Impacts of Fit of Advertising Execution Elements and Chronic Regulatory Focus on Consumer's Attitudes toward Advertising: Focused on Model and Message among Advertising Execution Elements*

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To raise the advertising effects significantly, grasping the dynamics that the variables surrounding models, messages, media, and audiences have toward one another is crucial. Thus, this research has placed focus on the elements of models and messages among the key implementation elements for advertising and looked into the possible impact on the regulatory fit between model attributes, message type and chronic regulatory focus on consumer's attitudes toward advertising.

To verify the abovementioned hypotheses, experiments were carried out in two stages. ⟨Experiment 1⟩ utilized a 2(model attributes: attractive models vs. credible models) x 2(chronic regulatory focus: promotion-focused vs. prevention-focused) between-factorial design and identified the interaction effect between model attributes and chronic regulatory focus. ⟨Experiment 2⟩ used a 2 (message type: hedonic vs. utilitarian) x 2 (chronic regulatory focus: promotion-focused vs. prevention-focused) between-factorial design and figured out the interaction effect between message type and chronic regulatory focus.

The findings of this research are as follows:

First, in terms of attitudes toward advertising, the interaction effect between model attributes and chronic regulatory focus was significant. For elaborate verification, simple main effect analysis was carried out, with the results indicating the following: The attitude toward attractive model advertising turned out to be more favorable among promotion-focused consumers than among prevention-focused ones, whereas the attitude toward credible model advertising proved to be more favorable among prevention-focused consumers than among promotion-focused ones. Hypotheses 1a and 1b regarding the interaction effect between model attributes and chronic regulatory focus have both been supported.

Second, in terms of attitudes toward advertising, the interaction effect between message type and chronic regulatory focus has proven to be significant. For elaborate verification, simple main effect analysis was carried out, with the results indicating the following: The attitude toward hedonic message advertising turned out to be more favorable among promotion-focused consumers than among prevention-focused ones, whereas the attitude toward utilitarian message advertising proved to be more favorable among prevention-

focused consumers than among promotion-focused ones. Hypotheses 2a and 2b regarding the interaction effect between model attributes and chronic regulatory focus have both been supported.

Theoretically, this research is groundbreaking in the sense that it has expanded the horizon of research on advertising based on the regulatory focus theory through the notions of models and messages neglected in existing research. It is also very meaningful in terms of practicality since it can serve as a guideline for ad production – such as model selection and message appeal – to those currently working in the field of advertising.

Key words: model attributes, message type, chronic regulatory focus, attitudes toward advertising

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Ⅰ. Introduction

Some say, "Boost advertising in times of recession." They believe that advertising during an economic recession is far more effective than in times of economic boom. True, advertising costs less during recession while appealing to consumers more intensely due to reduced advertising by competitors. According to the "2014 Survey on Broadcast and Telecommunications Advertising Expenses," Korea's advertising expenses rose 1.6% to KRW 10.9722 trillion in 2014 compared to the previous year's KRW 10.7959 trillion(Kim Seung-hwan, Dec. 29, 2014). The general KAI(Korea Advertising Index) for 2015 is expected to reach 114.7, implying yet another slight growth of the Korean advertising market in 2015 compared to 2014(Kim Gwan-yong, Dec. 30, 2014). The situation indicates that corporate Korea is striving to overcome difficulties through aggressive advertising in the face of reduced domestic consumption due to increasing household debts coupled with the global economic slowdown affecting China and European Union, among others.

Nonetheless, the fact remains that increasing ad volumes do not directly translate into enhanced ad effects. Raising ad effects significantly requires making careful observation of various relevant personal and situational factors. Most notably, the degree of advertising message acceptance varies according to individuals' characteristics; thus, it is crucial to understand the dynamic relations between audiences and so-called three dimensions of advertising – models, messages, and media – to predict changes in consumer's attitudes and actions. In this context, research on the variable of personal traits that could influence advertising effects has been conducted from diverse perspectives over the past few decades, with focus placed on the three advertising dimensions. Of late, chronic regulatory focus has received keen attention as a personality variable.

According to Higgin's regulatory focus theory,

a person's chronic regulatory focus consists of two separate, independent self-regulatory orientations: prevention and promotion. People "feel right" when they find that external stimulation "fits" their chronic regulatory focus, feel more positive about the relevant objects or events, and perceive their worth more positively(Cesario and Higgins, 2008; Higgins, 2000). A research that has applied the concept of chronic regulatory focus to the field of advertising has revealed that, when a presented message fits or relates to their chronic regulatory focus, consumers have higher perceived value of the message, trust its contents more intensely, and accept the message more readily(Aaker and Lee, 2006; Cesario, Grant, and Higgins, 2004). Although the application of the regulatory focus theory to the advertising area has led to many research results, it has left room for improvement in two aspects.

First, existing research studies that applied the regulatory focus theory to advertising have excessively concentrated on particular areas. For instance, numerous research studies that have dealt with chronic regulatory focus as a personality variable have concentrated on messages. No research has been done on the fit effects between chronic regulatory focus and models and media, which serve as key factors in advertising along with messages, despite the fact that they are very intriguing research topics to pursue. As mentioned above, it is important to take full advantage of the dynamic relations among models, messages, media, and audiences – the key factors in advertising – in order to double the advertising effects. In that sense, this research would like to place focus on models as one of the key advertising factors and observe the fit effects between the attributes of models and chronic regulatory focus in particular.

The second shortfall of existing research on advertising strategies based on the regulatory focus theory is the considerably low applicability of the research findings to reality. For instance, to deliver information on products to consumers effectively, advertising in the real world capitalizes on various messages such as rational and emotional messages(Gradial and Biehal, 1991; Johar and Sirgy, 1990), desirability and feasibility messages(Liberman and Trope, 1998; Trope and Liberman, 2003), self-efficacy and response efficacy messages (Keller, 2006), and utilitarian and hedonic messages(Park Se-hoon, 2005). Note, however, that existing research studies on advertising strategies have focused on the oversimplified message type such as those centered on the notion of promotion/prevention or affirmation/prevention, failing to reflect the reality that messages produced in diverse forms deliver information on products to consumers convincingly. Since the perception process involved in message treatment and motivation varies depending on consumer's chronic regulatory focus, the development and

utilization of messages that consider individuals' intrinsic disposition are very important to raise the advertising effects. Thus, unlike existing research, this study would like to divide messages into two – hedonic messages consisting of sensuous information including fun, pleasure, and sensuous joys, and utilitarian messages composed of cognitive information including product features and attributes – for the purpose of looking into the fit effects of the message type in terms of chronic regulatory focus.

In essence, this research would like to concentrate on models and messages as key advertising elements to show the difference made by different advertising effects of two independent variables – model attributes and message type – depending on consumer's chronic regulatory focus from the theoretical and strategic perspectives. To that end, ⟨Experiment 1⟩ will focus the scope of message attributes on attractiveness and credibility to verify the differences in effects of model attributes depending on individuals' chronic regulatory focus; ⟨Experiment 2⟩ will limit the scope of message type to hedonic/utilitarian messages and observe the differences made by the effects of message type depending on whether individuals' intrinsic disposition is promotion-focused or prevention-focused.

Ⅱ. Theoretical Backgrounds and Hypothesis Establishment

2.1 Chronic Regulatory Focus and Regulatory Fit

According to the regulatory focus theory, the disposition of people is affected by the culture of society where they belong and the parent-child correlation in their growth process, and they end up having two contradictory traits: promotion-focused traits and prevention-focused traits(Heine, Lehman, Markus, and Kitayama, 1999). Such difference in chronic regulatory focus affects the information treatment processes including information search and memorization and decision-making processes such as evaluation and selection of alternatives(Higgins, 1997). For instance, children who are mainly encouraged by their parents in a self-centered culture develop promotion-focused disposition and end up preferring action strategies leading to positive outcomes with the aims of individual ideals, hope, and enthusiasm. In contrast, those children who are mostly disciplined by parents in a culture of correlative relationship develop prevention-focused disposition aimed at avoiding negative outcomes for the purposes of individual obligations, duties, and sense of responsibility(Min Kyung-sun, Song Ji-hee, and Shin Dong-woo, 2010; Heine et al., 1999;

Higgins, 1997).

Meanwhile, according to the regulatory fit hypothesis, people intensify concentration when external stimulation fits their chronic regulatory focus(Higgins, 2000, 2002), evaluate the relevant objects more favorably, and perceive their worth more positively(Avnet and Higgins, 2006; Cesario et al., 2004; Crowe and Higgins, 1997). For instance, when asked to carry out tasks requiring strategies that are consistent with their chronic regulatory focus in terms of motivation, people perform better compared to the cases wherein the strategies are inconsistent(Freitas, Liberman, and Higgins, 2002). In terms of attention, they tend to pay attention to stimuli that fit their chronic regulatory focus ahead of stimuli that do not(Higgins, 2006; Pham and Chang, 2010). With regard to persuasion, messages delivered in a framework that fits their chronic regulatory focus have stronger persuasion effects as opposed to those presented in frameworks that do not, even though the contents are actually the same(Aaker and Lee, 2001; Friedman and Förster, 2001; Idson, Liberman, and Higgins, 2000). Regarding the phenomenon, Cesario and Higgins(2008) have explained the reason, i.e., people "feel right" when individuals' chronic regulatory focus and the presented stimuli have high degree of consistency.

The regulatory fit hypothesis has been applied in various areas such as information search and consideration set formation(Pham and Chang, 2010), preference construction and inter-temporal preference(Mogilner, Aaker, and Pennington, 2008; Wang and Lee, 2006), attraction effects(Mourali, Böckenholt, and Laroche, 2007), decision-making strategies and brand judgment(Wan, Hong, and Sternthal, 2009), hi-tech product selection(Herzenstein, Posavac, and Brakus, 2007), investment decision making(Scholer, Zou, Fujita, Stroessner, and Higgins, 2010; Zhou and Pham, 2004), and persuasion effects of advertising(Aaker and Lee, 2001; Friedman and Förster, 2001; Kirmani and Zhu, 2007; Zhao and Pechmann, 2007). This paper would like to focus on the persuasion effects of advertising and verify how the effects of model attributes and message type vary depending on the consumer's chronic regulatory focus.

2.2 Model Attributes and Chronic Regulatory Focus

Models in advertising refer to people, animals, and other vehicles that appear in advertisements to deliver meanings or images intended by particular ads. They can be considered to play the role of information source delivering advertising claims. Therefore, generally, the persuasion effects of models are closely related to source effects(Ryu Gangseok and Park Jong-chul, 2004; Bower and Laundreth, 2001; Kim Jae-hwi, Bu Su-hyun, and Kang Yoon-hee, 2008 - requote).

From the perspective of persuasion communications, one can claim that source effects can basically occur from the attractiveness and credibility of models(AhnKwang-ho, Kim Dong-hoon, and Yoo Chang-jo, 2014). In other words, the more intensely consumers feel about the similarity, familiarity, or likeability between themselves and models, the higher the model attractiveness(McCracken, 1989) and message acceptance(McGuire, 1985; Perloff, 1993). Furthermore, message acceptance is affected by models' credibility, which refers to the degree of experiences and knowledge that models have with regard to the message contents intended to be delivered as well as the level of objectivity and integrity felt by viewers toward models(McCracken, 1989). The higher the credibility of the models, the more likely consumers will accept their messages(McGuire, 1985; Perloff, 1993).

Depending on the recipient of information delivery, however, the degree of acceptance or interpretation of ads can differ considerably even if the ads are delivered by the same models. Thus, there have been research studies connecting model effects to consumer's individual attributes. For example, a research by Atkin and Block(1983) has indicated that model effects are relatively high among the young, registering increasingly limited effects with increasingly older consumer groups. Shane(2005) has found that model effects are greater among men than among

women in the middle class. Meanwhile, to look into potentially different model effects in two groups of people, the research by Kwon Ick-hyun and Kim Do-yun(1994) has divided individuals' intrinsic disposition into field independence – wherein people take actions according their own standards and values – and field dependence wherein individuals dependent on their surroundings show interest in relations with others. The research has found that model effects are higher among field-dependent people than their counterparts. A research conducted by Kim Eun-joo, Kim Jeong-il, and Nam Seung-kyu(2009) has identified a difference in preference for model attributes depending on motivation orientation and goal pursuit patterns. They found that consumers who are emotion-focused and motivation-oriented and who cherish sensitivity place importance on attractiveness, and that those consumers who are cognition-focused and motivation-oriented and who treasure rationality value credibility. As shown above, at the end of the day, the ultimate persuasion effects vary depending on consumers; therefore, more in-depth understanding of consumer's personal traits is needed to maximize model effects. To that end, in its observation of difference in advertising effects depending on the regulatory fit between model attributes and chronic regulatory focus, this research would like to introduce the concept of chronic regulatory focus as a new individual

difference variable that helps determine model effects.

Then, to whom will the ads featuring attractive models or credible models appeal more: promotion-focused consumers or prevention-focused ones? A clue can be found in research studies carried out by Safer(1998), Pham and Avnet(2004), Chernov(2004), and Kirmani and Zhu(2007), among others. Presented with two apartment options with differently operationalized levels of attractiveness and credibility, Safer(1998) asked to choose one of them. The result indicated that the promotion-focused insured chose the luxury image apartment with moderate level of credibility, whereas the prevention-focused insured opted for the highly credible apartment with moderate level of luxury image. The research by Pham and Avnet(2004) led the regulatory focus of the subjects to promotion focus and prevention focus temporarily through situational manipulation and asked them to evaluate products after showing them one of four ads with different levels of persuasive power in terms of information and attractiveness of visual elements. Subjects who had been led to promotion focus showed more positive attitude toward products advertised through ads containing attractive visual elements regardless of the persuasive power of information. In contrast, subjects who had been led to prevention focus registered more favorable response to products advertised through ads with

persuasive information regardless of the attractiveness of visual elements. Moreover, Chernov(2004) conducted a research on what attributes of information are more persuasive to those with different chronic regulatory focus. He found that promotion-focused people are more easily persuaded by attributes related to attractiveness, whereas prevention-focused people are swayed by attributes related to credibility more easily. Moreover, Kirmani and Zhu(2007) experimented on the difference in persuasive power of ads with low credibility depending on regulatory focus and reported that prevention-focused people have more intense interest in the truthfulness of messages than promotion-focused people; consequently, the latter have registered a lower level of persuasion with regard to the ads. All the above mentioned research studies point to the fact that attractiveness fits promotion-focused consumers better, whereas credibility appeals more to prevention- focused consumers.

According to the regulatory fit hypothesis, people feel fit emotionally when stimuli or information from outside match their chronic regulatory focus and register more intense immersion while having more positive feelings about given objects and perceiving their values more highly(Cesario et al., 2004; Cesario and Higgins, 2008; Higgins, 2000). In terms of advertising, the attributes possessed by models fit consumer's chronic regu-

latory focus; consumers feel fit emotionally about the given ads, show more intense immersion in them, and register more favorable attitudes toward them. Therefore, one can safely predict that, regarding ads with attractive models, promotion-focused consumers will show more favorable response than prevention-focused ones as they feel fit with attractiveness more intensely than their counterparts (Hypothesis 1a). On the other hand, concerning ads featuring credible models, prevention-focused consumers will register more favorable attitudes than their counterparts since they feel fit with credibility more empathically than their counterparts(Hypothesis 1b). Therefore, the two hypotheses can be summed up as follows:

Hypothesis 1a: Consumer's attitudes toward ads with attractive models will be more favorable among promotion-focused consumers than among prevention-focused ones.

Hypothesis 1b: Consumer's attitudes toward ads with credible models will be more favorable among prevention-focused consumers than among promotion-focused ones.

2.3 Message Type and Chronic Regulatory Focus

According to a research on message persuasion effects based on the regulatory fit hypothesis, consumers perceive message values more highly, regard the contents to have increased credibility, and accept the messages more readily when the given messages are found to fit their chronic regulatory focus or relate to it(Aaker and Lee, 2006; Cesario et al., 2004). For instance, the research by Lee and Aaker(2004) found that promotion-focused consumers register positive attitudes toward products when they feature promotion messages appealing to their growth needs through the high amount of vitamin C contained in grape juice and accompanying vitality (revitalization) effects, whereas prevention-focused consumers register favorable response when product ads feature prevention messages appealing to their safety needs, like the antioxidant effects and cardiovascular disease prevention effects of grape juice. Though limited to low involvement cases, the research by Wang and Lee(2006) has also reported that promotion-focused consumers are more responsive to promotion messages like fresh scent, tooth whitening, or tooth enamel enhancement, and that prevention-focused consumers respond better to prevention messages such as prevention of cavity, gingivitis, or plaque. In a research by Zhao and Pechmann (2007), positive messages underlying physical and psychological benefits that could be obtained by consumers when making choices were effective, whereas negative messages emphasizing physical and psychological losses that they might suffer when they fail to make

choices were more effective. The research by Kao(2012) explores the interaction effects of message sidedness and argument quality of ads on how either promotion-focused or pre-vention-focused individuals engender their ad attitudes. Cesario, Corker and Jelinek(2012) conducted a research on what describes the multiple self-regulatory levels at which a message can be framed and predicts when framing at each level will be most effective. In the context of "green" advertising appeals promotion-framed messages are more per-suasive for individuals with an active in-dependent self-view, whereas prevention framed messages are more persuasive for individuals with an active interdependent self-view(Kareklas, Carlson, and Muehling, 2012). Moreover, Roy and Phau(2014) conducted a research on what of two experimental studies show that matching promotion (prevention) focus with imagery (analytical) information in an advertisement results in higher advertising effectiveness, together with increased intention to purchase. Brendl(2014) reported the reversal of the regulatory matching effect by hedonic out-come strongly suggests that hedonic motives (approach of pleasure vs. avoidance of pain) and regulatory focus motives are distinct constructs. In conclusion, messages became more per-suasive when their attributes fit consumer's chronic regulatory focus.

Such research results suggest that consumer's chronic regulatory focus makes a difference in consumer's cognitive process involving mes-sage processing and motivation; therefore, the development and utilization of messages taking personal traits into account play a central role in enhancing the advertising effects. As such, this study would like to divide mes-sage type into two – hedonic messages con-sisting of sentimental information like fun, pleasure, and happiness, and utilitarian mes-sages composed of cognitive information such as product features and attributes – and look into potential differences in advertising ef-fects due to the dynamics between message type and chronic regulatory focus, as opposed to traditional message research studies based on regulatory fit effects, which categorized messages simply into promotion/prevention messages or positive/negative messages.

The question here is, "Among ads focused on hedonic messages and utilitarian messages, which will be more effective among promo-tion-focused consumers and prevention- fo-cused ones, respectively?" Research studies by Pham and Avnet(2004) and Thompson and Hamilton(2006) offer a clue. According to them, promotion-focused people accustomed to im-agery information processing tend to make an emotional evaluation when assessing ob-jects, but prevention-focused people who are used to analytical information processing are inclined to make a rational evaluation. Due to such difference, promotion-focused people prefer hedonic and abstract aspects, whereas

prevention-focused ones favor functional, down-to-earth features(Choi Ja-young, Kim Young-ho, Choi Yun-sik, and Kim Yong-bum, 2011).

This is corroborated consistently in other research studies, too. For example, Chernev (2004) carried out a research to figure out the attributes evaluated highly by people according to their chronic regulatory focus when given information options containing both hedonic attributes and utilitarian attributes. He found that promotion-focused consumers place bigger weight on the former, whereas prevention-focused consumers value the latter in their evaluation. In a research by Roy and Ng(2012), promotion-focused consumers showed more favorable response to products when their hedonic benefits were stressed, whereas prevention-focused consumers were more inclined toward products emphasizing their utilitarian benefits. Hassenzahla, Schöbelb, and Trautmann(2008) have found that consumers with active promotion focus find hedonic products more attractive in their evaluation, but that prevention-focused ones evaluate utilitarian products more highly. Ko Han-jun, et al.(2012) confirmed that promotion-focused consumers prefer hedonic products, whereas prevention-focused ones favor utilitarian products. All the above mentioned research results suggest that hedonic features fit promotion-focused consumers, and utilitarian benefits, prevention-focused ones.

As shown in the previous research on the relationship between messages and chronic regulatory focus, consumers perceive the values of messages highly, have higher confidence in the contents, and end up evaluating objects more favorably when message attributes fit their chronic regulatory focus. In other words, when messages fit their chronic regulatory focus, consumers feel the "value of fit" that comes from homogeneity in the way of pursuing goals, develop emotional fit about ads, and build up favorable attitudes toward the ads(Cesario et al., 2004). In this context, consumer's attitudes toward hedonic message ads will be more favorable among promotion-focused consumers than among prevention-focused ones (Hypothesis 2a), whereas consumer's attitudes toward utilitarian message ads will be more positive among prevention-focused consumers than among promotion-focused ones (Hypothesis 2b). These hypotheses can be summed up as follows:

Hypothesis 2a: When it comes to consumer's attitudes toward hedonic message ads, promotion-focused consumers will register more favorable response than prevention-focused ones.

Hypothesis 2b: When it comes to consumer's attitudes toward utilitarian message ads, prevention-focused consumers will show more favorable response than promotion-focused ones.

Ⅲ. Experiment 1

3.1 Research Method

3.1.1 Experiment Design and Sample Selection

In 〈Experiment 1〉, a 2 (model attribute: attractive model vs. credible model) x 2 (chronic regulatory focus: promotion focus vs. prevention focus) between-factorial design has been applied to observe the impact of the dynamics between model attributes and chronic regulatory focus on consumer's attitudes toward ads.

Sample selection was done among college students in Seoul, Korea through the convenience sampling method. A total of 128 students were selected, and the size of each experiment group was 31-33 persons.

3.1.2 Experiment Stimulation Selection and Manipulation

Smartphones were selected as the experiment product due to the familiarity with the product by college students as the subjects of this experiment. In Korea, about 66% of the total population or 34 million people are using smartphones as of March 2013, with the product considered a daily necessity(National IT Industry Promotion Agency, 2013). "Galaxy,"

a real brand, was chosen as the experiment brand for the purpose of raising the external validity of the experiment. To minimize confounding caused by various associations with brands on the market, however, Galaxy S4, which was set to be launched at the time of the experiment, was used for the experiment.

To measure our suitability of the experimental product, we have selected 15 random general public citizens and observed their familiarities and properties with smartphones. The questionnaires for the product features were coded into the following items (1: it's a relatively utilitarian product, 4: it's a utilitarian and hedonic product, 7: it's a relatively hedonic product). As a result, a high level of product familiarity(M=5.73) and features (M=3.93) was verified. Thus, the Galaxy S4 combined utilitarian and hedonic features, resulting in a neutral and suitable product.

Actual celebrities were used as ad models for the experiment given its ecological validity. The criteria for the models were as follows: 1) models suitable for smartphones, subject; 2) models having distinct images with regard to attractiveness or credibility, and; 3) models who had not appeared as smartphone models before. To select model candidates fitting the aforesaid criteria, the author searched through a large amount of data largely on Internet portals along with five college students. Through multiple sessions, we chose Soo Ae, Lee Jong-suk, and Kim Woo-bin - actors who are ex-

tremely popular among college students – as attractive models and Byun Jae-woan (CTO of SK Telecom), Nicholas Negroponte (Prof. of MIT and founder of MIT Media Lab), and Lee Gi-tae (Director of the Yonsei Institute of Convergence Technology) as credible models.

To select a suitable model for our research, 19 randomly sampled undergraduate students participated in a pretest to statistically determine if each candidate for modeling was attractive or credible. The result showed that attractiveness was as follows : Lee Jong-seok (M(Attractiveness)=5.16, M(credibility)=3.30, t(18)=4.726, p〈0.01), Kim Woo-bin Kim (M(Attractiveness)=5.09, M(credibility)=3.37, t(18)=3.423, p〈0.01), and Soo Ae (M(Attractiveness)=4.25, M(credibility)=3.26, t(18)=2.107, p〈0.05), and credibility was as follows : professor Nicholas Negroponte (M(credibility)=5.33, M(Attractiveness)=3.44, t(18)=4.482, p〈0.01), SK CTO Jae Woan Byun (M(credibility)=4.68, M(Attractiveness) =2.51, t(18)=4.798, p〈0.01), Ki Tae Lee (M(credibility)=4.51, M(Attractiveness)=2.75, t(18)=3.772, p〈0.01). All numerical data was statistically significant. Based on the results, we determined that Jong Seok Lee and Nicolas Negroponte would be the models for attractiveness and credibility, respectively.

Participants' regulatory focus was measured by using 10 modified questionnaires consisting of a 7 likert scales, with 5 questionnaires being promotion-focused and 5 being prevention-

focused. The modified questionnaires are based off 11 questionnaires (RFQ) that Higgins, Friedman, Harlow, Idson, Ayduk, and Taylor (2001) used. After measured regulatory focus, participants are classified into either the promotion-focus or prevention-focus group using median split.

3.1.3 Experiment Procedures and Variable Measurement

The experiment was carried out as part of the class under the leadership of the experimenter. Prior to the experiment launch, an orientation on the experiment was offered along with some cautions that participants needed to take. Next, together with the phrase "New Product Galaxy S4 to be Launched at the Beginning of May," print ads for Galaxy S4 were shown to the participants. The ads had the same layout and size, with the models as the only difference. Specifically, placed on the left side of the ads were the same-size models of attractiveness and credibility accompanied with captions – a brief description of the models – at the bottom of the ads. On the right were the picture of Galaxy S4 and the ad message about its six attributes including world's first octa-core smartphone, full 5-inch HD colors, thinner and lighter design, smart pose & scroll feature, dual front & rear camera feature, and S-healthcare feature. To control extraneous variables that might affect the advertising

effects, the model size was made identical, and the same font was used for both ads.

Participants were asked to observe the print ads carefully before answering the questionnaire on their attitudes toward ads. Their attitudes were measured on the 7-point likert scale based on the four concepts used by Peterson, Wilson, and Brown(1992): persuasiveness, interest, persuasion, and good feelings. The questions intended for the examination of the experimental manipulation and the level of the subjects' understanding of the questionnaire and immersion in the experiment were measured on the 7-point likert scale, followed finally by the measurement of demographic questions. The entire experiment took around 15 minutes.

3.2 Analysis Results

3.2.1 Examination of the Experimental Manipulation

As a result of the examination of the experimental manipulation, familiarity with smartphones was found to be high (M=5.93), confirming that there was no problem involved in product familiarity. The fit between models and smartphones was also high, with actor Lee Jong-suk (M=4.95) and Professor Nicholas Negroponte (M=4.83) showing no significant difference in the area of fit.

The questionnaires for the model's features were coded into the following items (1: he is relatively credible, 4: he is credible and attractive, and 7: it's a relatively attractive). Lee Jong-seok was seen as attractive (M=5.80), while Nicholas Negroponte was viewed as credible (m=1.90). Differences between two models' features were significant (t(126)= 14.555, p<0.01).

The chronic regulatory focus of the subjects was divided into promotion focus and prevention focus after calculating the difference between the average value of the five questions used to measure their promotion focus (Cronbach's α=0.717) and the average value of the five questions designed to measure their prevention focus (Cronbach's α=0.859), followed by the calculation of the median of the values. As a result, subjects whose values were greater than 0.60 as the median were categorized as those with promotion focus; another 64 students with values smaller than the median were classified as subjects with tendency toward prevention focus.

3.2.2 Hypothesis Verification

Hypothesis 1 of this study was established for the purpose of figuring out the impact of the dynamics between model attributes and chronic regulatory focus on advertising attitudes. First, the credibility coefficient (Cronbach's α) between advertising attitudes as measured through four questions was high (0.860);

therefore, their average was used as a single index for hypothesis verification. The mean of dependent variables, attitudes toward the ads, is below ⟨Table1⟩

As shown below ⟨Table 2⟩, the result of ANOVA showed that neither the main effects of model attribute ($F(1,124)=0.454$, p=n.s.) nor chronic regulatory focus ($F(1,124)=0.559$, p=n.s.) was significant. As predicted, the interaction effect between model attributes and chronic regulatory focus was statistically significant ($F(1,124)=15.594$, $p<0.01$).

As a result of the simple main effect analysis, as shown in ⟨Figure 1⟩ below, attitudes toward attractive models were more favorable ($t(62)=3.541$, $p<0.01$) among promotion- focused consumers ($M=4.16$) than among prevention-focused ones ($M=3.52$), whereas attitudes toward credible models were more favorable ($t(62)=2.749$, $p<0.01$) among prevention-focused consumers ($M=4.44$) than among promotion-focused ones ($M=3.51$). Therefore, hypotheses 1a and 1b of this research regarding the interaction effect between model attributes and chronic regulatory focus are both supported.

⟨Table 1⟩ The mean of attitudes toward the ads ⟨Experiment 1⟩

Dependent Variable: Consumer′s attitudes toward the ads

		Chronic Regulatory Focus		
		Promotion Focus	Prevention Focus	
Model Attribute	Attractive Model	4.16	3.52	3.84
	Credible Model	3.51	4.44	3.97
		3.83	3.98	

⟨Table 2⟩ ANOVA Results ⟨Experiment 1⟩

Dependent Variable: Consumer′s attitudes toward the ads

Source		d.f.	MS	F-value	P-value
Main Effect	Model Attribute①	1	0.568	0.454	0.502
	Chronic Regulatory Focus ②	1	0.700	0.559	0.456
Interaction Effect	① X ②	1	19.533	15.594	0.000
Residual		124	1.253		

Dependent Variable: Consumer′s attitudes toward the ads
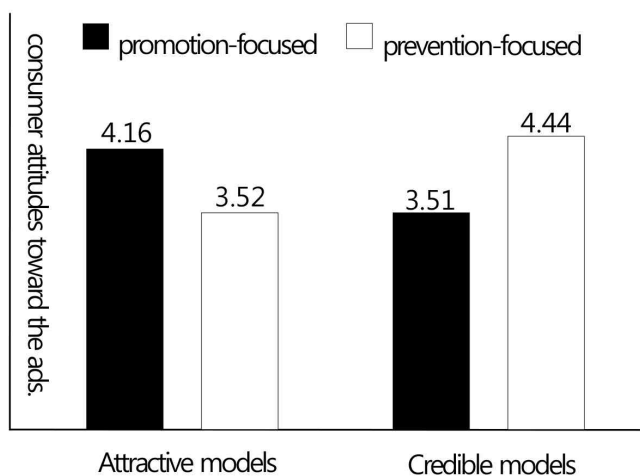
⟨Figure 1⟩ Patterns of interaction effect between model attributes and chronic regulatory focus

Ⅳ. Experiment 2

4.1 Research Method

4.1.1 Experiment Design and Sample Selection

⟨Experiment 2⟩ has applied a 2 (message type: hedonic messages vs. utilitarian messages) x 2 (chronic regulatory focus: promotion focus vs. prevention focus) between-factorial design to look into the impact of the dynamics between message type and chronic regulatory focus on consumer's attitudes toward the ads.

Sample selection was done among college students in Seoul through the convenience sample method. A total of 127 students were selected for the final analysis, with each experiment group consisting of 31-32 persons.

4.1.2 Experiment Stimuli Selection and Manipulation

As in ⟨Experiment 1⟩, smartphones and Galaxy S4 were used as the experiment product and brand, respectively. For the message type, the manipulation method applied to the information with hedonic and utilitarian attributes referred to in the research by Chernev (2004) were adjusted to smartphones, the experiment product in this experiment.

With regard to the manipulation method of message type, the hedonic messages highlighted experiential and hedonic benefits through the phrase "Pleasant Sharing You've never Experienced: the Feature Enabling S4

Users to Connect to One Another to Listen to Music Together, Share Photos and Documents, or Enjoy Video Games Together"; utilitarian messages were manipulated through the emphasis of functional and procedural benefits through the phrase "Convenient Features You've never Experienced Before: Features Enabling Users to Make Calls or Transmit Data through Motions, Sights, or Voice Recognition Features without Touching the Screen."

As experiment 1, participants' regulatory focus was measured by using 10 modified questionnaires consisting of a 7 likert scales, with 5 questionnaires being promotion-focused and 5 being prevention-focused. The modified questionnaires are based off of 11 questionnaires (RFQ) by Higgins et al (2001). After measured regulatory focus, participants are classified into either the promotion-focus or prevention-focus group using median split.

4.1.3 Experiment Procedures and Variable Measurement

The experiment procedures were the same as those in ⟨Experiment 1⟩. Thus, the experiment began with an orientation session. It was then followed by the presentation of Galaxy S4 color print ads with different message type depending on the experiment conditions together with the banner saying "New Product Galaxy S4 to be Launched Soon."

Except for ad messages, the print ads were put forward in the same layout and size. Specifically, at the top of the ads were hedonic/utilitarian messages. In the middle, images of Galaxy S4 and its six main attributes – world's first octa-core smartphone, full 5-inch HD colors, thinner and lighter design, smart pose & scroll feature, dual front-and-rear camera feature, and S healthcare feature – were put on the left and right. To control extraneous variables that might influence ad effects, the same text size and font were applied to both ads.

The subjects were asked to take a good look at the ads before answering the questionnaire. As in ⟨Experiment 1⟩, the attitudes toward the ads were measured on a 7-point likert scale based on the four features (persuasiveness, fun, persuasion, and likeability) advocated by Peterson, Wilson, and Brown(1992). The questions posed in the experiment and the subjects' level of understanding of and immersion in the questionnaire were then measured on the 7-point likert scale. Finally, the demographic information was evaluated. The main experiment took around 15 minutes.

4.2 Analysis Results

4.2.1 Examination of the Experimental Manipulation

The examination of the experimental manipulation has indicated that familiarity with the product (smartphones) was fine at M=

5.68. The questionnaires for the message types were coded into the following items (1: it's a relatively utilitarian message, 4: it's a utilitarian and hedonic message, 7: it's a relatively hedonic message). For the operationalization of message types, enjoyable messages evaluated hedonic dimensions (M=5.10), while useful messages evaluated utilitarian features. Differences between two message types are statistically significant (t(125)=4.799, p<0.01).

As in 〈Experiment 1〉, to measure subjects' chronic regulatory focus, the difference between the average of the five promotion-focused questions (Cronbach's α=0.771) and that of the five prevention-focused questions (Cronbach's α=0.869) was calculated, followed by the calculation of the median of the values. The subjects were divided into promotion-focused group and prevention-focused group accordingly. As a result, 64 subjects with value greater than 0.40 as the median were classified as promotion-focused people, whereas 63 subjects with value smaller than the median were categorized as prevention-focused people.

4.2.2 Hypothesis Verification

Hypothesis 2 of this research was established for the purpose of looking into the impact of the dynamics between message type and chronic regulatory focus on consumer's attitudes toward ads. Since the credibility index (Cronbach's α) between advertising attitude measurement questions based on four features was found to be high (0.827), their average was treated as the single index for the verification of the hypotheses in this experiment. The mean of dependent variables, attitudes toward the ads, is shown below 〈Table3〉.

As below table 4, the result of ANOVA showed that the main effects of the message types was significant (F(1,123)=7.607, p<0.01) although regulatory focus on consumer's ad attitude was not significant (F(1,123)=0.289, p=n.s.). Consumers favored message types that contained utilitarian content (M=5.32) over those that contained hedonic content (M=3.04). We interpreted that this result was due to smart phone consumers' be-

〈Table 3〉 The mean of attitudes toward the ads (Experiment 2)

Dependent Variable: Consumer's attitudes toward the ads

		Chronic Regulatory Focus		
		Promotion Focus	Prevention Focus	
Message Type	Hedonic Message	3.41	2.66	3.04
	Utilitarian Message	3.23	3.80	3.52
		3.32	3.23	

havioral characteristics in relation to phone use. According to ′survey on the smart device user′s behavioral features, National IT Promotion Agency (2013)′, local smart phone user had a tendency to use 'phone call (36.8%)' more than 'data using (26.1%)' and they used for 'acquiring information (63.0%)' more than 'game or entertainment (38.7%)' when estimating their mobile data usage.

We understand consumer was more favorable when the ad message context was utilitarian than hedonic, because local smart phone users tended to use for something useful than enjoyable. We also discovered mean of consumer′s ad attitude was lower in the experiment 2 than experiment 1 because of the model effects which is in 〈Experiment 1〉 and out 〈Experiment 2〉.

Meanwhile, we examined the simple main effects to verify more specific, because the interaction effect between model′s features and regulatory focus was significant $(F(1,123)=14.412, p < 0.01)$.

As a result of the simple main effect analy-

〈Table 4〉 ANOVA Results 〈Experiment 2〉

Dependent Variable: Consumer′s attitudes toward the ads

Source		d.f.	MS	F-value	P-value
Main Effect	Message Type ①	1	7.332	7.607	0.007
	Chronic Regulatory Focus ②	1	0.275	0.289	0.592
Interaction Effect	① × ②	1	13.703	14.412	0.000
Residual		123	0.951		
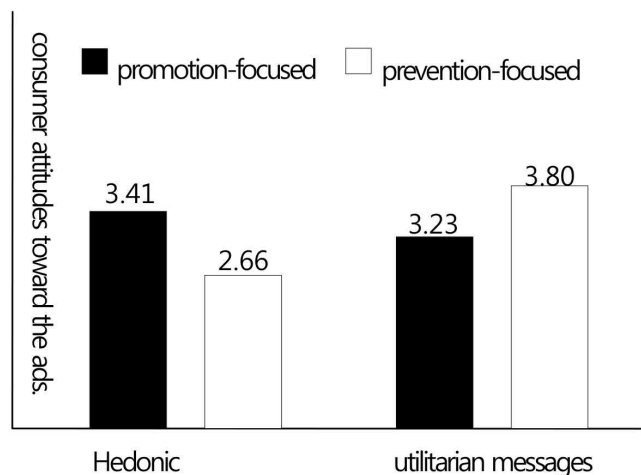
〈Figure 2〉 Patterns of the interaction effect between message type and chronic regulatory focus

sis, as shown in ⟨Figure 2⟩ below, attitudes toward hedonic messages were more favorable (t(62)=2.528, $p < 0.05$) among promotion-focused consumers (M=3.41) than among prevention-focused ones (M=2.66), whereas attitudes toward utilitarian messages were more favorable (t(61)=3.150, $p < 0.01$) among prevention-focused consumers (M=3.80) than among promotion-focused ones (M=3.23). Therefore, hypotheses 2a and 2b regarding the interaction effect between message type and chronic regulatory focus are supported.

Ⅴ. Conclusions and Discussions

5.1 Research Summary and Implications

Focusing on models and messages out of the three dimensions of advertising (models, messages, and media), this research has observed the potential impact of the dynamics between message type and individuals' characteristic variable – as represented by the chronic regulatory focus – on consumer's attitudes toward ads. Specifically, ⟨Experiment 1⟩ has applied a 2 (model attributes: attractive models vs. credible models) x 2 (chronic regulatory focus: promotion focus vs. prevention focus) between-factorial design to look into the impact of the dynamics between model attributes and chronic regulatory focus

on consumer's attitudes toward ads; ⟨Experiment 2⟩ has applied a 2 (message type: hedonic messages vs. utilitarian messages) x 2 (chronic regulatory focus: promotion focus vs. prevention focus)between-factorial design to examine the impact of the dynamics between message type and chronic regulatory focus on consumer's attitudes toward ads.

The results of the double experiments can be summed up as follows: First, in terms of the dynamics between model attributes and chronic regulatory focus, attitudes toward ads with highly attractive models were more favorable among promotion-focused consumers than among prevention-focused ones, whereas attitudes toward ads with highly credible models were more favorable among prevention-focused consumers than among promotion-focused ones; Second, with regard to the dynamics between message type and chronic regulatory focus, attitudes toward hedonic messages were more favorable among promotion-focused consumers than among prevention-focused ones, whereas attitudes toward utilitarian messages were more favorable among prevention-focused consumers than among promotion-focused ones.

Based on the results, the theoretical significance and practical implications of this research are as follows:

As emphasized several times above, it is crucial to understand the dynamics among numerous variables surrounding models, mes-

sages, media, and consumers to double the advertising effects. For that reason, for the past few decades, research studies have been carried out on individual characteristic variables from various perspectives with focus on the three dimensional advertising elements: models, messages, and media. Of late, chronic regulatory focus has received plenty of attention as an individual characteristic variable. However, most of the previous research studies applying chronic regulatory focus to the field of advertising concentrated on messages. No research has been conducted on models, a key element in advertising, along with messages. Furthermore, previous research studies dealing with the dynamics between messages and chronic regulatory focus oversimplified ad messages into promotion/prevention messages or positive/negative messages, failing to reflect the reality that various type of forms are used to convey information on products in a compelling way. This research has expanded the research on advertising based on regulatory focus theory by including both models and messages in it. It has opened a new chapter in the relevant research, which says a lot in the theoretical aspect of advertising research. Diverse research studies in the field are seen to follow suit.

The findings of this research are also expected to offer considerable practical values to those currently engaged in the advertising business since it offers them a guideline for their ad production with respect to model selection and message appeals. According to the results of this experiment, consumer's chronic regulatory focus makes a difference in the cognitive process related to consumer's ad absorption and motivation; therefore, it is important to consider such intrinsic disposition in the production of ads in order to raise advertising effects. For example, selecting optimized models who could maximize advertising effects requires considering consumer's intrinsic dispositions in addition to the models' popularity and likeability. When other conditions including models' popularity and likeability are the same, it is more effective to hire attractive models for consumer with disposition of promotion focus. On the other hand, it is better to employ highly credible models for consumer with disposition of prevention focus. Moreover, consumer's intrinsic disposition needs to be considered in terms of message appeal besides model selection. For instance, when majority of the consumer is promotion-focused, hedonic messages are more appealing to them, whereas adopting utilitarian messages makes sense when majority of them are prevention-focused.

5.2 Research Limitations and Follow-up Research Directions

The limitations of this research and directions of future research are as follows:

First, this research was based on the calculation of advertising effects as observed through a single exposure to ads; therefore, one can claim that there was not enough time for the effective operational treatment of the regulatory fit recognition between model attributes, message type, and consumer's chronic regulatory focus. In addition, with regard to regulatory fit effects, process measurement should have been made regarding cognitive response including psychological changes. Consequently, the regulatory fit effects between model attributes, message type, and chronic regulatory focus need to be identified more systematically in future research studies through a thought process analysis based on repetitive exposure to ad stimuli as well as open-ended questions.

Second, this research has used a median based on answers to the questionnaire used by Higgins et al.(2001) to divide consumer's chronic regulatory focus into promotion focus and prevention focus. However, the median serving the role of a threshold in the classification was 0.60 in ⟨Experiment 1⟩ and 0.40 in ⟨Experiment 2⟩. Thus, it is fair to say that some subjects classified as prevention-focused people are promotion-focused to some extent in addition to being prevention-focused. As such, future research should use relative intensity to divide experiments subjects into two more distinct groups of chronic regulatory focus.

Third, an actual brand instead of an imaginary one was used for this experiment as the experiment brand for the purpose of minimizing controversy over predisposition that could occur from prior experience with products and heightening the external justification of the experiment. Still, it involves a risk, i.e., it is hard to eliminate the confounding effects due to the subjects' diverse past association with brands.

Fourth, we didn't analyze the process measure of cognitive reactions such as psychological changes we hypothesized, though this study quantitatively measured the impact of the fit between key execution elements of ads, model or message and regulatory focus on consumer's attitudes toward ads. Thus, it is necessary that cognitive process be measured by analyzing the thought process systematically.

Fifth, this research targeted college students and dealt with a smartphone brand; hence the possibility that the experiment results might have been affected by the unique characteristics of the product and the group of people. Experiments should ideally be conducted on multiple products among a more diverse group of consumers.

Lastly, in the ad elements dimension, specifically models and messages, we analyzed two-way interaction effects for regulatory focus, prevention-focused, and promotion-focused. A limitation here is that we only examined two-way interaction effects between model features and regulatory focus. Therefore, we

recommend analysis of 3-way interaction effects among models, messages, and regulatory focus to find out the combined effects of various ad elements and regulatory focus. For further studies, the suitability among regulatory focus and other kinds of ad elements, such as background music and color, would be interesting areas to explore. Greater depth and breadth of how consumers are influenced by ad elements based on regulatory focus theory would be achieved.

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광고실행요소와 조절초점성향간의 적합성이
소비자의 광고태도에 미치는 영향:
광고실행요소 중 모델과 메시지를 중심으로*

정지범**·허종호***

요 약

광고의 효과를 배가시키기 위해서는 모델, 메시지, 매체, 수용자 등을 둘러싼 관련 변인간의 역동적인 관계에 대한 이해가 중요하다. 이에 이 연구에서는 광고실행요소 중 모델과 메시지에 초점을 두고 모델 속성, 메시지 유형과 조절초점성향간의 적합성이 소비자의 광고태도에 미치는 영향에 대해 살펴보았다.

실험은 모두 2차례에 걸쳐 이루어졌다. 〈실험 1〉에서는 2(모델 속성: 매력성 모델 vs. 신뢰성 모델) X 2 (조절초점성향: 향상초점성향 vs. 예방초점성향) 집단간 실험설계를 적용하여 모델 속성과 조절초점성향간의 상호작용효과에 대해 규명하였으며, 〈실험 2〉에서는 2(메시지 유형: 쾌락적 메시지 vs. 실용적 메시지) X 2(조절초점성향: 향상초점성향 vs. 예방초점성향) 집단간 실험설계를 적용하여 메시지 유형과 조절초점성향간의 상호작용효과에 대해 규명하였다.

본 연구결과는 다음과 같다.

첫째, 광고태도에 있어서 모델 속성과 조절초점성향간의 상호작용효과가 유의하였다.단순 주효과 분석결과, 매력성 모델 광고에 대한 태도는 예방초점성향의 소비자에 비해 향상초점성향의 소비자에서 더 호의적이었으며, 신뢰성 모델 광고에 대한 태도는 향상초점성향의 소비자에 비해 예방초점성향의 소비자에서 더 호의적이었다. 따라서 모델 속성과 조절초점성향간의 상호작용효과를 살펴본 본 연구의 가설 1a와 1b는 모두 지지되었다.

둘째, 광고태도에 있어서 메시지 유형과 조절초점성향간의 상호작용효과 역시 유의하였다. 단순 주효과 분석결과 쾌락적 메시지 광고에 대한 태도는 예방초점성향의 소비자에 비해 향상초점성향의 소비자에서 더 호의적이었으며, 실용적 메시지 광고에 대한 태도는 향상초점성향의 소비자에 비해 예방초점성향의 소비자에서 더 호의적이었다. 따라서 메시지 유형과 조절초점성향간의 상호작용효과를 살펴본 본 연구의 가설 2a와 2b도 모두 지지되었다.

본 연구는 지금까지의 연구에서는 다루어지지 않았던 모델과 메시지로 조절초점이론기반의 광고연구 영역을 확장, 새로운 연구영역의 물꼬를 열었다는 점에서 큰 이론적 의의가 있으며 이를 계기로 이와 관련된 다양한 파생연구가 활발히 이루어질 것으로 생각된다. 또한 본 연구에서의 발견은 광고제작 시 모델의 선정 및 메시지 소구에 필요한 지침을 현업 광고 실무자들에게 제시해 줄 수 있을 것으로 기대된다.

주제어: 모델 속성, 메시지 유형, 조절초점성향, 광고태도

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