethics Committee dated 15/02/2024 and numbered 2024/69; the study does not contain any ethical issues.

4.2. Scope and Limitations

This study aims to examine the adoption process of CGI advertising and analyze the perceptions of industry professionals toward this technology. The research includes advertising agency employees actively working in the advertising sector and with at least two years of professional experience. The selection of participants was based on including professionals directly involved in the advertisement production process, ensuring that the data obtained reflect firsthand industry experiences.

A total of 15 in-depth interviews were conducted with advertising professionals, seven female and seven male, aged between 28-45. In this context, the participants' experience in the field of advertising varies from a minimum of 5 to a maximum of 20 years. Details regarding the participants are given in Table 1 below.

Table 1. Participant information

Participant Code	Gender	Position and Field of Expertise	Age	Years of Experience
P1	F	Creative Director, Campaign Concept Design	43	20
P2	M	Advertising Strategist, Brand Positioning	37	15
P3	F	Art Director, Visual Aesthetics and CGI Design	31	9
P4	M	Copywriter, Text and Message Design	34	12
P5	F	Digital Advertising Manager, Performance Marketing Campaigns	38	16

Participant Code	Gender	Position and Field of Expertise	Age	Years of Experience
P6	M	Media Buying Specialist, TV and Digital Advertising Planning	35	13
P7	F	Advertising Photographer and Post-Production Specialist	29	7
P8	M	Production Director, Commercial Film Production	42	18
P9	F	Brand Management Specialist, Integrated Campaign Planning	36	14
P10	M	Strategic Planning Director	39	17
P11	F	Influencer Marketing and Social Media Campaign Manager	30	8
P12	M	CGI Specialist, 3D Advertising Modeling and Animation	33	11
P13	F	Media Planning and Data Analytics Specialist	28	5
P14	M	Advertising Agency Owner, Campaign Management	45	22
P15	F	Creative Team Leader, Multi-Channel Campaign Production	41	19

The scope of the research is structured around the following criteria:

- All participants are actively engaged in the advertising sector and directly contribute to the advertisement production process.
- The study includes professionals with varying levels of experience, incorporating insights from both early-career professionals and seasoned experts in the field.
- Participants specialize in advertising, including campaign design, media planning, creative content production, and CGI technologies.

Despite its contributions, this study has certain limitations:

- The research is limited to advertising professionals directly involved in the production process; therefore, perspectives from academics and consumers were not included.
- The requirement that participants must have at least two years of experience excludes the viewpoints of entry-level professionals, who may offer different insights into adopting CGI advertising.
- This study focuses on the adoption process of CGI advertising without an in-depth examination of traditional advertising methods or other digital advertising technologies.
- While these limitations should be considered, this research aims to provide a comprehensive understanding of the industry's adoption process of CGI advertising, offering valuable insights into both theoretical and sectoral aspects.

5. Findings

As part of the research framework, in-depth interviews were conducted with participants to examine the adoption of CGI technology as an innovation in the advertising industry and the factors influencing this process. In this context, questions were directed to understand how large and small-scale agencies perceive CGI, its impact on consumer perception, and its advantages for brands. Additionally, the study explored how factors such as perceived usefulness and ease of use influence the diffusion of CGI technology within the industry. In particular, challenges related to cost and technical expertise requirements were analyzed

to assess how these factors limit technological adaptation. Within this scope, the research findings have been categorized into four key areas: Positioning and Innovative Features in the Advertising Industry, The Role in the Advertising Production Process, Ease of Use and Integration Process, and Consumer Perception and Industry Adoption Strategies. Furthermore, strategies to accelerate the diffusion of CGI technology were discussed. The findings suggest that for broader adoption within the industry, it is essential to develop training programs, provide technical support, and implement cost-effective solutions to facilitate the integration of CGI technology into advertising practices.

Positioning and Innovative Features in the Advertising Industry

Data from in-depth interviews with 15 advertising professionals operating in Istanbul have been analyzed. Most participants identified CGI technology as a significant innovation that enhances visual aesthetics and creativity, particularly in materializing abstract concepts and achieving visual realism. However, high costs and the requirement for technical expertise have emerged as key factors limiting the widespread adoption of this technology. In digital advertising, CGI was recognized for its advantage in creating attention-grabbing content. While large agencies perceived CGI as a strategic necessity, smaller agencies emphasized barriers related to accessibility and cost. Regarding technological advancement, some participants viewed CGI as a revolutionary development in the industry, whereas others considered it an evolutionary progression. In this regard, the findings indicate that for the broader adoption of CGI technology in advertising, it is essential to reduce costs and address the lack of technical expertise. In particular, expanding training programs and developing cost-effective solutions for small-scale agencies are highlighted as critical strategies to facilitate the broader integration of CGI technology within the sector.

Participants were asked, “What role does perceived usefulness play in adopting CGI technology in advertising production?” responses were gathered from various perspectives. Overall, CGI’s primary advantage was its ability to enhance visual aesthetics and realism. However, it was emphasized that realizing these benefits fully requires effective strategy and planning. Cost considerations emerged as a significant barrier to adopting CGI; while large agencies perceive it as an advantage, smaller agencies evaluate it in terms of cost-benefit balance. Participants specializing in digital advertising highlighted CGI’s effectiveness, particularly in short-form content, whereas creative directors focused on its role in long-term campaigns. Experienced professionals viewed CGI as a tool for brand image development, while younger experts emphasized its potential for creating engaging content in digital advertising. The consensus was that optimizing CGI’s use in the industry necessitates reducing costs and addressing technical knowledge requirements.

As part of the research, participants were asked, “How does perceived ease of use influence the adoption of these technologies by advertising teams?” and responses were collected from various perspectives. Overall, the ease of learning and technology implementation was identified as a critical factor in enhancing team motivation. While complex systems were noted to slow down production processes and negatively impact team cohesion, user-friendly systems were emphasized for facilitating collaboration and accelerating workflows. Technical experts highlighted that ease of use enables broader technology adoption across different departments, whereas creative professionals focused on its role in ensuring a smooth workflow. Strategic planners viewed ease of use as a key factor in gaining a competitive advantage. The findings suggest that for broader adoption of the

technology within the industry, it is essential to develop user-friendly systems, reduce the need for extensive technical expertise, and implement solutions that foster collaboration among teams.

The Role in the Advertising Production Process

The findings from in-depth interviews conducted with advertising professionals indicate that CGI technology's perceived ease of use plays a crucial role in its adoption within the advertising production process. Participants emphasized that user-friendly CGI tools accelerate workflow, enhance team motivation, and facilitate creative collaboration. While complex technologies slow production and create resistance among teams, intuitive and simplified systems enable seamless integration into advertising workflows. Creative professionals highlighted that CGI should support rather than hinder the creative process. In contrast, strategic planners and media managers perceived ease of use as a competitive advantage that accelerates campaign execution and enhances audience engagement. However, high costs and the requirement for technical expertise remain significant barriers to adoption, particularly for small agencies, while large agencies consider CGI a strategic investment. Overall, the findings suggest that reducing technological complexity, expanding training programs, and providing cost-effective solutions are essential strategies for enhancing the adoption and efficiency of CGI technology in advertising production.

The in-depth interviews conducted as part of this study examine how the innovative features of CGI advertisements are perceived within the advertising industry. Analyzed within the Diffusion of Innovations Theory framework, the findings indicate that CGI is highly valued in the industry for its contributions to visual aesthetics and creative originality. While large agencies and innovative brands have adopted this technology early, small agencies perceive CGI as less accessible due to cost and lack of technical expertise. The primary barriers to the widespread diffusion of CGI in the industry include high costs, the need for technical proficiency, and challenges in implementation processes. CGI advertisements are widely adopted in digital platforms and large-scale productions, whereas their use in traditional media remains limited. Additionally, teams with technical expertise view CGI as an innovative tool, whereas those requiring additional training perceive it as challenging to implement. The findings suggest that for broader adoption of CGI advertisements, it is essential to expand technical training programs, develop cost-effective solutions for small agencies, and highlight the success of CGI in innovative projects.

Through in-depth interviews with industry professionals, this study explores the early adopters of CGI advertisements and the factors influencing their adoption process. The findings indicate that large advertising agencies, technology-driven brands, and industries requiring high visual appeal (such as fashion, automotive, and entertainment) tend to adopt CGI technology more rapidly. These groups invest in CGI to achieve strategic goals such as building an innovative brand image, enhancing consumer perception, and gaining a competitive advantage. However, high costs and the need for technical expertise emerge as significant barriers, particularly for small-scale agencies and teams lacking sufficient technical infrastructure. Creative and experimental agencies perceive CGI as an innovation tool for artistic campaigns, while brands seeking innovation in media planning adopt the technology to create more engaging advertisements. The findings suggest that for CGI to achieve broader acceptance in the industry, cost-reduction strategies for small agencies should be implemented, and technical training programs should be expanded.

Ease of Use and Integration Process

This study explores the role and impact of CGI in transmitting advertising messages through in-depth interviews with industry professionals. The findings indicate that CGI enhances creative freedom, making advertising messages more attention-grabbing, aesthetically appealing, and memorable. Participants emphasized that CGI strengthens storytelling, makes abstract concepts more comprehensible, and contributes to creating an innovative brand image. It was particularly highlighted that CGI-based advertisements on digital platforms increase consumer engagement and reinforce brand awareness. However, some participants noted that using CGI requires technical expertise and that high costs pose a barrier, particularly for small-scale brands. In conclusion, CGI is identified as a critical tool for enhancing the effectiveness of advertising messages. Yet, the findings suggest that strategic solutions should be developed to reduce costs and mitigate technical challenges.

Participants were asked, “What interactions do you observe between CGI technology and other professionals in the advertising industry (designers, marketers, etc.) during its diffusion process?” The findings indicate that collaboration among designers, marketers, media planners, and technical experts remains insufficient. While greater integration of CGI into marketing strategies is necessary, the lack of coordination between strategic planners and creative teams poses a challenge. Media buying specialists emphasized the need for more focus on performance analysis of CGI content, whereas advertising writers and creative teams highlighted the importance of assessing CGI’s impact on storytelling. Photographers and traditional production teams are adapting to CGI, yet improving communication between technical experts and creative professionals has been identified as a key requirement. In conclusion, strategic models that enhance interdisciplinary collaboration should be developed for CGI to achieve broader adoption in the advertising industry.

This study examines the impact of social norms, particularly industry expectations, on the production and adoption of CGI advertisements. The findings reveal that the demand for innovation and the increasing shift toward digitalization have played a key role in accelerating CGI’s integration into the advertising industry. Major brands and agencies are adopting CGI to sustain their competitive positioning and enhance their industry reputation. Additionally, the rise of social media and digital platforms has further fueled the adoption of CGI, making it an indispensable tool in modern advertising strategies. However, industries that rely on traditional advertising methods have been slower to embrace CGI, continuing to prioritize conventional visual production techniques. Furthermore, cost concerns and return on investment evaluations significantly influence firms’ decisions regarding CGI adoption. In conclusion, expanding CGI’s presence in the industry requires strategic initiatives that encourage technological adaptation and hybrid models that integrate both traditional and digital advertising approaches.

Consumer Perception and Industry Adoption Strategies

Participants were asked, “What strategic approaches should be adopted to improve consumer and industry perceptions of CGI advertisements and enhance the acceptance of this technology?” The findings indicate that the widespread adoption of CGI advertisements requires strengthening consumer experience, fostering sectoral collaborations, and emphasizing compelling storytelling. The integration of interactive technologies such as augmented reality (AR) and virtual reality (VR) is recommended

to enable consumers to develop an emotional connection with CGI content. Additionally, enhancing collaborations between agencies, technology firms, and media platforms will facilitate the more effective integration of CGI into advertising strategies. It is emphasized that CGI should not merely be perceived as a visual innovation but as a tool supported by compelling narratives that enhance audience engagement. Furthermore, optimizing CGI advertisements for platform-specific formats and utilizing data-driven analyses to inform strategic decisions are essential. In conclusion, standardized guidelines should be established to ensure broader acceptance of CGI technology among consumers and industry professionals, and comprehensive sectoral research should be conducted.

Participants were asked, “What are your predictions regarding the future of CGI technologies in the advertising industry, and what strategic steps should be taken to facilitate their broader adoption?” The findings suggest that the future of CGI will be driven by its integration with artificial intelligence (AI), enabling the development of hyper-realistic and interactive advertising models. Advancements in technology and cost reductions are key factors that will accelerate the adoption of CGI, particularly among small and medium-sized agencies. Moreover, expanding training programs to enhance professionals’ technical expertise is essential for implementing CGI in advertising practices. Seamless integration with digital platforms has also been highlighted as a crucial aspect, requiring further analysis of how algorithmic systems evaluate CGI-based content. Additionally, to improve consumer perception, CGI should not merely be perceived as a visual innovation but as a tool that fosters emotional engagement through compelling narratives. In conclusion, to establish CGI as a sustainable innovation in the advertising industry, fostering strategic collaborations among technology firms, brands, and agencies is imperative, alongside initiatives that enhance accessibility and accelerate sector-wide adaptation through targeted educational investments.

Conclusion

This study examines the adoption process of CGI advertisements within the framework of the Diffusion of Innovations Theory, the role of their innovative elements in visual design and message delivery in shaping consumer perception and brand communication, and the key factors determining their diffusion rate in the advertising industry. The findings reveal that adopting CGI advertisements is a multi-layered process influenced by technological, economic, creative, and consumer-driven dynamics.

First, the adoption of CGI advertisements is primarily driven by innovators and early adopters, as the Diffusion of Innovations Theory describes. Large-scale agencies and technology-driven brands adopt CGI early to gain a competitive advantage, enhance brand identity, and establish an innovative image. However, the late majority and laggards remain hesitant due to high costs, technical expertise requirements, and operational integration challenges. In particular, small and medium-sized agencies face significant barriers related to financial constraints and a lack of technical knowledge, which hinder the widespread diffusion of CGI technology.

Moreover, the study highlights the crucial role of CGI’s innovative elements in enhancing consumer perception and brand communication. Compared to traditional advertising methods, CGI offers advantages in storytelling, aesthetic flexibility, and the visualization of abstract concepts. The findings suggest that CGI is particularly effective on digital platforms, where it increases consumer engagement, strengthens brand perception, and enhances message retention. However, trust in human-centered content

remains challenging in traditional media environments, limiting CGI's acceptance in specific sectors. This indicates that for CGI advertisements to be impactful in brand communication, they should be recognized as a visual innovation and reinforced with engaging narratives that foster emotional connections with consumers.

The study also identifies cost, technical competence, consumer perception, and industry expectations as the primary factors influencing CGI advertisements' adoption level and diffusion rate. As technological advancements and AI-driven CGI tools become more accessible, the financial barriers for small agencies may gradually decrease, facilitating broader adoption. Additionally, strategic collaborations between agencies, technology firms, and media platforms will be crucial in integrating CGI more effectively into advertising strategies.

In conclusion, three key strategic approaches are proposed to accelerate the adoption and diffusion of CGI advertisements in the advertising industry:

- Affordable CGI software, cloud-based solutions, and AI-powered automation tools should be developed to enhance accessibility for small and medium-sized agencies.
- Expanding Training and Technical Support Mechanisms: The widespread adoption of CGI requires implementing industry-wide training programs and establishing strong technical support systems.
- Improving Consumer Perception and Trust: To enhance the effectiveness of CGI advertisements, consumer-focused research should examine audience reactions to CGI content and refine advertising strategies based on these insights.

In conclusion, for CGI advertisements to become a sustainable innovation in the advertising industry, technological, strategic, and consumer-oriented approaches must be considered collectively. Future research should focus on consumer-centered analyses to provide a clearer understanding of the impact of CGI advertisements and offer valuable insights to guide industry professionals.

The findings of this study demonstrate that CGI-based advertising constitutes a distinctive aesthetic paradigm that departs from conventional advertising formats and offers considerable potential for consumer engagement within the dynamics of the attention economy. While such content is often associated with creativity and entertainment value, it appears less effective in conveying detailed informational messages. The findings underscore the need to reconceptualize CGI as a visually engaging tool and an integral medium for constructing narrative meaning in advertising contexts. Moreover, CGI content shows a strong capacity for emotional resonance and long-lasting impact on audiences, indicating that it functions beyond surface-level representation. Instead, it emerges as a communicative practice that reshapes the symbolic interaction between brands and consumers. Nevertheless, the effectiveness of this visual discourse is contingent on more than just aesthetic strength; it relies heavily on narrative coherence and the capacity to foster meaningful user interaction.

Accordingly, for CGI advertising to establish a stronger foothold in the digital media ecosystem, a multidimensional strategy must integrate technical innovation with storytelling depth, structural clarity, and contextual relevance. Evaluating its impact on consumer perception thus demands a holistic perspective, encompassing both emotional-aesthetic appeal and its broader cultural and symbolic significance.

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Analyzing Advertising Acceptance through the Diffusion of Innovations Theory: An Investigation into CGI Advertising

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Extended Abstract

Technological advancements continuously drive transformation in the advertising industry, encouraging the adoption of new formats and creative strategies. In this context, Computer-Generated Imagery (CGI) advertising has emerged as an innovative technology that reshapes visual content production. This study examines the adoption process of CGI advertisements within the Diffusion of Innovations Theory framework. It analyzes how they are integrated into the industry, their impact on consumer perception, and the key factors influencing their diffusion rate. CGI uses computer-based technologies to create three-dimensional models, animations, and visual effects. Initially utilized in the film, gaming, and animation industries, CGI has become increasingly prevalent in advertising due to its ability to offer creative flexibility, cost efficiency, and enhanced storytelling potential. Unlike traditional advertising methods, CGI advertisements deliver more dynamic, engaging, and interactive visuals, capturing consumer attention and strengthening brand communication.

There are limited studies on CGI advertising in the existing literature. In this context, Bilge Nur Öztürk's (2024) study, *"The New Trend in Marketing: CGI Advertisements,"* employed a case study approach and conducted a content analysis of 210 CGI advertisements. The study finds that CGI advertisements are predominantly used in the fashion, cosmetics, and technology industries, often incorporating cosmopolitan cityscapes and iconic landmarks. Mustafa Zeki Yüce's (2024) study, "Contemporary Technology Product: CGI Approach to Visual Narrative in Outdoor Advertising," published by IGI Global, employed a qualitative research methodology. The study explores the role of CGI in outdoor advertising, emphasizing its contribution to visual storytelling and audience engagement. Findings indicate that CGI enhances the effectiveness of outdoor advertising by creating immersive and visually striking narratives that capture consumer attention.

The existing literature on CGI advertising demonstrates that this technology is increasingly utilized across various industries, including fashion, cosmetics, technology, home appliances, and outdoor advertising. Studies highlight that CGI advertisements often integrate cosmopolitan cityscapes, urban environments, and iconic landmarks to enhance visual appeal and audience engagement. Additionally, CGI is recognized for its effectiveness in digital marketing strategies, influencing consumer perceptions and brand interactions. While research on CGI advertising remains limited, findings suggest that this approach significantly contributes to visual storytelling, creating immersive and memorable brand experiences.

This research employs a qualitative methodology to explore the adoption of CGI advertising and the factors shaping this process. In-depth interviews were conducted with 15 professionals from the advertising sector, including agency employees, media planners, creative directors, and digital marketing specialists, all of whom have at least two years of industry experience. By utilizing Everett Rogers' Diffusion of Innovations Theory as a theoretical framework, the study systematically examines how CGI advertising

is adopted within the industry and the factors influencing its diffusion. According to Rogers (2003), innovation adoption occurs in five stages: knowledge, persuasion, decision, implementation, and confirmation. This model provides a structured approach to understanding how CGI technology is embraced within the advertising sector and the mechanisms driving its integration. The study findings indicate that CGI advertising adoption is a multi-dimensional process influenced by technological, economic, creative, and consumer-driven dynamics. Early adopters, including large agencies and technology-oriented brands, embrace CGI advertising to gain a competitive advantage, enhance brand identity, and establish an innovative image. However, late adopters and laggards remain hesitant due to cost constraints, technical expertise requirements, and challenges in operational integration. Small and medium-sized agencies face significant barriers related to financial limitations and a lack of technical knowledge, which hinder the widespread diffusion of CGI technology.

Additionally, the study highlights the role of CGI's innovative elements in shaping consumer perception and brand communication. Compared to traditional advertising methods, CGI advertisements excel in storytelling, aesthetic flexibility, and the ability to visualize abstract concepts. The findings suggest that CGI is particularly effective in digital environments, where it increases consumer engagement, strengthens brand perception, and improves message retention. However, in traditional media, consumer trust in human-centered content continues to pose a challenge, limiting CGI's acceptance in specific sectors. This suggests that for CGI advertisements to be fully effective in brand communication, they must be recognized as a visual innovation and as a tool that fosters emotional engagement through compelling narratives. The study further identifies cost, technical competence, consumer perception, and industry expectations as the primary factors influencing CGI advertisement adoption. As technological advancements and AI-driven CGI tools become more widely accessible, financial barriers for small agencies may gradually decrease, leading to broader adoption. Additionally, collaboration between advertising agencies, technology firms, and media platforms will be crucial in ensuring the successful integration of CGI advertising.

Three strategic recommendations are proposed to facilitate the widespread adoption of CGI advertising. First, reducing technical and financial barriers by developing affordable CGI software, cloud-based tools, and AI-powered automation systems will enhance accessibility for small and medium-sized agencies. Second, expanding training programs and technical support mechanisms is essential to equip industry professionals with the necessary skills to utilize CGI effectively. Finally, improving consumer perception and trust through targeted research on audience reactions to CGI content will enable brands to refine their advertising strategies and maximize impact. In conclusion, for CGI advertisements to become a sustainable innovation in the advertising industry, technological, strategic, and consumer-oriented approaches must be considered collectively. Future research should focus on consumer-centered analyses to provide a clearer understanding of the impact of CGI advertisements and offer valuable insights to guide industry professionals.

Keywords: Digital Advertising, Advertising Acceptance, CGI Advertising, Diffusion of Innovations Theory, Marketing Communication.

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Etik Kurul İzni | Ethics Committee Permission

Within the framework of the decision taken during the meeting by İstanbul Kültür University Ethics Committee dated 15/02/2024 and numbered 2024/69; the study does not contain any ethical issues.

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