

## THE EFFECTS OF VISUAL COMPLEXITY ON CONSUMER RESPONSE TO THE CLUSTER OF ADS

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### ABSTRACT

Previous research regarding the effects of visual complexity on consumer response to the ad has assumed that consumers are exposed to a single ad. However, consumers in the real world are often exposed to “ad cluster,” a bunch of ads that appear on newspapers, magazines, and billboards and exposes consumers simultaneously. In this study, we examine the effects of three kinds of visual complexity on ad attention, attitudes, and comprehensibility.

The results of the analysis show that (1) design complexity has a positive influence, whereas (2) feature complexity as well as (3) ad identification difficulty have a negative influence on the attention towards the ad cluster. The results also show that (4) consumers pay most attention to particular ad that is notably lower or higher in visual complexity than other ads in the ad cluster, but (5) they are more likely to comprehend ads next to the ad rather than the ad itself.

**Keywords:** ad cluster, design complexity, feature complexity, ad identification difficulty, attention, attitude, comprehensibility

References are available upon request.

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