



A Study on the Impact of Animation Style in Advertisement Among Viewers of Social Media Platform. (With Special Reference to Facebook, Instagram and Youtube)

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Abstract

This study focuses on the viewer engagement and perception are affected by the animation style used in commercials on social media sites like Facebook, Instagram, and YouTube. the study aims to Understanding how various animation styles impact viewer behaviour, attitude, and purchase intent is the goal of the research. To guarantee relevance to the most recent developments in digital marketing, the study concentrates on ads from the year 2020 to 2024. Through an analysis of the effect of animation style on viewer response, this study offers valuable information to marketers looking to maximize their social media platform advertising campaigns.

Keyword-Animation, 2D, 3D types, advertisement, social media, YouTube, Facebook, Instagram.

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