

## Abstract

This study explored the effects of value orientation on the advertisement appreciation. Three TV commercials from bank and airlines services were selected. Each of them perpetuated either tradition, modern or postmodern values. 134 valid cases were collected and subjects were classified into three value orientation groups: tradition, modern and postmodern, according to their averaged scores in the value orientation scales. Multivariate analysis of variance was used to determine the differences between appreciations of each advertisement by the three value groups. Results indicated that audiences in Hong Kong more appreciated the advertisements which consist of consistent values. The study also demonstrated that demographic characteristics of individuals have direct effects on value orientation. The application of present findings were discussed.