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THE EFFECTS OF VISUAL INFORMATION ON BAKING COURSE ADVERTISEMENTS - AN EMPIRICAL STUDY OF TAIWAN

Abstract:

Purpose – The purpose of this research is to investigate the influence of visual information such as a baking product photo vs a product in action photo on consumers’ perceived value and purchase intention.

Design/methodology/approach – This between-subjects design experiment tested the effects of visual information in baking course advertisements and the mediating role of consumers’ perceived value. A questionnaire providing a baking course advertisement was implemented to collect responses from the participants.

Findings – This research shows that visual information plays a significant role in baking course advertisements. The results indicated a baking product photo was more persuasive than a product in action photo on consumers’ purchase intention. The relationship between visual information and purchase intention is fully mediated by consumers’ perceived value.

Originality/value – Advertisement effect has been an issue of great concern to marketers. Therefore, designing a message that can enhance consumers’ perceived value and purchase intention is an important task. According to the results above, we suggest marketers use a baking product photo that not only enhance the effect of advertisements, but also increase consumers’ perceived value and purchase intention.

Keywords:

Visual information, Advertisement Effect, Perceived Value, Purchase Intention