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## The impact of Emotional Graphics in marketing videos on consumer behavior and engagement.

تأثير الرسومات العاطفية لمقاطع الفيديو التسويقي على سلوك وتفاعل المستهلك.

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### Abstract:

Visual communication is the act of using elements and components that can be seen, especially when it's in video also Some of the elements include images, illustrations, drawings, and videos. The purpose of this research is to check if there is the meaningful role of visual effects while editing videos for emotional marketing plan. customers buy and take the decisions based on their personal feelings and experiences <sup>(1.p.898)</sup>. This is what emotional marketing takes advantage of. It refers to any marketing and advertising effort that mainly utilizes emotional appeals to make a target audience recognize, remember, share, and buy a company's products or services easily.

The study has taken online video advertisements which were uploaded on YouTube by different companies and Tv campaigns. The advertisements considered for the study were selected on three criteria: having more than 1,000,000 View; videos having Egyptian advertisements in the period 2015 to 2025. Random sampling method was used. Video effect editing analysis of advertisements was done to assess the influence of positive emotional graphic effects on consumer engagement.

The present study focused on emotional graphical effects and editing by montage videos on graphic software on marketing videos aspects of the advertisement that induce consumer engagement through social media and Tv for calling to action for Buying the Product or watch the Campaign. The study suggests that people heavily rely on emotions rather than logical information regarding any goods or services; hence, we considered both positive and negative emotional aspects in the study to measure the influence of emotional appeals on consumer engagement. Positive emotional appeals like contentment, happiness and love and success have the positive influence on the consumer engagement. On the other hand, negative emotional appeals are negatively related to the consumer engagement.

The present study aims at measuring Emotional Graphical effects and editing such as colors and lines or any visuals on video and tries to compare the impact between positive and negative emotional appeals so that it becomes easy for the motion graphic Designers to

determine the context in which it can be applied. For this purpose, Marketing video ads from Egypt have been taken as the object of study from different industries.

### **Key words**

Graphic Effects \ Marketing Videos \ Emotional Graphic \ consumer behavior

### **Introduction**

Visual communication is the act of using elements and components that can be seen. Some of the elements include images, illustrations, drawings, and videos. Visual elements have an emotional effect on the viewer and targeted group, hence being able to instill memories about the message conveyed. on social media and tv campaign. Emotions as predictor for consumer engagement in marketing videos.

Tv campaign is getting trend on social media and YouTube has emerged as the most innovative social networking sites with exclusive features at that time which allowed users to post, view, comment and link to videos on the site. Social media marketing industry report suggests that one of the top objectives of social media marketing is increasing exposure and traffic by engaging consumers <sup>(2: p178)</sup>. the concept of consumer engagement to engage them in online activities such as “liking,” “commenting” and “sharing” social networking advertisements or taking tv campaign to trend on a social media. Emotional messages catch the attention of users instantly throughout SNS, impacting attitude of users worldwide. The present study aims to measure the editing video effects of the emotional appeals on videos marketing.

### **Literature review**

#### **1. Concept of emotions and consumer behavior**

In advertising literature, the emotional responses to advertisements are relatively old marketing phenomena. Understanding the impact of emotions on consumer behavior while seeing any graphical effects as emotions are a series of intense feelings that cause instant behavioral responses. This study mainly focuses on consumers emotional. Emotions such as anger or delight are often an outcome of a consumer's consumption process and, because of this, emotional reaction to advertisement can be considered homogenous reliable and predictive of attitudes and judgments. At the pre-purchase stage, emotions play a fundamental role in a consumers' motivation and affect the decision to purchase goods and services. As Figure (1) it seems like laughing so it's referred for emotional happiness.

The main aim was to analyze if engaging visual content like videos and editing impacts brand awareness and image. The visual content is identified as videos, illustrations, and mimics. The findings showed that visual engagement enhances customer loyalty and brand awareness and increases the overall market share. <sup>(3: p7:9)</sup>



Figure (1), Advertising campaign on Chipsy Egypt channel uploaded on YouTube and channels on social media on 29 Jun 2022 and 7,969,461 views.

Figure 1 shows a television and social media marketing campaign for the Chipsy food industry. The campaign was created using Adobe Premiere and After Effects software to create emotional video editing effects, which included making the product's smile visuals move and smile while adding sound. The idea and campaign also engaged the consumer, referring to feelings of happiness. And based on the likes and comments, it seems that the customer was interested in this campaign, which has roughly 3.5k likes and 300 excellent remarks.

## **2. Designing Emotionally Engaging Videos: Techniques for Influence and Action.**

### **2.1. Use Different Colors to Evoke Emotions**

Colors can evoke powerful emotions. Studies have shown that colors can influence the way viewers perceive a brand or product. Red, for instance, can create a sense of urgency or excitement, while blue is associated with trust and reliability. When creating a video, consider the colors

you use and how they can be used to enhance your brand message. (4: pp. 238-240.)

### **2.2. Use Music to Create Emotional Connection**

Music is a powerful tool in video marketing. The right music can create an emotional connection with viewers and reinforce the message of the video. Studies have shown that music can also increase memorability and engagement. When choosing a soundtrack for your video, consider the emotions you want to evoke and the tone of your message. As seen in Figure (1) it's a song for famous singer.

### **2.3. Consider Video Pace to Influence Behavior**

The pacing or speed of a video can also influence viewer behavior. A faster-paced video can create a sense of urgency, while a slower pace can evoke a feeling of calmness and relaxation. When planning your video, consider the pace you want to set and how it can be used to reinforce your message and influence viewer behavior.

## 2.4. Add CTA to Encourage Action

A call-to-action (CTA) is a prompt in marketing used to encourage viewers to take a specific action. A CTA at the end of the video can redirect the viewer to a website, landing page, or a signup form. By simply guiding the consumer towards the next step, the CTA can influence consumer behavior and lead to conversions.

## 2.5. Emotional Connection and Storytelling

The idea of storytelling through videos creates an emotional connection with the audience. When you, as a brand, tell a compelling story, you can resonate with your viewers on a personal level. This influences the attitudes and behaviors of your potential customers. These videos that evoke positive emotions, such as happiness, inspiration, or empathy significantly impact consumer loyalty and the decision-making processes of your audience. As showed in figure (2) it's a notification for story telling (5: pp. 18557-18566)



Figure (2), Mahmoud El Esseily -Kol Sana - Wadi Degla Ramadan 2025, and 2,558,160 views 28 Feb 2025 in 2 months.

Figure 2 shows a TV and social media marketing campaign with an eye-catching song and story that is trending on social media and that consumers use every day. The scene is edited using graphic software, and a small screen appears in it; the entire story in this marketing video is dependent on this screen. As a birthday alert, the figure can also tell you a narrative. Additionally, it seems that customers are interested in this song based on the large number of shares on news and Facebook postings.

## 3. Influence of different emotions on consumer engagement.

The negative emotional appeals incorporating emotions such as fear, guilt, sadness and empathy can strongly influence a positive attitude toward an advertisement. also, when consumer to make a purchasing decision to solve the problem established by the negative advertisement as the advertisement, combined negative emotions, are deeply seated in the psyche of the customers. By identifying problems, the advertisements are providing a solution to that specific problem, thus this negative marketing establishes a connection between

consumer and their purchase. In this regard, both positive and negative emotions can have influence on consumers' decision-making processes. (6: pp.20-22)

The negative emotions have a stronger impact on the human brain than positive emotions. Following the same logic, products or services that incur a negative response in the market tends to have greater weight than the products or services receiving positive opinions.

hence, the distinctive characteristics and novelty increases the possibility of being recollection. Therefore, messages with negative emotions tend to engage people with its content as it provides differentiation. (7: pp.60-62)

The more the ad contains the element of positive emotions such as happiness, love and pride are more likely it is to induce consumer engagement in Videos.

The more the ad contains the element of negative emotions such as anger, fear, sadness and shame the more likely it is to induce consumer engagement in videos. (8: pp. 1-2)

Both Negative and positive emotions are effective.

#### **4. Why Video Marketing Works on consumer Behavior**

##### **4.1. Psychological Factors**

Humans are wired to respond to visual and auditory stimuli. Videos combine both,

making them highly engaging and memorable. They can convey complex information quickly and effectively, which is why they resonate more with audiences compared to text-based content.

##### **4.2. Emotional Engagement**

Videos have a unique ability to evoke emotions, from joy and excitement to empathy and trust. This emotional engagement plays a crucial role in influencing consumer behavior. When viewers connect emotionally with a brand, they're more likely to develop loyalty and make a purchase. (10)

##### **4.3. Visual and Audio Elements**

High-quality visuals and sound are essential for professional-looking videos. Elements like color schemes, graphics, and music contribute to the overall appeal and effectiveness of the video. (11: p.179)

##### **4.4. Length and Format**

The ideal length and format of a video depend on the platform and audience. While shorter videos work well on social media, longer, more detailed videos might be better suited for YouTube or your website. (12: p.244)

##### **4.5. Decision-Making Process**

Videos influence various stages of the consumer decision-making process. From awareness and consideration to the final purchase decision, video content can guide consumers at every step. (13: p.28)



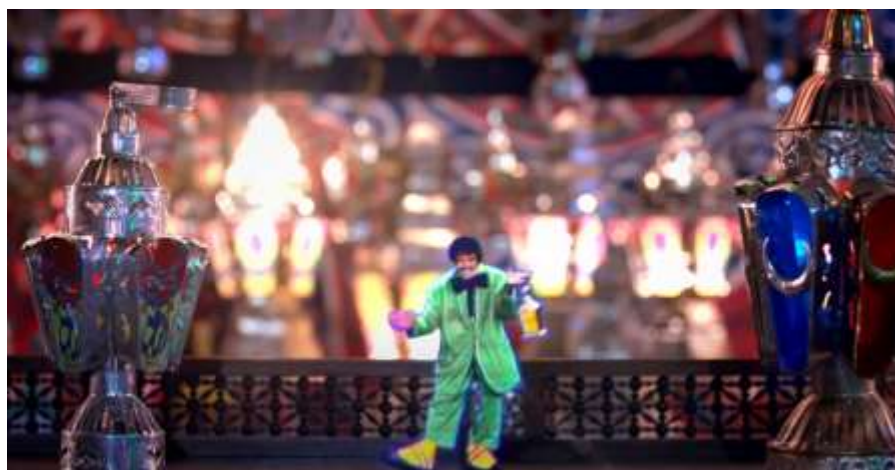


Figure (3), it's a Pepsi Campaign in Ramadan 2015, 6,560,952 views.

Figure 3, it's Tv and social media Marketing campaign, it's totally emotional because here is used nostalgia and the consumer need to feel the past moments by this character, and here is use by collage technique by using adobe graphic software and showing old character in new scene.

As a result of this effort, it was the most popular trend on all social media platforms and ranks #1 on YouTube.

#### 4.6. Trust and Credibility

Seeing a product in action or hearing testimonials from real customers builds trust. Consumers are more likely to trust brands that use video marketing, as it provides transparency and authenticity. <sup>(14: p.366)</sup> As seen in figure (3) the character is trusted and popular.

#### 4.7. Memory Retention

People remember visual content better than text. Videos enhance memory retention,

ensuring that your brand stays top-of-mind for consumers. <sup>(15)</sup> as shown in figure (3) it's like nostalgia so the audience know that before in their memory.

#### 5.the power of elements in advertisements.

The main factor that influences the consumer. such as children, animals, nostalgia and inspiration

Small babies, children and animals. The usage and mixture of these characters get the attention of large numbers of viewers feels you in cute appeal.

nostalgia and inspiration give the consumer to feel that they need memories and thinking in motivation some visualization on video like wings and muscles, as shown in Figure (4,5) the wings so it's referred like they can help us in anytime, so this element is very effective.



Figure (4), it's from marketing video for Misr Bank in 24 Apr 2020, 42,391,534 views.

Figure 4 it's Tv and social media Marketing campaign, contains an eagle wing and its refer for a winner army as doctors in this

campaign they are making a challenge the difficulties. And it's made by graphic adobe software by illustration the wings.



Figure (5), it's from marketing video for Misr Bank on 24 Apr 2020, 42,391,534 views.

Figure 5 it's Tv and social media Marketing campaign, contains a visual by lines technique on adobe graphic software and the editing effects is totally emotional as the small child is strong and he can do it. And the reason this song became popular was because it had Nine million shares and caught customers interacting with the video's visual features, which showed that they could succeed.

## **6.The impact of video editing effects on Consumer psychology in drawing elements.**

### **6.1. The line**

Lines in design can awaken different emotions through their direction, thickness, length and interactions with other elements. Horizontal lines convey tranquility and lack of movement, while vertical lines communicate greatness. When two of them are combined, they transmit stability by creating a right angle. Unlike the other two mentioned, diagonal lines are dynamic, giving a sense of direction to the viewer and for examples motion paths, arrows.

**6.1.1. Psychological Effect:** Direct attention, suggest movement or progress

### 6.2. The shape

Shapes can be classified into three groups: organic shapes, which are found in nature; geometric shapes.

Organic shapes create associations with nature, life and growth. Leaves, a common Geometric shapes are associated with order, stability, symmetry and are used to create structure and harmony. Shapes with angles can invoke the sense of authority, reliability, especially as seen in figure (6)

rectangles and squares. The triangles suggest energy, movement and action, when diamond shapes are usually used in high-luxury brand logos to convey sophistication. The most flexible shape in design is the circle, which can portray unity, infinity, completeness. (16: pp.1332.1333)

**6.2.2. Psychological Effect:** Direct attention, suggest movement or progress



Figure (6), this is a screenshot from montage video and here's the Line with arrow in the Figure 6 Marketing video campaign while editing effects with illustrations on real Video and showing a line animation overlay following an object (like a moving product or character).

### 6.3. Color psychology

Color sometimes depends impersonal experiences besides these universal sensibilities.

Color is the important thing in our life and non-verbal communication.

Yellow: Optimistic and youthful often used to grab attention of window shoppers as shown in figure (7)

Red: Energy increases heart rate creates urgency often seen in clearance sales

Blue: Creates the sensational of trust and security often seen with banks and businesses

Green: Associated with wealthy the easiest color for the eyes to process used to relax in stores

Orange: Aggressive creates a call to action: Subscribe, buy or sell

Pink: Romantic and feminine used to market products to woman and young girls

Black: Powerful and sleek used to market luxury products



Purple: Soothe and calm often seen in

beauty or anti-aging products (17: pp: 61:67)



Figure (7), this Marketing Campaign for Misr Bank on 7 Jun 2019, 273,048 views.

Figure 7 Marketing campaign on Tv and social media and it contains Graphic editing effects on Adobe software as this Flash refer as he can do it and charge the man while doing his job. And this song was a trend because catch costumer engaging according to illustrated elements on video and it means that you can do it and contains of Ten million shares.

**6.3.1. Psychological Effect:** Convey mood, differentiate segments.

**6.3.2. Case Studies and Examples for color phycology.**

- Coca-Cola's advertising campaigns consistently utilize red to evoke feelings of happiness, excitement, and energy. The iconic red color is deeply associated with the brand and has become a powerful visual cue for Coca-Cola's products. The consistent use of red has contributed to Coca-Cola's strong brand recognition and association with positive emotions.
- Apple, on the other hand, has built its brand identity on clean, minimalist design aesthetics. In its advertising campaigns, Apple often employs a white color scheme,

which evokes a sense of simplicity, elegance, and sophistication. The consistent application of white in Apple's advertising has contributed to the brand's perception as a leader in the tech industry.

- McDonald's uses yellow and red for appetite stimulation, stimulating hunger and creating a sense of urgency. Yellow is associated with happiness and optimism, while red is known to increase heart rate and create a sense of excitement. The use of these colors in McDonald's branding and advertising campaigns aims to evoke hunger, fasten decision-making processes, and encourage consumers to visit their restaurants. This color combination has played a significant role in establishing McDonald's as a leader in the fast-food industry.
- FedEx uses purple and orange for trust and speed, communicating its commitment to fast and reliable delivery services. The color combination has contributed to the brand's perception as a trustworthy and efficient logistics provider.



Figure (8), this is an example for the elements and how the elements effects on Consumer psychology.

Figure 8 showing the Line moving lines or cursor paths and Shape ads with circular or boxed callouts and finally the color grading frames from corporate explainers to illustrate emotional tone shifts.

## 7. Problem Statement

Marketing video editors and advertisers frequently incorporate emotional graphical elements to enhance consumer engagement. However, in the Egyptian advertising landscape, the direct, measurable relationship between emotional graphic design (e.g. color, animation, pacing) and consumer engagement outcomes (views, likes, shares, comments, website visits) remains underexplored. This lack of clarity hinders data-driven visual strategy development in emotional marketing.

**8. Objectives** The objectives of this study are to:

- Identify and categorize emotional graphical elements commonly used in Egyptian marketing video advertisements.

- Quantitatively assess the impact of positive emotional graphics on consumer engagement metrics.

- Compare video engagement across YouTube and TV platforms to reveal medium-specific effects.

- Evaluate how emotional valence (positive vs. normal) correlates with engagement behaviors.

- Provide actionable insights for marketers and graphic designers on emotional visual strategies.

## 9. Hypotheses

Based on theory and prior findings, the following hypotheses are tested:

H1: Positive emotional graphics yield significantly higher engagement than neutral.

H2: YouTube ads generate greater engagement than TV ads due to platform interactivity.

## 10. Methodology

The study employed a mixed-methods content analysis and quantitative assessment:

### 10.1. Sample Selection:

**Dataset:** 60 Egyptian video ads from diverse industries.

**Criteria:** Ads published on or after 2015, aired on prime-time TV or exceeding 1M views on YouTube.

**Sampling Method:** Random selection from popular TV campaigns and YouTube channels.

### 10.2. Emotional Graphic Coding

Videos coded into three categories: Positive, Negative, Neutral

Emotional elements include color psychology, music, visual storytelling, editing pace

Coders independently analyzed emotional content for consistency

### 10.3. Engagement Metrics

**YouTube:** Views, likes, shares, comments; engagement rate calculated as likes/views

**TV Ads:** Proxy metrics such as website traffic, social media mentions, campaign interactions

### 10.4. Statistical Analysis

Descriptive statistics and correlation tests

T-tests to assess differences in engagement across emotional categories

Comparative analysis of platform-based performance. (18: p.13)

## 11. Results

### Comparison of Consumer Engagement Metrics

Metric	Positive Emotion Ads	Neutral/Negative Ads
Average Views	1.2 million	0.8 million
Like-to-View Ratio	7.5%	3.9%
Comments	5.4k	2.1k
YouTube Engagement Rate	Higher	Lower
TV Campaign Web Traffic	Substantially Higher	Limited

Significant **positive correlation** found between joyful imagery and viewer interaction

-YouTube videos yielded **more immediate engagement**, supporting H2

-One ad featuring bright scenes and celebratory music had 1.5M views and 120k likes, compared to a flat-tone ad with 900k views and 40k likes.

## 12. Discussion

This study confirms emotional graphical elements are **powerful predictors of**

**consumer engagement** in Egypt's advertising space. Notably:

**-Positive visuals** outperform others in likes, comments, and shares

**-Platform interactivity** amplifies emotional appeal, YouTube encourages immediate feedback

**-Emotional storytelling and music** trigger deeper viewer connection

For marketers: emphasize **uplifting color palettes, clear calls to action, and emotionally resonant visuals** to boost reach and resonance.

### 13. Conclusion

Emotional graphics are not just stylistic choices—they are strategic tools that directly influence viewer response. In Egypt, incorporating joy, pride, and nostalgia into video advertisements can significantly enhance engagement. This research provides a framework for future studies and practical guidelines for maximizing ad performance across platforms.

### 14. Contribution to Literature

- Defines quantifiable link between emotional graphics and consumer interaction
- Offers empirical comparison across mediums
- Builds a framework for future studies on emotional marketing strategies in digital contexts

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### المخلص:

يتناول هذا البحث دور العناصر الرسومية العاطفية، مثل الألوان والموسيقى وسرعة التحرير والسرد القصصي، في تعزيز تفاعل المستهلكين مع الفيديوهات التسويقية في السياق المصري. تم تحليل ٦٠ إعلانًا من صناعات متعددة تم عرضها عبر منصات التلفزيون وYouTube، بهدف قياس تأثير الرسوم العاطفية الإيجابية التي ومن غير رسومات على سلوك المستهلكين مثل عدد المشاهدات والإعجابات والمشاركات والتعليقات.

أظهرت النتائج أن الإعلانات التي تحتوي على عناصر مرئية إيجابية مثل السعادة والفرح والنجاح كانت أكثر تأثيرًا من الإعلانات المحايدة. كذلك تفوقت الحملات على YouTube في معدلات التفاعل بفضل الطابع التفاعلي للمنصة مقارنة بالإعلانات التلفزيونية التقليدية.

توضح الدراسة أن الاستخدام المدروس للتأثيرات العاطفية، مثل الألوان الدافئة والموسيقى المشوقة والتصميم الإبداعي، يعزز من انطباع المستهلك واستجابته للحملة التسويقية. كما يشير البحث إلى أن التصميم المرئي ليس مجرد عنصر جمالي، بل هو وسيلة استراتيجية لتحفيز المستهلك ودفعه لاتخاذ القرار الشرائي.

ويوصى للمصممين وصناع المحتوى بالتركيز على استخدام تقنيات التحرير التي تحفز العاطفة، إلى جانب تضمين رسائل سردية واضحة ودعوات لاتخاذ إجراء فعال. يمثل هذا البحث أساسًا يمكن البناء عليه لمزيد من الدراسات حول تأثير التصميم العاطفي في تسويق الفيديو الرقمي.

### الكلمات المفتاحية:

المؤثرات الرسومية \ مقاطع الفيديو التسويقية \ الرسوم العاطفية \ سلوك المستهلك