

How do word direction and picture position influence product attitude for consumers?

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ABSTRACT

In our lives, consumers are influenced by advertisements. This study explored the influences of word direction of advertising illustration and picture position on product attitude. The results found that an interaction occurs between word direction and picture position on product attitude for consumers; when word direction of advertising illustration and picture position are congruent (incongruent), product attitude will be higher (lower). In addition, the results further found product attitude remains similar regardless of word direction of advertising illustration and picture position are congruent or incongruent if the advertisements offered cues (such as arrows or wording hints) for consumer.

Keywords: word direction, picture position, product attitude