The Interaction Effect between Online Product Presentation Dynamism and Background Contextualization on Engagement and Analytical Fluency

Abstract

In an online environment, consumers have limited access with product information due to the inability to gather sensory information. This research examined the interaction between image-induced dynamic imagery and background contextualization. The findings suggested that in the context of washing detergent ads, perceived ad movement can enhance consumers' ad engagement. Additionally, when the focal product is presented in a frozen motion format, a decontextualized background increases ad engagement and analytical fluency. On the other hand, when the focal product is presented in a stationary format, a contextualized background increases ad engagement.