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# The Effects of Chinese People Watching Korean TV Dramas and the Perception of the TV World as Reality on the Corporate and National Reputations of South Korea: the Resonance Effect of Cultivation Theory\*

•Yoosun Ham

M.A. in Journalism and Mass Communication, Ewha Womans University

•Heewon Cha\*\*

Professor in Division of Communication and Media, Ewha Womans University

This study sought to investigate the interaction between the theoretical variables of *cultivation*, which influence the reputation formation of the "Samsung" corporation and the country of South Korea, and the variability of purchase intention toward the "Galaxy" product line. The concept of *direct experience* that is advocated in cultivation theory and the *resonance* concept that is used in political communication were included in this study for the purpose of analysis. By focusing on a context in which many researchers still refute the notion that direct experience is a variable of cultivation, this study sought to elucidate the concept of resonance, as well as to verify whether the cognitive dimension, rather than direct experience, can be an important variable in the perception of the TV world as reality. This study therefore focused on China, where the popularity of the Korean Wave consistently increased over recent years compared with other countries, and conducted an analysis of 212 Chinese residents in urban areas who watched Korean dramas. As a result, resonance based on a microscopic viewpoint has an effect on awareness of a real world through TV. The analysis result of the mediator effect showed that brand purchase intention has a partial mediation effect in relationship between awareness of a real world through TV and corporate reputation. Also, corporate reputation showed a complete mediation effect in the relation between brand purchase intention and national reputation.

Keywords: Korean Wave, Drama, Samsung, Galaxy, Cultivation effect, Resonance, Country reputation, Corporate reputation, Purchase intention, Involvement, TV reality

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\*\*Corresponding Author(heewon@ewha.ac.kr)

## 1. Problem Posing

From 1990s television programs such as *What is Love* and *A Wish Upon a Star* to the recent *Heir* and *My Love from the Star*, Korean TV dramas have led the Korean Wave in China, and such programs have been continuously broadcast on Chinese TV (Jo & Kang, 2012). Similar phenomena also occurred throughout the rest of Asia, the United States, and Europe. In 1997, Korean TV drama *What is Love* was broadcasted on CCTV, which is the national channel of China. It recorded a higher audience rating than expected and reran on the other channels. And the drama *Dae Janggum* is even broadcasted on TV in China, Hong Kong, Middle East and Eastern Europe (Yoo, Park, & Hwang, 2014).

The influence of the heightened popularity of Korean TV dramas—including the export of TV dramas that feature idol singers and the use of K-Pop for the background music of a variety of TV programs—is an indication of the power of the Korean Wave. Washington Post, the leading American daily newspaper posted popularity of The Korean drama *My Love from the the Star* in China on their first page (Fifield, 2014). The increasing popularity and interest of Korean Wave have led 'the positive ripple effect of Korean economy' and the rising national image of Korea.

Additionally, consumers have displayed an interest in not only the program content and TV stars that they encounter on TV, but also in the products, props, and other various cultural contents, leading to an overall interest in South Korea's cultural and service industries that is hugely influential on the global image of South Korean corporations and the nation itself.

In this regard, many scholars argue that the 'star centered' study in the Korean Wave phenomenon has already been limited (Han, 2005). Now, scholars are conducting various strategic researches using the relationship study between Korean program viewing of recipients and the intentions and attitudes of Korean products such as information and communication products, fashion, sightseeing in the Korean wave drama as a research subject (Oh, 2016; Lee, 2006). As such, research on the utilization aspect of Korean Wave culture is continuing beyond the study of formation process and characteristics of the Korean Wave (Moon & Park, 2013; Sang & Choi, 2010; Yoo, Park & Hwang, 2014; Lee, 2006; Jo & Kang, 2012; Han, 2005).

Although numerous Korea-specific studies have been conducted on the impact of public relations strategies on economic ripple effects, national image, and reputation, a dearth of empirical studies on the effects of

primary media such as the newspaper and TV exist. A review of previous studies on the Korean Wave, however, shows a small number of studies that not only investigated the effects of “traditional media” including TV and radio, but also extended their research scope to include SNS (Social Network Service) (Li & Park, 2012; Korea Foundation for International Culture Exchange, 2011) and Internet channels like YouTube (Lee & Choi, 2006).

According to the results of these studies, the number of foreigners who visited South Korea to directly experience the Korean Wave that they had seen in TV programs or on Internet channels increased (Kim, 2004), and the number of foreigners who sought to purchase electronic devices and clothes that appeared in Korean TV programs also increased, substantiating the great economic ripple effect that has followed the proliferation of the Korean Wave’s TV dramas (Lee, 2006). However, although studies have proven the great capability of mass media to develop the international image and reputation of specific countries, there is also a dearth of studies that investigated the accumulative effect of mass media over a prolonged time period.

This study focuses on the culture cultivation effect theory which focuses on

the long – term and cumulative effects of mass media and especially the effect of resonance explained in it in order to analyze the effects of TV programs rebound on national reputation. The theory of culture cultivation effect argues that as the amount of TV viewing increases, the distinction between the TV world and reality becomes more difficult, and the viewpoints and values presented on TV become more likely to be recognized by viewers in common (Gerbner, 1998).

Based on the culture cultivation effect theory, the results of TV viewers' perceived delivered contents or images viewed on TV as reality through empirical research (Gerbner et al., 1979; Doob & Macdonald, 1979; Hawkins & Pingree, 1981; Hirsch, 1980; Lee & Woo, 2004; Jin & Ji, 2012). In addition, many scholars have found out the positive impact on the image of Korea through Korean drama and other cultural contents of Korean Wave (Kim, Lee & Son, 2008; Park, 2004; Woo, Park & Hwang, 2014).

As the culture cultivation effect has advanced, new concepts such as mainstreaming and resonance have been developed to make up its criticism. One of them is resonance, and Gerbner argues that it raises the culture cultivation effect when viewer’s situation is similar to reality of the TV

world. In particular, some scholars have proved that resonance effects occur when a viewer experiences something similar to a virtual reality presented on TV (Gerbner, Gross, Morgan & Signorielli, 1980). However, as the discussion on resonance is proceeding, there are not many empirical studies on this (Wan, 2008; Woo, 2006). Therefore, it is necessary to clarify the concept of resonance and examine "direct experience" argued by the Gerbner school with various aspects.

When a recipient received some kind of message, the purchase intention was different depending on the degree of the relationship between the product and the individual (Park, 2011). According to the results of this study, it was found that the recipient had a positive purchasing intention when he/she had a high opinion on a certain product, while the recipient with low opinion had less influence than recipient with high opinion. In addition, previous studies have revealed that recipient's values and convictions, which were created through repetitive exposure to specific advertising messages, affect the brand image formation and brand-related behavior (Fishbein, 1963; Jin & Yu, 2013; Choi, 2007). The involvement variables were important as it influence on the purchasing intention and attitude of the company depends on the degree of

involvement of the recipient in the product or the brand. In other words, it can be inferred that positive or negative purchasing intention can be shown depending on the degree of involvement of the recipient in the product, and will affect image and attitude of the corporate.

This study investigated the effect of Korean TV dramas on South Korea's national reputation—in terms of *cultivation effects*, *media focus*, and *communication characteristics*—among a panel of Chinese TV viewers. From the many Korean Wave TV programs, this study chose to focus on Korean dramas that have been continually popular for about 20 years. A big-data analysis of the research on South Korea's national brands (Cha, Jung & Lee, 2013) showed that numerous terms related to Korean Wave products existed in the online realm when search words like "Korean products," "Samsung," "LG," and "Korean movies" were used. Regarding this significant online presence, it is notable that the consumer interest in communication devices such as the "Galaxy" mobile-phone product line increased, and that the online interest in the corporations that produce such devices had also increased.

Consequently, this study sought to research Chinese people who watched Korean TV dramas where in electronic devices were used as props and the perception of the TV

world as reality, and the effects of viewing the TV dramas on brand purchasing intention, corporate reputation, and national reputation. Moreover, this study sought to discuss the direction of resonance and analyzed the cultivation effects of Korean dramas on ethnicities in the broadcast sphere of the Korean Wave; we therefore focused on TV dramas to verify the resonance effect among the corresponding viewers and considered previous *direct experience* in our measurement of the resonance effect. The verification achieved through this study supports the argument that public relations can be an important factor in the development of the cultural industries that have been derived from the Korean Wave.

## 2. Theoretical Background

### 1) Corporate Reputation and National Reputation

Reputation is assessed by completing a comprehensive evaluation of an organization that includes a full range of relevant people such as internal members, the external public, media, and investors (Fombrun, 1996). Reputation is a concept that centers on the long-term exposure of a corporate or national image (Passow, Fehlmann &

Grahlow, 2005). Previous studies verified that corporate reputation plays an important role in the global market, and include findings that consumers' affirmative feelings and regard for a particular corporation will in turn have a favorable effect on the image of the corporation's parent nation (Cha & Lim, 2014; Kang & Yang, 2010). Fishbein and Ajzen (1975) argued that the perception of a nation, as well as matters relevant to that nation, could be changed in accordance with changes of the magnitude of recognition regarding one of the nation's products.

The influence of corporate reputation on national reputation can be governed by either the *halo effect* or the *summary effect*. Halo effect refers to the change of a comprehensive evaluation of a product or person that is caused by one positive characteristic (Cooper, 1981); the summary effect model is the opposite of the halo effect (Han, 1989). Summary effect refers to the influence of the information and image obtained from a particular product on the formation of the image of the nation from which the product comes from when the product is used by a product-familiar consumer, whereby a high familiarity rating favorably influences the image of the corresponding nation; that is, a tendency to evaluate a product according to a corresponding national image emerges (Han,

Lee & Lee, 2011). Accordingly, attitudes toward specific corporations are in turn influenced by the national image of the parent country when a high product-familiarity rating exists (Bang, 1997).

There are many studies that indicate that the products and services of particular corporations influence the national image of the parent country. Korean products of the Korean Wave such as K-Pop, TV dramas, and the Galaxy product line are representative of this dynamic, as the research shows that these products have favorably influenced the national image of South Korea, and people of other nationalities who experienced the Korean Wave, through TV or the Internet, in foreign countries were motivated to visit South Korea to directly experience the full, varied expanse of Korean culture (Moon & Park, 2012). The Korean Wave provides an indirect national experience of South Korea, and both the cultural image and national reputation of South Korea including diplomatic prowess, production excellence, and technological capability are therefore affected.

Numerous studies have already shown that magnitude of media exposure is highly correlated with a consumer's intent to purchase products and corporate image (Lee & Woo, 2004; Jo & Kang, 2012; Ham & Cha, 2015), whereby people become familiar with

those products and services that are exposed on TV and their decisions to purchase those products are consequently influenced. Furthermore, a consumer's TV-influenced evaluation of a recognized product or service influences the reputation of the corresponding corporation, which has a ripple effect since corporate reputation is extremely influential on national reputation.

## 2) Amount of TV Viewing Time and Perception of the TV World as Reality

In terms of the mass media's enormous influence on human society, some research studies argued that the public's viewing of mass-media content over a prolonged time period can distance viewers' senses from the real world (Gerbner, 1984). Notably, the essence of *cultivation* theory states that, even though the content shown on TV is different from reality, those people who spend large amounts of time watching TV are more likely to perceive the TV world and the real world as the same when compared with those people who spend small amounts of time watching TV (Bryant & Oliver, 2009). These researchers therefore argued that the amount of TV viewing time can greatly influence people's perceptions, attitudes, and values, as they accept the

TV world as reality(Gerbner, 1984).

These early models were, however, criticized by many other researchers. Researchers like Hirsch (Hirsch, 1980) essentially perceived cultivation theory as simplistic and also criticized the method of measurement. As the criticism of cultivation theory continued, Gerbner and his colleagues improved two concepts and elaborated upon the theory. One of the concepts called *mainstreaming* was created by Gerbner (Gerbner, 1998) through an acceptance that demographical characteristics influenced cultivation. He saw TV as the main channel used for the transmission of the values and ideologies of particular cultures, and argued that those people who spend a large amount of time watching TV become members of a “groupthink” phenomenon based on TV content.

The second developed concept is *resonance*. Gerbner argued that when the viewer’s situation and the reality of the TV world are similar, cultivation effects are intensified; that is, the probability of a direct experience increases, whereby a higher degree of congruence between TV content and a consumer’s personal experience results in a greater consumer conviction that the TV world is the real world (Signorielli & Morgan, 1990). Research also found that direct experience was an important factor in the

recognition and interpretation of particular crimes (Johnson, Hashtroudi & Lindsay, 1993). According to the findings of Gerbner et al. (1980), *heavy viewers* who watch at least four daily hours of TV respond to the depiction of crime in a TV program more sensitively, and accept it with amplification if they have personal experiences of crime and violence. More broadly, those heavy viewers who have similar experiences to those depicted in the TV content that they are viewing are more likely to perceive the TV world as realistic (Higgins & King, 1981; Van den Bulck, 2003). Shrum and Bischak (2001) also studied the concept of resonance advocated by Gerbner, and their result indicated that there are interactional effects between direct experience and the amount of TV viewing time. According to Shrum and Bischak, the fears of those consumers who have experienced crime in real life can be increased by crime-related TV content; moreover, if direct experience and TV content are similar, a consumer’s memory of his/her direct crime-related experience will be confused with the TV content. Also, similar to mainstreaming, various previous studies have verified the influence of demographical factors, in addition to the magnitude of direct experience, on the resonance effect.

Research on the dimension of TV world as reality has also been developed. The

concept of perception of the TV world as reality can be said to be the degree to which the TV contents are accepted as reality or to be taken as similar to reality by mixing them with reality. The main direction of research on perceived realism has been mainly focused on message-side research. These studies have tended to view the concept of perceived realism as a simple matter of whether the program itself is real or not (Potter, 1988).

There have been many diverse efforts to measure perceived reality and analyzed with dimensionality. However, previous studies (Reeves, 1987; Pringree, 1987), which have analyzed dimensionality, have also been evaluated as not exceeding the limits of a single dimension. Since then, multidimensional studies have been developed using various supplementary concepts in measuring perceived reality.

Potter (1992) refined his argument into three components: It is useful as a magic window that tells the degree to which one believes there is a reality in a media message, an accord for how realistic a TV character feels in a viewer's real life, and a utility that the lessons TV has given are applicable to the viewer's life. Potter found that when he controlled for the demographic characteristics and TV world as reality's levels, the cultivation effect became disappearing. Also,

the cultivation effect reappeared when he classified respondents according to TV world as reality's levels. To be more specific, respondents who were in high magic window showed the cultivation effects but people who were in low magic window showed reversed relationship. These findings suggested that the factor of TV world as reality is very significant to the cultivation process (Tapper, 1995).

### 3) The Evolution of Research on Resonance

Almost all of the previous studies that measured resonance determined whether a direct experience had occurred for each of the subjects, leading many researchers (Gerbner et al., 1980; Shrum & Bischak, 2001) to argue that the TV world is more often recognized as reality by viewers with both a high amount of TV viewing and a direct experience. In the studies of Ward (2002) and Kim (2008), for example, the more dating experience that male subjects had, the more likely they were to support the stereotypical perspectives conveyed in a reality-TV dating program, such as "the male's primary interest in females is sexual attractiveness," thereby validating the resonance effect of TV.

Currently, though, many researchers



including Woo and Dominick (2001; 2003) and Slovic (1999) are raising objections to a reliance on direct experience to prove the resonance effect. Regarding this problem, there is a need to clearly define the concept of resonance and verify its core concept, direct experience. Additionally, a number of researchers have tried to explain communication effects without first investigating the fundamentals of the principle structure of resonance (Wan, 2008); such an investigation will most likely lead to an understanding of the mechanism that underlies the successful persuasion of people with particular messages.

In addition to communication studies, the concept of resonance is used in a variety of other fields. Resonance can be defined as the creation of a harmonious individual mental state that is derived from the impact of an external stimulus—that is, a message that is broadcast or conveyed—on a corresponding long-term-memory node (Wan, 2008). When aspects like individual belief, personal values, group policy, or culture are compatible with media content, they strongly influence the underlying factors of an individual's information-processing or decision-making process (Stathakopoulos et al., 2008). Notably, Greet et al. (2004) argued that when an individual's existing resources agree with media content during the information-processing stage, persuasive

communication is created. Through this process, one's belief or attitude is reaffirmed (Bilandzic, 2006).

Based on the concept of resonance explained in various fields (Cabrera, 1997), resonance has been more closely associated with long-term memory than short-term memory. The reason for this is that an individual's values or beliefs are typically foundational in the creation of people's lived experiences. It can therefore be inferred that, by reaffirming individual beliefs or attitudes, resonance strengthens an aspect of the individual that is important to the fundamental concept of resonance, whereby the magnitude of resonance depends on the degree of harmony between external stimuli and long-term-memory nodes. Gerbner et al. (1980) argued that the resonance effect is dependent on the level of harmony between televised content and an individual's perception of social reality, while Iyengar & Simon (2000) explained resonance by using the example of a campaign message as part of a political-communication analysis from a microscopic perspective.

Even though the concept of resonance has been applied in a variety of academic fields including politics, cultivation theory has only measured resonance in a macroscopic context and there has not yet been a way to measure resonance from a microscopic perspective

(Bilandzic, 2006). Also, Wan argued that the researchers who applied resonance in their academic fields did not explain what resonance is and how it is applied; according to Wan, they either observed resonance indirectly or conducted their analysis using biased content. Wan therefore presented three major factors to measure resonance: *expectation fitting*, *value accord*, and *mental harmony*.

Expectation fitting refers to the overlapping of an individual's accumulated long-term memories and the content of a communication message (Wan, 2008). If a message agrees with an individual's expectation, the individual's needs will be fulfilled, meaning that resonance occurs when an individual's expectation agrees with an external stimulus. Regarding the second factor, value accord, Kluckhohn (1951) proposed that value accord includes an individual's particular culture and ideology. Hill (2002) then attempted practical research based on Kluckhohn and Strodtbeck's Values Orientation Theory, concluding that the level of agreement between an individual's values and a particular traditional culture stimulates the emotions of an individual, in addition to his/her attitudes and beliefs. Value accord is a concept similar to that of expectation fitting, and is applicable when the individual and the value content of the

message are compatible in accordance with the resonance effect. Lastly, mental harmony is a concept that focuses on psychological condition, referring to an individual's satisfaction level, whereby the emphasis is on an individual's emotional, not cognitive, state. Salovey, Rothman, Detweiler, & Steward (2000) argued that people's emotions will influence selection of information and evaluations of particular issues (Hill, 2002).

Together, these studies reveal that cultivation can produce different results, as resonance—measured in accordance with expectation fitting, value accord, and mental harmony—interacts with the amount of TV viewing time for a particular genre. However, a conclusive verification is still required since differing arguments—mainstreaming states that the amount of TV viewing has a greater influence on the perception of the TV world as reality compared to direct experience, while alternatively, the interaction of resonance factors including direct experience and the amount of TV viewing strengthens the perception of the TV world as reality—remain pertinent (Shrum & Bischak, 2001). As a result, this study seeks to focus on both the new resonance factors argued by Wan and previous resonance factors related to direct experience to verify which resonance effect strengthens the perception of the TV world as reality.

#### 4) Relationship between the Perception of the TV World as Reality, Brand Purchase Intention, and Corporate Reputation

Regarding cultivation, many relational research studies on TV programs and the perception of the TV world as reality have been conducted for various topics including violence (Potter, 1994), with some researchers finding that the magnitude of the perception of the TV world as reality influences viewers' behaviors and the image of particular products.

After analyzing the contents of a 64-hour, reality-TV dating program, Ferris et al. (2007) conducted questionnaires to verify whether a correlation existed between the TV world and viewers' actual dating attitudes and behaviors. The results showed that the male viewers perceived the reality program as realistic, and the perceptions of the heavy viewers resembled the dating tendencies that were shown in the program. Additionally, Ferris et al. inferred that those TV scenes that are more luxurious or extravagant are more likely to lead to increased dating-related consumption by heavy viewers.

Kim and Lee (2007) investigated the influence of Korean TV dramas on the image of South Korea and the evaluation of South Korean products among Japanese viewers; the results showed that Korean

dramas favorably influenced both the national image and evaluations of South Korean products for Japanese viewers. The researchers studied dramas set in modern urban settings that feature attractive actors such as *Stairway to Heaven* and *Winter Sonata*, and found that the Japanese people who repeatedly watched these Korean dramas evaluated the South Korean nation and its products according to the memories they formed from memorable TV-drama scenes.

Also, Choi and Kim (2012) found that an agreement between a consumer's perception and the image presented by corresponding brands leads to the formation of *brand purchase intention*, whereby consumers become more likely to consider purchasing a brand when their values align with the image of a particular brand.

When considered together, the aforementioned findings show that the level of a viewer's *perception of the TV world as reality* can favorably affect products that are shown on TV, whereby a purchase intention toward such products is heightened and attitudes toward the corresponding corporations become more favorable; in extreme cases, viewers can even undergo dangerous procedures such as plastic surgery in the real world without recognizing the potential harm. It can therefore be inferred that the

viewing of TV programs influences the perception of the TV world as reality, which in turn exerts an affirmative influence on the favorability of the product shown in the program, purchase intention, and corporate reputation, as well as national image.

### 5) Relationship between Product Involvement, Brand Purchase Intention, and Corporate Reputation

*Involvement* refers to the magnitude of personal importance or public interest regarding a brand, as caused by external stimulation (Antil, 1984), and is a variable that is often used in information processing and purchase-related decision-making (Kim & Bong, 2013; Park, 1996). Zaichkowsky (1986) stated that highly involved consumers tend to be active in searching for information and collect information from a variety of sources. Also, she argued that those who are highly involved are more aware of the differences between brands compared to the lowly involved because they have a stronger belief in products. According to previous studies, involvement influences both purchase intention and brand image. A high involvement and satisfaction rating from consumers regarding a particular brand lead to the preference of that brand and the act of purchasing the brand (Brown & Stayman,

1992).

Brand purchase intention is the prediction of a consumer's future behavior (Aaker, 1997); depending on a consumer's purchase intention, his/her thoughts and beliefs can be converted into behavior (Kim, Yoon & Kim, 2012). The magnitude of brand purchase intention can be determined by the following behaviors: favorable discussion about a particular corporation with other people; the recommendation of a particular corporation or service to other people; and the degree of loyalty exhibited toward a particular corporation (Kim, Lee & Son, 2008). Homer & Yoon (1992) found a logical relationship between a consumer's recognition of a particular good or service and their brand purchase intention; according to their research, consumer recognition of a particular brand or product that is underpinned by an externally created emotion or experience can influence purchase intention.

No Yong-Ju (2005) found that the degree of involvement in motor racing has a significant effect on the image, brand awareness and loyalty of companies operating as sponsors. As a result, it falls within the same context as Baek's (2001) study, who argued that highly involved sports consumers have favorable and positive attitude towards sponsor's brands that sponsor their favorite sports team,

Thus, it was discovered that the image and awareness of a brand's products differed according to the degree of involvement of consumers towards a particular brand (Park, 2007; Muehling, Laczniak & Craig, 1993).

Mitchell (1981) also described the relationship between brand image and consumer's degree of involvement (high vs. low). She argued that attitudes towards particular product brands are formed through proactive searching of information and collection of other's evaluations if the consumer was highly involved with a particular product, rather than being passive towards advertisements. Kim Dong-Hyun (2014) demonstrated a significant outcome as a result of verifying the involvement regulatory effect between particular brand image and purchase intention. In other words, it was concluded that favorable impression towards a brand or even purchase attitude could be elicited by controlling the degree of involvement.

Furthermore, many scholars have used the elaboration likelihood model (ELM) to test for the degree of involvement regarding advertisement effects (Schumann, 1990). In particular, Schumann et al. (2008) studied by separating the central and peripheral pathways. As a result, it was found that the lowly involved consumers changed their advertisement attitude or brand attitude

through the peripheral cues, while the advertising effects were visible through central cues for the highly involved consumers. In the study by Yoo et al. (2008), multiple messages were more effective than a single message for highly involved consumers, but there was no difference between either the multiple or single message for lowly involved consumers regarding the advertisement attitude or brand attitude.

Research also found that, in addition to brand image, product involvement can influence purchase intention. Song (2012) found that product involvement is an important variable in a consumer's purchasing process. Additionally, Choi and Kim (2012) sought to investigate whether high involvement regarding a particular brand leads to purchase intention. Their result showed that those brands that are important to consumers favorably influence purchase intention; this means that a consumer's level of involvement with a particular brand can create purchase intention.

In conclusion, it has been found that consumers with high involvement were active contributors to brand image and brand attitude (Shin et al., 2006); it can be inferred from this result that a high level of product involvement leads to strong

recognition of a particular brand, inducing a favorable evaluation. Also, given that involvement is an important factor in the development of brand image and brand attitude, the involvement level therefore controls the expansion of consumer recognition regarding a particular product, thereby further influencing corporate reputation.

### 3. Research Questions and Hypothesis

Most previous studies on cultivation theory proved that the degree of the perception of the TV world as reality differs according to the amount of TV viewing time. (Eisend & Moller, 2007). Researchers also found that the degree of the consumer's perception of the TV world as reality differs according to particular TV programs or genres (Na & Kim, 2012).

As a result, this study derived *Hypothesis 1* based on the results of the research on cultivation theory, where by the amount of TV viewing time influences the perception of the TV world as reality. It is important to note that, while previous studies centered on genres such as news and reality programs, this study focused on Korean TV dramas—which consist of aspects such as

the indirect advertising of the Galaxy product line, the exposure of which is relatively free—and seeks to verify whether cultivation effects occur in accordance with the amount of viewing time for Korean TV dramas.

Hypothesis 1.

The correlation exists between the amount of viewing time for Korean TV dramas and the recognition of the TV world as reality.

Shrum and Bischak (2001) presented the control variable of direct experience to verify the mainstreaming and resonance effects of cultivation theory. They argued that either mainstreaming or resonance will occur depending on the interaction between the amount of TV viewing time and the direct experience of the viewer. Many researchers (Gerbner et al., 1980; Johnson, Hashtroudi & Lindsay, 1993; Shrum & Bischak, 2001) argued that, when there is an interaction between the amount of TV viewing time and direct experience, people tend to recognize the TV world as the real world; most of the researchers verified resonance through the availability of direct experiences (Ward, 2002; Kim, 2008). Wan (2008), however, subdivided the concept of resonance into three dimensions: expectation fitting, value accord, and mental harmony. This study

therefore derived *Research Question 1* to compare and analyze direct experience as emphasized by previous resonance factors and direct experience in accordance with Wan's concept of resonance from a microscopic perspective.

Research Question 1.

Will there be an interaction between the amount of viewing time for Korean TV dramas in China and resonance (expectation fitting, value accord, mental harmony, direct experience) to influence the perception of the TV world as reality?

Previous studies by numerous researchers indicated that the involvement level regarding particular products influenced purchase intention (Brown & Stayman, 1992). Consumers with a high involvement level have a strong desire to process information, whereas those with a low involvement level have a weak desire to process information. Notably, Zaichkowsky (1985) argued that consumers' levels of product involvement influenced memory and changes of attitude regarding the product shown in the media (Kwon, 2009). Ultimately, consumers who have a high involvement level with a particular product develop a high level of interest in the product, which influences the purchase intention and brand evaluation. This result indicated that the level of involvement influences a

consumer's attitude regarding a product or his/her evaluation of a brand, and we therefore devised *Research Question 2*.

Research Question 2.

Will there be an involvement-induced moderator effect on the relationship between the perception of the TV world as reality and purchasing intention toward those brands exposed in TV dramas?

Numerous previous studies verified the relationship between brand purchase intention, corporate image, and corporate reputation (Kang & Yang, 2010; Ko, 2005). Their research conclusions stated that an affirmative purchase intention toward a particular brand leads to a favorable effect on both corporate image and product image, whereby the evaluation and perception of the corporation could change. Also, research by Homer & Yoon (1992) indicated that a stronger purchasing intention toward goods or services led to a favorable effect on the brand image, brand attitude, or corporate image, showing that a recognition of the TV world as reality and brand purchase intention favorably influences corporate reputation. *Research Question 3* was therefore presented to verify whether brand purchase intention will work as a mediator variable in the relationship between the perception of the TV world as

reality and corporate reputation.

Research Question 3.

Will brand purchase intention work as a mediator variable in the relationship between the perception of the TV world as reality and corporate reputation?

Numerous previous research studies verified the relationship between corporate reputation, national image, and national reputation (Kang & Yang, 2010). The corresponding conclusions stated that increases of consumers' positive emotions and approval ratings toward a particular corporation or product favorably influenced corporate image and the geographical area of production, whereby an evaluation and perception of the parent country could change. Additionally, Lee (2006) indicated that, after a consumer came into contact with the Korean Wave, he/she showed an

intent and desire to purchase South Korean products, leading to a favorable influence on the national image of South Korea; this indicates that brand purchase intention and corporate reputation favorably influence national reputation. As a result, *Research Question 4* was presented to verify whether brand purchase intention and corporate reputation will work as mediator variables in the relationship between the perception of the TV world as reality and national reputation.

Research Question 4.

Will brand purchase intention and corporate reputation work as mediator variables in the relationship between the perception of the TV world as reality and national reputation?

Using the five aforementioned hypothesis and research questions, the research model for the relationship between the variables

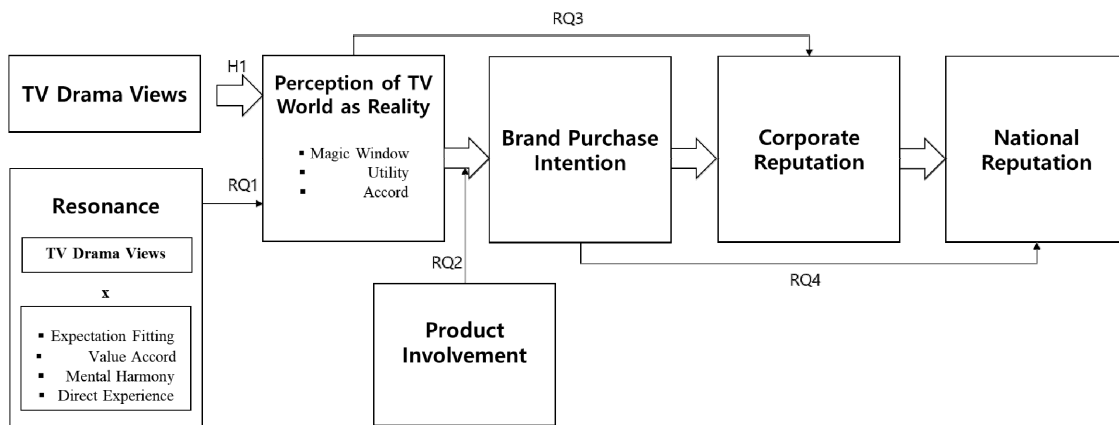


Figure 1 Research Model



including amount of TV viewing time, perception of the TV world as reality, brand purchase intention, corporate reputation, and national reputation is presented in Figure 1.

## 4. Research Method

### 1) Research Method and Subject

Samsung Electronics was identified as the mobile-phone sponsor for all of the Korean dramas that received ratings of more than 20% (Jung, 2013); furthermore, the most popular episodes of the drama *My Love from the Star* that was aired in 2014, all of the actors used Samsung “Galaxy Note 3” devices (Ahn, 2014). This study therefore focused on the Samsung Galaxy mobile phone that was indirectly advertised in Korean TV dramas that were broadcast in China. This study investigated the extent to which Korean drama influenced Chinese viewers’ perceptions that the TV world is reality, and how these perceptions influenced corporate and national reputations.

Native Chinese research subjects were selected because the 2012 International Visitor Survey showed that the number of Chinese visitors entering South Korea for the purpose of shopping increased annually over

the preceding several years. While modest increases were recorded for 2010 and 2011, the total number of Chinese visitors doubled in 2012. Interestingly, the number of visitors from other countries within the sphere of the Korean Wave such as Japan, Thailand, and Taiwan decreased over the same time period that the Chinese-visitor numbers increased (Korea Tourism Organization, 2013). As previously stated, shopping was the primary purpose of most of the Chinese visitors (Korea Tourism Organization, 2013), which was indicative of the Chinese people’s continually increasing interest in the Korean Wave.

To verify cultivation, the Korean dramas *My Love from the Star*, *Heirs*, *The Innocent Man*, and *I Hear Your Voice* were selected for this study, all of which have been broadcast in China since 2012. Each of the TV programs had different broadcast time periods in South Korea and all of the programs rated over 20%. Additionally, all of the selected TV drama programs indirectly advertised Samsung smart-phones in accordance with sponsorship deals; therefore, this study considered and selected the smart-phone device because it is sold globally and its exposure in TV dramas is easily achieved.

Prior to the investigation, a pre-investigation was conducted on 44 members

of the general population who resided in urban areas of China, representing approximately 15% of the research-sample number, to verify the understanding of the items. The Cronbach's Alpha reliability analysis of the pre-investigation showed a reliability coefficient value of over .80 for most of the items, indicating appropriateness regarding the composition of the items.

This study was conducted from May 2, 2014, to May 7, 2014, with the assistance of Research Panel Asia ([www.researchpanelasia.com](http://www.researchpanelasia.com)), which provides numerous Asian survey panels and is considered reputable by domestic and foreign corporations. The research subjects were residents who were selected from urban areas in Beijing, Shanghai, and Tianjin to avoid any location-related differences. A total of 212 responses were collected and 7 people were excluded through the screening questions.

## 2) Operational Definitions of Major Variables

### (1) Total amount of TV viewing time

Cultivation theory states that long-term TV exposure that accumulates over a prolonged time period shapes the formation of viewer attributes including perceptions and attitudes toward particular issues

(Nabi, 2008). Traditional cultivation theory uses "total amount of TV viewing time" without regard for the program genre as a measurement variable; however, recent evidence suggests that it is more reasonable to measure the total amount of specific TV-program viewing time (Segrin & Nabi, 2002; Woo & Dominick, 2001; Kim, 2008). This study therefore selected the amount of TV viewing time for Korean TV dramas as an independent variable, based on the results of genre viewing and the research of Nabi (2009).

The total amount of TV viewing time was measured by dividing the week into *weekdays* and *weekend*, and by asking subjects for the amounts of viewing time during each of the constructed time slots: 6a.m.-noon, noon-6 p.m., 6 p.m.-midnight, and midnight-6 a.m. The total amount of TV viewing time was determined by firstly adding a total of eight data values:  $4 \text{ time slots on weekdays} + 4 \text{ time slots on weekends}$ ; and then by calculating the average value:  $\text{amount of TV views on weekdays} * 5 + \text{amount of TV views on weekends} * 2 / 7$ .

## (2) Amount of TV viewing time for Korean TV dramas

For the evaluation of the amounts of viewing time for Korean TV dramas, the respondents answered how many times they watched each of the 33 Korean dramas that were broadcast in China. The selected dramas were broadcast on CCTV from 2012 to 2014 (including re-airing), and were those that consistently placed in the top ten of the Internet TV-drama rankings after production was ceased (KOFICE, 2012; 2013; 2014). A five-point scale consisting of 1 (*never watches*) to 5 (*watches almost every time or every day*) was used, and the arithmetic mean of the magnitude of the viewing times for the 33 Korean dramas was determined for analysis. The arithmetic mean of the four Korean dramas chosen for this study—*My Love from the Star*, *Heirs*, *I Hear Your Voice*, and *The Innocent Man*—was obtained separately.

Nabi (2009) obtained the viewing times for 33 reality-TV programs as well as three selected programs and found a correlation. Nabi argued that if the correlation is high, an analysis can be conducted using the viewing times for the selected programs, and this measurement method was adopted to establish correlation in this research. We

found a high coefficient of .827, indicating that a significant positive correlation existed between the 33 Korean TV dramas and the four selected Korean TV dramas (*My Love from the Star*, *Heirs*, *I Hear Your Voice*, and *The Innocent Man*).

Nabi (2009) also argued that, in cases where there is a high correlation between the total number of reality programs and a smaller selection of reality programs, it is acceptable to choose one of the two variables to investigate the relationship regarding the perception of the TV world as reality. This study therefore analyzed the amount of viewing time for Korean TV dramas using the measurement method of Nabi as a basis, whereby the viewing times for *My Love from the Star*, *Heirs*, *I Hear Your Voice*, and *The Innocent Man* were considered.

## (3) Perception of the TV world as reality

The perception of the TV world as reality refers to the extent to which a consumer perceives televised content as reality according to the amount of TV viewing time (Gerbner & Gross, 1976; Na & Kim, 2012). The measurement of the perception of the TV world as reality was conducted based on previous research studies that used a five-point scale (Potter, 1992; Rubin,

Palmgree & Sypher, 2004; Kim, 2008; Jin & Ji, 2012), and these items were interpreted and modified to fit this study, resulting in a 15-questionnaires on the perception of the TV world as reality according to three dimensions: *magic window*, *accord*, and *utility*.

Based on previous studies by Potter (1981; 1992), magic window in this study refers to a viewer's perception level regarding how realistic TV content is compared to the real world. Accord is defined by the perception level regarding how similar the content of TV dramas is compared to the situation of the viewer. Lastly, utility refers to the conviction level regarding the application potential of the information in TV content to a viewer's situation. The magic window in this study refers to the degree of awareness of how much the contents delivered on TV are reproduced in real life compared to the reality. The use of mobile phones in Korean dramas will be like the real life of Koreans. Actually, Korean people will change their cell phones frequently, like the Korean drama characters who often change cell phone products. 'And the like. Identification is the degree of awareness of how much the content in TV dramas is the same as the reality of viewers, and the question about it is that 'after watching Korean dramas, I

think a lot about the products (notebooks, cameras, etc.)', 'I think that I want to try it when Korean drama characters show specific brand mobile phone functions.' Finally, usability means the degree to which information delivered on TV is believed to be applicable to viewers. The item about it is 'I see the Korean drama characters communicate with their mobile phones and get help on how to communicate with my friends and mobile phones. 'I saw Samsung in Korean dramas and I saved money to buy it', have collected the sentences in to the five-point scale. After the items were measured for each dimension, averages were used for analysis.

#### (4) Resonance

In this study, resonance was measured in two ways: from either a macroscopic or a microscopic perspective. The variable of direct experience was inserted into the macroscopic perspective, and the variables of value accord, expectation fitting, and mental harmony were inserted into the microscopic perspective. Previous studies found that if the interaction between the amount of viewing time for Korean TV dramas and mobile-phone direct experience strengthened the perception of the TV world as reality, then resonance occurred, whereas

mainstreaming occurred if strengthening did not take place (Ferris, Smith, Greenberg & Smith, 2007; Ward, 2002; Shrum & Bischak, 2001; Kim, 2008). Based on previous studies, this study used the interaction between the amount of viewing time for Korean TV dramas and mobile-phone direct experience to measure resonance from a macroscopic perspective. Referring to Ferris et al. (2007), and including the item of direct experience that was previously used, six items were derived, and the scores for each dimensional item were added together to obtain the arithmetic average for the purpose of analysis.

Wan (2008) judged that the variable of direct experience was not specific enough and investigated resonance from a microscopic perspective, using expectation fitting, value accord, and mental harmony for the purpose of measurement. Using Wan's research, the operational definition of the resonance concept was defined. First, expectation fitting refers to the extent to which the mobile-phone information that appeared in Korean dramas agreed with consumers' expectations. "TV information about electronic products (cameras, laptops, cell phones, etc.) I always consider the choice of products," and "I look forward to introducing the special features (voice recognition, photo editing, etc.) of the

latest electronic products." A total of four questions were answered according to the 5-point scale to complete. Second, value accord refers to the value of the contents of Korean dramas accorded by consumers, and the items were created based on Kluckhohn and Strodtbeck's Values Orientation Theory as used by Wan (2008) and Hill (2002), and were appropriately modified for this study. Value accord: "Information about cell phones received on TV when I visited electronic device stores is valuable to me." "Buying the latest cell phones helps others gain social recognition." It consists of four questions. Lastly, mental harmony refers to the consumers' emotional response to the messages conveyed in the Korean dramas and consists of four items that are based on Wan's study. Mental harmony is made up of, "The information about the mobile phone gives me a desire to buy. And "information about cell phones always give pleasant. Finally, to verify the resonance effect, I refer to the contents of Ferris et al. (2007), including the experience items that have been used in the past, and 'Always search for information on cell phones in the drama.' The scores for each dimension item were summed up to obtain the average value and used in the analysis. In order to measure the resonance effect at the

microscopic level, we used interaction variables between the Korean TV dramas and the three dimensions.

### (5) Involvement

Involvement refers to how much importance a consumer places on a particular product or the level of personal relevance. The arithmetic mean of involvement that was obtained was used as the control variable to investigate whether the perception of the TV world as reality influenced corporate reputation in accordance with involvement.

To measure involvement, the questionnaires were constructed based on Zaichowsky (1985)'s measurement method, and Laurent & Kapferer (1985)'s item "I feel that I suffer loss when I purchase the wrong thing" was added, resulting in a total of six items. Kwon (2009) also measured involvement using the same six items.

### (6) Brand purchase intention

Brand purchase intention refers to a consumer's willingness to buy a specific product brand. This study applied the definition and measurement items of Bearden, Lichensiein, & Teel (1984), which are often used in the field of marketing, to design the research tool. Brand purchase intention in this study refers to the level of

intention toward the purchase of Galaxy products and consisted of six items. The overall score of brand purchase intention was the arithmetic average of the responses for all of the items.

### (7) Corporate reputation

By referring to the national-reputation items of Fombrun (1997), 19 items were created for corporate reputation and the respondents evaluated Samsung, the corporation that produces the Galaxy product line. The questions on corporate reputation consisted of six items including *emotional appeal*, *product and service*, *vision and leadership*, *work environment*, *financial accomplishment*, and *social responsibility*. The comprehensive corporate-reputation score was the arithmetic average of the responses for all of the items.

### (8) National reputation

For national reputation, Fombrun's national-reputation index was again used for the purpose of measurement. A total of 16 questions were devised using the following six dimensions: *emotional appeal*, *physical appeal*, *financial appeal*, *leadership appeal*, *cultural appeal*, and *social appeal*. The comprehensive score for national reputation was the arithmetic average of

the responses for all of the items.

### (9) Control variable

Out of the personal-characteristic variables that pertain to a context wherein the amount of TV viewing time affects the perception of the TV world as reality, this study measured demographical variables and acculturation, setting them as control variables for future analysis.

The previous studies of Cohen and Wiemann (1999) argued that gendered differences exist regarding the TV world being portrayed and perceptions of this portrayal. Ward (2002) indicated that heavy viewers of drama who are female and entertainment programs held stronger prejudices about gender roles, whereas male viewers did not show any differences. We therefore asked viewers about gender, age, income, and education level, setting them as control variables for future analysis.

It is also worth noting that this study controlled for the issue of Chinese people who already had a high level of involvement or who were already assimilated into Korean culture, whereby it is not possible to state that the corporate reputation or the perception of the TV world as reality had been affected by the TV message; the

acculturation questionnaire items were therefore revised. Based on a concept of cultural assimilation from a number of scholars (Pool, 1965; Tamborini & Choi, 1990; Lee & Woo, 2004), the three concepts of *experience during South Korean visit*, *familiarity with Korean culture*, and *activities with Korean friends* were used. I asked how often they have visited in South Korea and how much they understand the Korean language. Also, it consists that “how many social clubs/groups including Korean they have” in questions.

## 5. Research Results

### 1) Characteristics of the Research Subjects

Four Chinese urban areas were selected and random sampling was conducted, whereby a total of 212 questionnaires were collected for use in the final analysis. The gender ratio was 0.95:1 (male to female), whereby the number of females (107, 50%) was slightly greater than the number of males (105, 49.5%). In terms of age, subjects over 26 and below 34 yr formed the largest group with 108 (50.9%) subjects, whereas subjects over 44 and below 52 yr formed the smallest group with 17 (8.0%)

subjects. Also, college graduates (83.5%) and those with a monthly income that was less than 2 million KRW (67.5%) were noticeable for each variable.

## 2) Characteristics of Major Variables and Verification of Reliability

After reviewing the response average for the major variables, the average amount of total TV viewing time on weekdays was 9.03 h, indicating that the audiences watch a daily average of 9 hours of TV. For the weekend, the value was 10.59 h, equating to about 10 daily hours.

The amounts of viewing time for each of the four dramas that this study focused on (*My Love from the Star*, *Heirs*, *The Innocent Man*, *I Hear Your Voice*) were measured separately using five-point scales. The average magnitude of the TV viewing times for the four Korean dramas was 2.51 h, equating to about 2 daily hours. The viewing times indicate that Chinese people primarily watch Korean dramas on TV and the frequency is “sometimes.”

The perception of the TV world as reality was high at 3.41, and the averages of the macroscopic resonance variables—dimensional expectation fitting ( $M=3.56$ ), value accord ( $M=3.42$ ), and mental harmony ( $M=3.37$ )—were higher than the inserted direct

experience variable ( $M=3.28$ ). Additionally, the average values of product involvement ( $M=4.09$ ), corporate reputation ( $M=3.84$ ), brand purchase intention ( $M=3.65$ ), and national reputation ( $M=3.57$ ) were derived.

As shown in Table 1, which shows the correlation among the main variables, Korean dramas have a significantly positive correlation with the perception of TV world as reality. And also, the correlation between resonance and the perception of TV world as reality was high and among them, the correlation was higher with the resonance of microscopic perspective, in contrast to the direct experience seen through macroscopic perspective. Especially, correlation coefficient between the perception of TV world as reality and resonance of microscopic perspective was the highest at .889.

By conducting a reliability analysis on the items and dimensions of each variable, we attempted to obtain the internal validity and consistency of the items. As a result, all of the variables showed high validity coefficients (Cronbach's Alpha) in the region of .80-.98. The major variables had alpha values over .90, indicating a highly reliable result (Table.2).



Table 1. Each factor's average, standard deviation and correlation

Variable	Average (Scale)	Standard deviation	1	2	3	4	5	6	7	8
1. Amount of TV viewing time for Korean TV dramas	2.51(5.00)	1.12	1							
2. Perception of the TV world as reality	3.41(5.00)	.81	.391***	1						
3. Resonance (Micro) <sup>1)</sup>	3.45(5.00)	.89	.449***	.889***	1					
4. Resonance (Macro) <sup>2)</sup>	3.28(5.00)	.95	.418***	.795***	.830***	1				
5. Product Involvement	4.09(5.00)	.77	.255***	.481***	.539***	.469***	1			
6. Brand Purchase Intention	3.65(5.00)	.98	.444***	.672***	.733***	.679***	.583***	1		
7. Corporate Reputation	3.84(5.00)	.72	.397***	.643***	.669***	.592***	.625***	.795***	1	
8. National Reputation	3.57(5.00)	.84	.402***	.660***	.701***	.617***	.469***	.656***	.786***	1

\* $p \leq .05$ , \*\* $p \leq .01$  \*\*\* $p \leq .001$

Table 2. Reliability analysis of the variable

Variables	Items	Questions	Cronbach's $\alpha$
The perception of TV World as Reality	Magic Window	5	.827
	Accord	5	.926
	Utility	5	.882
	<b>Total</b>	<b>15</b>	<b>.945</b>
Resonance (Micro)	Expectation Fitting	4	.892
	Value Accord	4	.893
	Mental Harmony	4	.913
	<b>Total</b>	<b>12</b>	<b>.960</b>
Resonance (Macro)	<b>Direct Experience</b>	<b>6</b>	<b>.911</b>
Product Involvement	Product Involvement	6	.917
Brand Purchase Intention,	Brand Purchase Intention	5	.926
Corporate Reputation	Emotional Appeal	3	.899
	Product and Service	4	.901
	Vision and Leadership	3	.847
	Work Environment	3	.842
	Financial Performance	3	.834
	Social Responsibility	3	.883
	<b>Total</b>	<b>19</b>	<b>.968</b>
National Reputation	Emotional Appeal	3	.911
	Physical Appeal	3	.870
	Financial Appeal	4	.890
	Leadership Appeal	4	.932
	Cultural Appeal	3	.845
	Social Appeal	3	.925
	<b>Total</b>	<b>20</b>	<b>.975</b>

1) Resonance (Micro) = Amount of viewing for Korean TV dramas \* expectation fitting; Amount of viewing for Korean TV drama \* value accord; Amount of viewing for Korean TV drama \* mental harmony

2) Resonance (Macro) = Amount of viewing for Korean TV dramas \* direct experience

### 3) Result of Verification of Research Problems

#### (1) Amount of viewing times for Korean TV dramas and perception of the TV world as reality

Hypothesis 1 sought to verify the relationship between the perception of the TV world as reality and the amounts of viewing time for the four selected Korean TV dramas (*My Love from the Star*, *Heirs*, *The Innocent Man*, *I Hear Your Voice*). To investigate the relationship between the perception of the TV world as reality, which consists of three dimensions, and the amounts of viewing time for the four Korean TV dramas, a simple regression analysis was conducted on all three sub-dimensions of the perception of the TV world as reality, where magic window, accord, and utility were significantly influenced by the amounts of viewing time for the Korean TV dramas. Therefore, this hypothesis was accepted.

In other words, Chinese people who watched a lot of the Korean dramas focused in this study, such as 'My Love from the Star', 'Heir', 'I Hear Your Voice', and 'The Innocent Man', it is strongly believed that they are using the products and functions of smartphone just the same in real life as shown in the dramas, that viewers think of wanting to either purchase or use the products shown

on TV, and that they strongly believe that the information transmitted through TV is the most important information. This is in line with the previous studies (Gerbner & Gross, 1976; Rubin, 1981; Kim, 2008; Son & Lee, 2012), which emphasize the fact that people who watch TV more often accept it as reality. In particular, it can be noted that the more people watch Korean dramas on TV, the more influence they have on identification ( $b = .394$ ). It can be interpreted that the more Chinese people watch Korean dramas, the more they want to try out the props shown in the drama or feel the urge to buy them. This is in the same context as the result of Son & Lee (2012), which concluded that the amount of TV exposure significantly affected identification.

#### (2) Association between resonance and perception of the TV world as reality

After conducting a simple regression analysis to derive the result for Research Question 1, we investigated the relationship between resonance and the perception of the TV world as reality, whereby resonance significantly influenced the perception of the TV world as reality from the microscopic perspective, and the model's explanatory power was approximately 37% ( $F=127.122$ ,  $p \leq .001$ ). Therefore, Research Question 1 was

accepted the influence of the interaction between the amount of viewing time for Korean TV dramas and direct experience on the perception of the TV world as reality.

The results in Table 3 were found after conducting a simple regression analysis by dimension to investigate the influences of the three sub-dimensions of resonance from a microscopic perspective on the perception of the TV world as reality. It was found that expectation fitting, value accord, and mental harmony, the sub-dimensions of resonance from the microscopic perspective, significantly influenced the

perception of the TV world as reality; this is also consistent with Wan (2008)'s study findings. Notably, if the amount of viewing time for Korean TV dramas and the TV content are consistent with the values of the viewers ( $b=.617$ ), then the viewers strongly perceive the TV world as reality. This means that if Chinese people spend a large amount of time viewing Korean TV dramas and think that it would be valuable to learn the functions of the electronic devices used by the drama characters, then the dissolution of the boundary between the TV world and the real world is more likely.

Table 3. Effects of the amounts of viewing time for Korean TV dramas and sub-dimensional resonance (microscopic perspective) on the perception of the TV world as reality

Independent variables	Dependent variable: perception of the TV world as reality			
	Beta	T	df	F
(Constant)		23,165***		
Resonance 1 <sup>3)</sup>	.537	9,223***	1, 210	85,068***
Modified R <sup>2</sup>	.285***			
Independent variables	Dependent variable: perception of the TV world as reality			
	Beta	T	df	F
(Constant)		28,801***		
Resonance 2 <sup>4)</sup>	.617	11,352***	1, 210	128,863***
Modified R <sup>2</sup>	.377***			
Independent variables	Dependent variable: perception of the TV world as reality			
	Beta	T	df	F
(Constant)		29,468***		
Resonance 3 <sup>5)</sup>	.611	11,174***	1, 210	124,861***
Modified R <sup>2</sup>	.370***			

\* $\alpha$ .05, \*\* $\alpha$ .01, \*\*\* $\alpha$ .001

3) Resonance 1 = Amount of viewing for Korean TV dramas \* expectation fitting

4) Resonance 2 = Amount of viewing for Korean TV dramas \* value accord

5) Resonance 3 = Amount of viewing for Korean TV dramas \* mental harmony

Here, the interaction variable between direct experience and the amounts of viewing time for Korean TV dramas were inserted to investigate the resonance effect from a macroscopic perspective. After investigating the resonance effect on the perception of the TV world as reality from a macroscopic perspective, the resonance variable had an explanatory power of 35.6% and a positive (+) influence (Table 4). As a result, resonance more significantly influenced the perception of the TV world as reality from a macroscopic perspective. Additionally, we were accepted that the viewers had more experience in the purchasing of those products that were

exposed in Korean dramas; the viewers had more experience with the mobile-phone functions that the characters in the dramas used; and the viewers watched more Korean dramas.

### (3) Verification of the moderator effect of product involvement

A hierarchical regression analysis was conducted to check whether product involvement had a control effect on the relationship between the perception of the TV world as reality and brand purchase intention in Research Question 2.

First, the moderator effect of product

Table 4. Effects of the amount of TV viewing time on the perception of the TV world as reality and resonance from the macroscopic perspective

Independent variable	Dependent variable: the perception of the TV world as reality			
	Beta	T	df	F
(Constant)		29.492***		
Resonance 4 <sup>6)</sup>	.599	10.839***	1,210	117.494***
Modified R <sup>2</sup>	.356***			

\* $\rho < .05$ , \*\* $\rho < .01$ , \*\*\* $\rho < .001$

Table 5. The Moderator Effect of Product Involvement between the perception of TV world as reality and Brand Purchase Intention

Independent Variable	Model 1a		Model 2b		Model 3c	
	Beta	t	Beta	t	Beta	t
(Constant)		4.063***		-.851		.538
TV reality	.672	13.159***	.510	9.526***	.309	1.233
Product Involvement			.388	6.318***	.204	1.183
TV reality * Product Involvement					.293	.821
Modified R <sup>2</sup>	.449***		.535***		.535***	
R <sup>2</sup> Change			.088***		.001	

\* $\rho < .05$ , \*\* $\rho < .01$ , \*\*\* $\rho < .001$

6) Resonance 4 = Amount of TV viewing \* Direct experience

involvement was investigated regarding its influence on the relationship between the perception of the TV world as reality and brand purchase intention. According to the result, the explanatory power for model 1, where by the perception of the TV world as reality was inserted at stage 1 was 45% (Table 5), and the main effect of the perception of the TV world as reality had a significant positive (+) influence on brand purchase intention ( $p \leq .001$ ). Next, the explanatory power increased by about 8% and the  $F$  value increased by 39,915 due to the insertion of the control variable of product involvement at stage 2 ( $p \leq .001$ ); here, the significant positive (+) influence verified the primary effect of mobile-phone involvement on brand purchase intention ( $p \leq .001$ ). Lastly, the model was not significant after inserting the interaction of the perception of the TV world as reality and product involvement as a variable in stage 3. We therefore concluded that, although the perception of the TV world as reality and mobile-phone product involvement each exerted primary effects on brand purchase intention, the interaction between the perception of the TV world as reality and product involvement was not significant, ultimately meaning that we could not identify the control effect of product involvement. Consequently, Research Question 2, which argues that a higher mobile-phone

involvement exerts a stronger influence on the interaction between the perception of the TV world as reality and brand purchase intention, was dismissed.

#### (4) Verification of the mediation effect of brand purchase intention

Based on the attained results at this stage of the study, the mediation-effect analysis method of Baron and Kenny (1986) was used to verify whether brand purchase intention plays a mediator role when the perception of the TV world as reality influences corporate reputation. Baron and Kenny explained the process of a mediation-effect analysis in three stages.

Accordingly, to first verify the mediator effect of brand purchase intention in the relationship between the perception of the TV world as reality and corporate reputation, we verified that the perception of the TV world as reality significantly influenced brand purchase intention; in the second stage, a regression analysis was conducted to investigate the relationship between the perception of the TV world as reality and corporate reputation. As a result, the effects of all of the stages were significant, whereby the direct effect (.254) was smaller than the total effect (.775), and the value of the Sobel-test was significant at a level of  $p \leq .001$  (Table 6). In this case,

a partial mediation effect appeared because the direct effect of the perception of the TV world as reality on corporate reputation was significant (Figure 2). Thus, the more strongly people perceived the TV world as reality, the TV world has a strong influence on corporate reputation through the mediation of brand purchase intention. Also, the perception of TV world as reality itself can directly affect the corporate reputation.

### (5) Verification of mediator effect of corporate reputation

To verify the mediation effect of corporate reputation in the relationship between brand purchase intention and national reputation, we verified whether brand purchase intention significantly affected corporate reputation, and a regression analysis was conducted in the second stage to investigate the relationship between brand purchase intention and

Table 6. The Mediation Effect of Brand Purchase Intention between the perception of the TV world as reality and Corporate Reputation

	Stage	Model	Standardized Beta	F	R <sup>2</sup>
The Perception of TV World as reality	Stage 1 (Inde. <sup>7)</sup> → Medi. <sup>8)</sup>	TV World <sup>9)</sup> → Brand Pur. <sup>10)</sup>	.672***	173.166	.449***
	Stage 2 (Inde. → Dep. <sup>11)</sup>	TV World → Cor. Reputation <sup>12)</sup>	.775***	147.910	.410***
	Stage 3 (Inde./Medi. → Dep.)	TV World → Cor. Reputation	.254***	197.563	.651***
		Brand Pur. → Cor. Reputation	.663***		
	Coefficient			.775),254	
Sobel test Z			8.91200908***		

\* $\rho < .05$ , \*\* $\rho < .01$ , \*\*\* $\rho < .001$

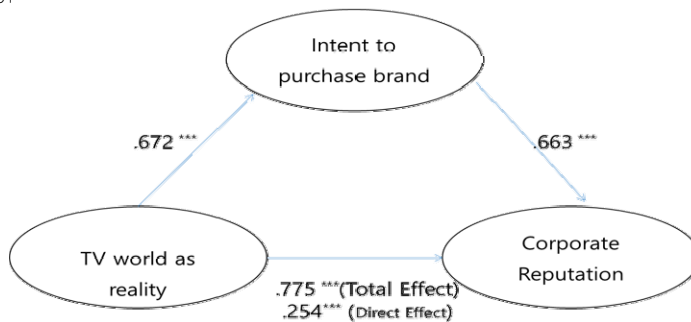


Figure 2. Mediation effect of brand purchase intention in the relationship between the perception of the TV world as reality and corporate reputation

- 7) Inde. → Independent Variable
- 8) Medi. → Mediation Variable
- 9) TV World → Perception of TV World as reality
- 10) Brand Pur. → Brand Purchase Intention
- 11) Dep. → Dependent Variable
- 12) Cor. Reputation → Corporate Reputation

national reputation. As a result, the effects of all of the stages were significant, with the direct effect (.082) producing a smaller value than the total effect (.656), and the value of the Sobel z-test was significant at a level of  $p \leq .001$  (Table 7). In this case, a full mediation model was formed because the direct effect of brand purchase intention on national reputation was not significant (Figure 3). In other words, it signifies that brand purchase intention does not directly affect national reputation. The more strongly people have brand purchase intention, the brand purchase intention has a strong

influence on national reputation only through the mediation of corporate reputation.

## 6. Discussion

Based on cultivation theory, this study verified the relationship between the amount of viewing time for Korean TV dramas, the perception of the TV world as reality, brand purchase intention, corporate reputation, and national reputation to investigate whether repetitive exposure to Korean TV dramas influences consumers'

Table 7. The Mediation Effect of Corporate Reputation between the Brand Purchase Intention and National Reputation

	Stage	Model	Standardized Beta	F	R <sup>2</sup>
Brand Purchase Intention	Stage 1 (Inde. → Medi.)	Brand Pur. → Cor. Reputation	.795***	361.770	.631***
	Stage 2 (Inde. → Dep.)	Brand Pur. → Nat. Reputation <sup>13)</sup>	.656***	158.378	.427***
	Stage 3 (Inde./Medi → Dep.)	Brand Pur. → Nat. Reputation	.082	171.120	.617***
		Cor. Reputation → Nat. Reputation	.721***		
	Coefficient			.656/.082	
Sobel test Z값			10.39638696***		

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

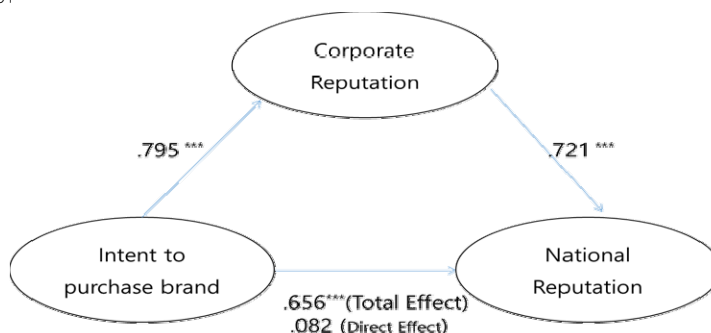


Figure 3. Mediation of corporate reputation in the relationship between brand purchase intention and national reputation

13) Nat. Reputation → National Reputation

perceptions of the TV world as reality; furthermore, we identified and measured the influence of the perception of the TV world as reality regarding the mobile phones used in Korean dramas on purchase intention toward the Samsung Galaxy product line, and the perception and evaluation of the Samsung corporation and its parent country South Korea.

In addition, I tried to reexamine the method of measurement of resonance variables focusing on resonance in the culture cultivation effect theory. In the existing the culture cultivation effect theory, I tried to verify the resonance effect with a macroscopic point of view but applied the resonance effect of the microscopic point of view used in political communication to this study to discuss the direction of the resonance effect.

The results of the research problems investigated by this study are as follows. The results of Hypothesis 1 showed that the amounts of viewing time for the Korean TV dramas, *My Love from the Star*, *Heirs*, *The Innocent Man*, and *I Hear Your Voice*, significantly influenced the perception of the TV world as reality.

Based on a previous study (Shrum & Bischak, 2001) on resonance, Research Question 1 was supported the influence of the interaction between the amount of

viewing time for Korean TV dramas and direct experience on the perception of the TV world as reality. As a result, we found that an interaction between the amount of viewing time for Korean TV dramas and direct experience resulted in a resonance effect that increased the influence of the perception of the TV world as reality.

Additionally, based on Wan (2008)'s argument that the variable of direct experience is not specific enough, we applied a microscopic–perspective concept of resonance, as used in political communication, to cultivation theory for the purpose of this study. This study also sought to not only evaluate resonance based on the availability of direct experience, but to extend the concept of resonance in cultivation theory using the sub–dimensions of expectation fitting, value accord, and mental harmony that were advocated by Wan. As a result, we found that the microscopic–perspective resonance theory influenced the perception of the TV world as reality, while all of the sub–dimensional results were significant. In the case of expectation fitting, it was found that the viewer who watches a lot of TV dramas and frequently expect to see the latest electronic products on TV, or expect special functions of electronic products are introduced, has strong degree of accepting



the TV world as a reality. The same is true for the case of value identification. It was found that the viewer who watches a lot of Korean TV dramas and always thinks the electronic devices shown in the drama is important or satisfies the information about the mobile phone on the drama, has a strong awareness of TV world as a reality. Although, the results of the analysis show that concept of resonance from both the macro-perspective and the micro-perspective is important variables for perception of TV world as reality, it should be noted that the concept of resonance in the micro perspective rather than the concept of resonance was applied as a bigger variable for the TV world as reality. This means that the variables of how much the psychological factors such as the viewer's value and expectation match with the TV information may be more important than the experience that is similar to the content delivered on TV.

Research Question 2 sought to confirm the moderator effect of product involvement on the influence of the perception of the TV world as reality on brand purchase intention. In contrast to the expectation that a higher product involvement will lead to a stronger brand purchase intention, the control effect of product involvement was not supported; importantly, previous studies (Bearden,

Lichensienin & Teel, 1984; Bae, 2008) indicated that brand purchase intention does actually strengthen in accordance with a higher product involvement. In most cases, high involvement for a particular product affects purchase intention, but because the mobile-phone involvement of the consumers was heightened while they were watching TV, a separate control effect for the product-involvement variable was absent in this study.

An analysis of the mediation effect investigated by Research Question 3 revealed that brand purchase intention showed a partial mediation effect in the relationship between the perception of the TV world as reality and corporate reputation. We found that the perception of the TV world as reality alone can directly influence the evaluation of a corporate brand, even if the viewers' brand purchase intention is absent. As a result, even in the absence of a brand purchase intention toward the Galaxy brand, viewer recognition of the Galaxy product line that was exposed in Korean TV dramas favorably affected the evaluation of Samsung's corporate reputation.

An analysis of the mediation effect investigated by Research Question 4 showed the full mediation effect of corporate reputation in the relationship between brand purchase intention and national reputation.

We found that brand purchase intention did not directly influence national reputation, but that it actually indirectly influenced national reputation, with corporate reputation as the mediation agent. Even if the consumer has a strong purchase intent toward the Galaxy product line, this purchase intent does not lead to a favorable evaluation of South Korea, which can be expected only when a consumer also favorably evaluates the corporate reputation of Samsung.

Based on this study, the following significances are noteworthy. First, this study analyzed the interaction between mass media, corporate reputation, and national reputation based on cultivation theory. Previous studies on reputation conducted the research based on the theories of agenda-setting or framing, but this study is significant in that it conducted reputation research based on cultivation theory according to a long-term and consistent perspective. Notably, it specifically verified the way in which recognition and evaluations of the perception of the TV world as reality, the amount of TV viewing time, brand purchase intention, and corporation reputation work together to influence national reputation. Of ultimate significance here is the verification of specific variables that are related to the trajectory that mass media, or mass communication, follows to create

national reputation through the shaping of corporate and national reputations.

Second, this study emphasized the argument that media can be an important factor in the cultural industries derived from the Korean Wave. Even though it was already known through previous research studies that a significant relationship exists between Korean stars, products, and further economic ripple effects, this study confirmed that the economic ripple effect can double through the use of mass media, along with the creation of a wide-ranging favorable influence on the evaluations that form corporate and national reputations.

Third, in this study, I can find meaningfulness in the fact that I have verified 'resonance' of culture cultivation effect in the state that there is not much research proving resonance as well as the amount of Korean TV drama viewing. The concept of resonance created by Gerbner pointed out that controversy continues through several previous studies. Gerbner initially argued differences in real world perceptions based on amount of TV viewing (Gerbner, Gross, Signorielli & Morgan, 1980), but Hirsch (1980) and many other scholars criticized. Gerbner classified and introduced mainstreaming and resonance separately through development of the research. However, previous researches on

the culture cultivation effect show that mainstreaming is the main research and empirical studies about resonance are rarely seen. In this sense, this study implies that resonance Gerbner argued is verified and meaningful results are obtained.

Lastly, this study extended the concept of resonance in terms of cultivation by verifying resonance from a cognitive–psychology perspective; therefore, microscopic–perspective resonance, which is used in political communication, was applied to cultivation theory and showed significant results. Consequently, even in the absence of direct experience, if the media message is consistent with consumers' values or elicits a positive emotion from consumers, there will be a stronger perception of the TV world as reality. In this sense, I could confirm that if the resonance effect appeared as the message through the media stimulates the recipient's psychology. Thus, through study of resonance in the micro perspective, I found that the cognitive psychological mechanism of the recipient's attitude and behavior change through messages. It is noteworthy that resonance includes cognitive and emotional factors. In this part, I can confirm that cognitive part such as accessibility and applicability can be an important factor for the recipients to perceive the TV world as reality even if they do not have 'direct

experience' Gerbner argued.

Peirce (1956) argued that cognitive and emotional factors are interrelated (as cited in Wan, 2008). In other words, all emotional factors refer to potential cognition, and all cognition reflects feeling. Thoits (1989) also argued that emotion provides mobility in action. These assertions show that emotional factors and cognition are related to each other in the information processing and causing behavior of the recipient. In other words, it means that cognitive and emotional factors can affect the recipient in judging and acting on specific content.

In this study, resonance in the micro perspective is named as psychological factor obtained from harmony between things learned indirectly from the outside and direct experiences. Wan (2008) argued that expectation suitability and value identification represent cognitive factors among the components of resonance and emotional harmony represent an emotional factor. As a result, it was found that cognitive and emotional factors are important for measuring the response to information processing and external stimuli.

The following practical significances of this study are noteworthy. First, when applying the research result from a national–reputation perspective, further economic ripple effects can be expected

when Samsung provides the Chinese people with direct-experience opportunities such as an introductory seminar about the functions of the Galaxy product line or an opportunity to use Galaxy products. Especially notable is the suggestion that a recognition of this practical significance should lead corporations to approach consumers in a strategic manner, whereby a corporation can accurately predict when there will be a strong perception of the TV world as reality based on the effect that is achieved through the interaction of indirect experiences, from exposing particular products in Korean TV dramas that feature Korean stars, and direct experiences.

Second, by confirming resonance from a microscopic perspective, the need for the Samsung corporation to consider psychological factors when strategizing and targeting the Chinese people is highlighted. As a result, Samsung Communications officers need to understand Chinese culture including the values and expectations of Chinese people; for example, this study showed that Chinese people value the mobile-phone-related information that is indirectly conveyed in Korean dramas. Further economic ripple effects can be expected when the aforementioned strategic points are understood and inform the way in which a corporation exposes its products in

mass media. Notably, and also in terms of strategy, South Korean corporations should recognize that the perception of the TV world as reality grows stronger when the way in which a particular product is exposed to the Chinese market in popular Korean TV dramas corresponds with the values or expectations of Chinese viewers.

This study also verified that cultural assimilation is an important variable in the relationship between the amount of viewing time for Korean TV dramas and the perception of the TV world as reality, indicating that the variable of cultural assimilation can be seen as an opportunity for mobile-phone-related industries to widen the scope of their consumer targeting. Creating programmatic opportunities such as Korean-language classes, communication activities with Korean people, and introductions to Korea for Chinese people who are not familiar with the Korean language will increase the understanding of Chinese viewers, which will in turn increase the purchase intention toward the products that are exposed on TV.

In conclusion, positive messages delivered in Korean dramas helped Chinese understand Korean culture and as a result of reporting such a phenomenon of Korean Wave as a journalist's point of view, it will not only be confined to the Korean Wave such as

political, economic and cultural exchanges but also will strengthen the various fields.

The limitation of this study, which is also a proposal for future research, is that an adverse tone was omitted from our research and needs to be included together with an affirmative tone. Specifically, the focus of the questionnaire for the direct-experience variable is solely concerned with whether the research subjects purchased or used a Galaxy product that they learned of through particular TV programs; in the future, an adverse tone should be included in such a questionnaire to investigate how unfavorable experiences influenced the viewers' perceptions of the TV world as reality.

This issue also applies to the method of measuring resonance from a microscopic perspective, as factors such as values and expectations regarding consumers' mobile phones were measured only in an affirmative sense. An adverse tone needs to be incorporated in the future when measuring the kinds of relationships that exist between consumers and the perception of the TV world as reality.

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# 중국인들의 한국 TV 드라마 시청과 TV 현실세계 인식이 기업명성과 한국 국가명 성에 미치는 영향: 문화계발이론의 공명 성 효과

## ●함유선

이화여자대학교 언론홍보영상학부, 석사

## ●차희원\*

이화여자대학교 커뮤니케이션·미디어학부, 교수

**본** 연구는 기업 '삼성' 또는 국가 한국 명성을 형성하는데 영향을 미치는 문화계발효과(Cultivation Effects) 이론 변인과 '갤럭시' 브랜드 구매의사 변인의 상호작용에 대해 살펴보고자 했다. 특히 본 연구에서는 '공명성'이라는 변인을 집중 탐구해 보고자 하였다. 문화계발효과에서 주장하는 '직접경험' 뿐만 아니라 정치커뮤니케이션에서 사용하는 공명성 개념을 본 연구에 가지고 와 분석을 실시하였다. 문화계발효과에서 '직접 경험' 변인을 반박하는 학자들이 아직까지도 많다는 점을 주목하여 본 연구는 공명성 개념을 명확하게 하고자 하였으며 TV세계를 현실로 인식함에 있어 직접경험이 아닌 인지적 차원 또한 중요한 변인이 될 수 있을지 확인하고자 하였다. 그래서 본 연구는 한류 현상이 다른 국가에 비해 지속적으로 증가하고 있는 중국에 초점을 맞춰 한국 드라마를 시청한 도심 지역 중국인 거주자 212명을 대상으로 분석을 실시하였다. 그 결과, 거시적 관점은 물론 미시적 관점의 공명성이 TV 현실세계인식에 영향을 미치는 것으로 나타났다. 매개효과에 대한 분석 결과, TV 현실세계인식과 기업명성 간의 관계에서 브랜드 구매의사는 부분 매개효과가 나타나는 것을 알 수 있었다. 또한 브랜드 구매의사와 국가명성 간의 관계에서 기업명성은 완전 매개효과가 나타났다.

주제어 : 한류, 드라마, 삼성, 갤럭시, 문화계발효과, 공명성, 국가명성, 기업명성, 브랜드구매의사, 관여도, TV현실세계인식

\*교신저자(heewon@ewha.ac.kr)