

Effects of Advertising depending upon Type of Advertising and Form of Advertising Model*

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Abstract

Purpose – This study investigated whether there are differences in advertising effects depending on the type of advertising, divided into public service announcements (PSA) and commercial advertisements, and the form of advertising model.

Research Design, Data, and Methodology – By investigating the difference in advertising effects due to the type of advertising and form of advertising model, the study was expected to reveal the optimal advertisements for achieving the desired advertising effects. The subjects were JangAn University students in their first and second year, with 102 copies of the survey questionnaire received for analysis.

Results – The findings were different for the celebrities, professionals, and CEOs, except for the PSA; further, they were different among celebrities, professionals and the other types of model, except CEO, in commercial advertising. Simple regression results showed that both the professionals and CEO models had a positive impact on the effect of advertising in the case of the PSA.

Conclusion – These results suggested that appropriate selection of the form of advertising model is a very important factor. Conversely, it has been suggested that the celebrity model is the most effective, reflecting the trend for commercial advertisements.

Key words : Types of Advertising, PSA, Commercial Advertising, Types of Advertising Model, Advertising Effectiveness.

1. Introduction

These days, many enterprises, governments and organizations have made great effort to advertise. The advertisement has a variety of purposes, for instance, seeking for creation of continuous demand, effect upon attitudes to meet advertising purposes, and advertising effect by affirmative changes(Hwang & Shin, 2012; Park, 2010). The advertising is aimed at sales of products and/or use of services by advertisers and to give information with compensation through non-human media(Lee, 2002).

The advertising can be classified into various ways from points of view; First, the American Marketing Association defined that the advertising was non-human presentation and promotion with compensation of ideas, products and services by advertiser. Second, the advertising was defined as information and/or persuasion controlled by mass communication media from point of view of communication (Wright, 1977). However, the advertising is defined to function from point of view of marketing and communication and to give a receiving group information through various kinds of media by enterprises, non-profit making organizations and individuals that is impersonal communication (Dunn & Barban, 1986).

At last, the advertising means wide spreading of a fact to include not only profit-making advertising but also non-profit making advertising in accordance with expanded scope of application of marketing and development of communication theory.

An advertising model can play very much important role at maximum effect of the advertising. This is because model of common advertising is important information source of the advertising. Such an advertising model includes the ones who are well known socially and culturally, professional group having special and good knowledge, common consumers who get access with naturalism and similarity with consumers, and top management having reliability and professionalism. The audience who evaluates advertising always wants new figure so that advertisers do not adhere to limited figure and select advertising model in accordance with flow of the times and/or popularity (Kim & Hong, 2011).

This study divided form of the advertising into public service

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advertising (PSA) and commercial advertising to investigate difference of advertising effects depending upon form of the advertising as well as advertising model type. This study investigated difference of the types of advertising model, for instance, celebrity, professionals, common consumers and top management, on the condition that public service advertising and commercial advertising might have different goals, and it expected of optimum advertising effects. Not only non-parametric test but also matched pair sample t-test was used to investigate difference of form of advertising model, and to investigate effects of advertising model being suitable to public service advertising as well as commercial advertising upon consumers' attitude and to find out source of optimum advertising effects.

2. Literature Review

2.1. Forms of the Advertising

2.1.1. Public Service Advertising (PSA)

The public service advertising is said to be communication that either profit organization or non-profit organization gives citizens public service related issues and/or messages to cognize them and persuade and help take actions (Darian, 1993). One of the most important purposes of public service advertising is to let public people recognize social interest and/or public interest and to persuade them and help put into practice actively and to solve problems. The purpose of public service advertising is not a for-profit that is different from commercial advertising, so the message itself is more important than advertising model and/or visual (Cho et al., 2007; Kim & Lee, 2009). Previous study reported that consumers may have different preference and values on common products and services, and most of consumers are likely to agree with argument of social and public service message (Lee & Yoon, 2012).

2.1.2. Commercial Advertising

The commercial advertising is difficult to define because variety of contents and forms. The commercial advertising is commonly called 'advertising' except for non-commercial advertising such as politic advertising. The advertising can be defined: The American Marketing Association said that advertising could promote products, services and ideas with compensation without involvement of advertisers. Pride & Ferrel (1989) defined the advertising was non-human communication of organization and/or products with compensation for target audience by using public media, and Korea Advertising Society (1994) defined it was non face-to-face communication that the advertiser persuaded audience and had influence by using public media.

The commercial advertising is tools and/or means that enterprises inform consumers of products and/or commodities to sell and to seek for profits (Lee, 1999). Effect of commercial advertising means that consumers have favorable impression on com-

modities and/or services after watching advertising to buy them (Na, 2001).

2.2. Types of Advertising Model

The advertising model means person, animal and other media that make appearance at the advertising to attain goal, or to give values and/or images. Song(2008) argued that the advertising model gave information and/or message of the product on behalf of advertisers and to make change of attitudes of many and unspecified consumers and/or users and to help take buying action. The advertising model makes appearance in the advertising to help users and/or consumers understand advertising message and to memorize appeal of the message: So, the model can have function of authority, reliability, celebrity, identification and transfer (Lee, 2006). The advertising model can be effective when attributes of the product coincide with model images (Baker & Churchill, 1977).

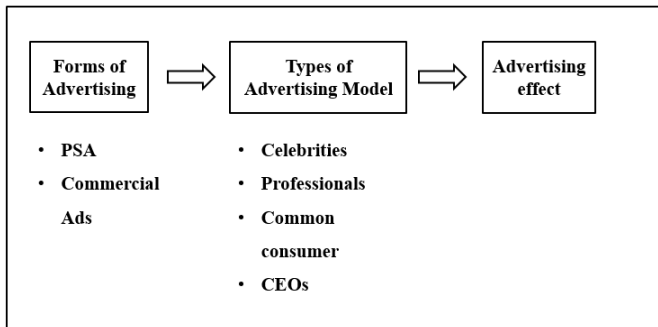
Lee et al. (2006) reported that the advertising model could be classified into celebrity model and non-celebrity model depending upon public cognition and professional model and non-professional model depending upon having professional knowledge on advertising products. In this study, advertising model was classified into four types: celebrity models of group of actual and/or virtual characters who had public cognition in the society (McCraken, 1989), professional model that has professional and good knowledge on advertising product (Ohanian, 1990), common citizens model who are thought to have other professional knowledge than experience of ordinary use, and top management group that has obtained professionalism and reliability in the advertising (Lee et al., 2006).

2.3. Advertising Effect

The advertising effect can be tested by either sales effect or communication effect. The sales effect can be tested by comparing advertising expenses with sales amount, and it is difficult to test exactly because of many factors such as business strategy, sales promotion ways, marketing environment and others (Lee & Lee, 2011). They argued that the advertising was said to test effects upon users' cautions, cognition, interests, attitude and behavioral changes same as testing of communication effects. Mackenzie et al. (1986) reported that the advertising attitude that an exposure of advertising reacted to specific advertising in either favorable way or unfavorable way has direct and/or indirect influence upon attitude toward product and to connect buying intention. And the advertisement that consists of visual factor and linguistic factor has influence upon consumers' emotional reaction and cognitive reaction to make change of not only advertising attitude but also brand attitude and to let consumers take action based on the attitudes (Ahn et al., 2004).

3. Models and Hypotheses

This study is based on the assumption that types of advertising models having advertising effects may vary depending upon advertising forms. The goal and claim of public service advertising differ from those of commercial advertising to have different forms of advertising models. Therefore, advertising model type that is suitable to advertising form can produce optimum advertising effect (see Fig-1).



<Figure 1> Research Model

The purpose of public service advertising is to give public service, while that of commercial advertising is to sell commodities and/or products. So, the former is based on public interests, while the latter is done based on advertiser's interests. The advertising that celebrity made appearance was more reliable and favorable than the one that either professional or common consumer made appearance was (Friedman & Friedman, 1979), and beer advertising with celebrity model produced more positive evaluation (Atkin & Block, 1983). According to Frieden (1984), both groups had different influence depending upon type and gender of advertising model, so that celebrity model had higher score of reliability, persuasive power and positive feeling than other models had. The advertising model type can vary depending upon form of advertising. Therefore, this study adopted hypothesis is follow;

Hypothesis 1. Type of advertising model will be a difference depending on the forms of advertising

The effect of advertising model can be explained based on theory of classical conditioning. The advertising relies upon not theoretical messages but emotional experience and feeling to have attitude toward an object. In other words, stimulus that produces users' affirmative feeling can be combined with advertising object to form favorable attitude toward an object (Kim, 2000).

According to the social influence theory, the consumers are inclined to follow advertising model's argument and/or opinion that can be compensated (Erdogan et al., 2001; Kelman, 1961). When celebrity advertising model makes appearance, consumers can be satisfied with thinking of being similar with the celebrity

to be easy to accept act recommended (Basil & Brown, 1997): Such a fact supports social influence theory. So, selection of advertising model type that is suitable to form of advertising may have affirmative influence upon advertising effect. A hypothesis was used:

Hypothesis 2. The advertising model type that is suitable to form of advertising can have positive influence upon advertising effect.

4. Empirical Analysis

4.1. Designs and Data Collection

The subject was college students in their 1st and 2nd year of Jangan University. A questionnaire survey was done. 102 copies of the questionnaire were after excluding 13 copies having poor answer. The demographic characteristics of the sample were shown in <Table 1>.

<Table 1> Demographic Characteristics

Constructs	Division	Frequency	Ratio(%)
Gender	Male	50	49.0
	Female	52	51.0
Age	under 21	72	70.6
	above 21	30	29.4

4.2. The Questionnaire

The questionnaire consisted of questions of priority of the influence of models of celebrity, professionals, ordinary citizens and top management of not only public service advertising but also commercial advertising, and questions of suitability of advertising model of both advertising. 42 questions were used. Specifically, Friedman & Friedman (1979) each 20 item of both public service advertising and commercial advertising, and Stafford et al.'s (1996) 4 item was used to assess advertising effect. All items were measured likert 5-point scale.

4.3. Reliability and Validity Test

In this study, Cronbach's Alpha coefficient was used to test internal consistency of test items. Nunnally (1978) reported that Cronbach's Alpha coefficient should exceed 0.7. In this study, reliability between variables exceeded 0.770 to be reliable (see Table 2). Results of confirmatory factor analysis were shown in Table 2. Variance extracted (AVE) of professional model of sub items was less than 0.5 to exceed 0.4 and to have more than 0.7 of construct reliability that was thought to have validity.

<Table 2> Reliability and Validity

Variables		Final items	Cronbach's α	Construct reliability	Variance extracted
PS A	Celebrities	5	.839	.858	.554
	Professionals	5	.786	.773	.475
	Consumer	5	.853	.855	.545
	CEOs	5	.848	.860	.556
CA	Celebrities	5	.809	.895	.646
	Professionals	5	.770	.772	.437
	Consumer	5	.846	.862	.556
	CEOs	5	.852	.867	.569
Advertising effect		3	.803	.799	.574

4.4. Correlation Analysis

Correlation analysis was done to inspect relations and directions of advertising model types of both public service advertising and commercial advertising shown in <Table 3> and <Table 4>.

<Table 3> PSA and type of advertising model

	1	2	3	4	5
1.Celebrities	(.554)				
2.Professionals	.374**	(.475)			
3.Consumer	.315**	.332**	(.545)		
4.CEOs	.320**	.514**	.116	(.556)	
5.Advertising effect	.188	.267**	.120	.241*	(.574)
Mean	3.39	3.34	3.33	2.89	2.55
Standard Deviation	.749	.681	.808	.768	.888

Note) * $p < .05$, ** $p < .01$

<Table 4> Commercial Ads and type of advertising model

	1	2	3	4	5
1.Celebrities	(.646)				
2.Professionals	.315**	(.437)			
3.Consumer	.154	.333**	(.556)		
4.CEOs	-.037	.181	.388**	(.569)	
5.Advertising effect	.322**	.308**	.240*	.163	(.574)
Mean	3.62	3.35	3.10	2.99	2.55
Standard Deviation	.672	.639	.766	.752	.888

Note) * $p < .05$, ** $p < .01$

4.5. Hypothesis Test

The study investigated hypotheses. At first, non-parametric test was done to inspect difference of model types of both public service advertising and commercial advertising, and t-test of paired sample was done to inspect difference between public service advertising and commercial advertising.

At non-parametric test, Chi-square of public service advertising was 15.412 for celebrity, 21.373 for professionals and

51.882 for top management to be significant ($p < .01$), and that of ordinary citizens was 0.431 ($p = .934$). On the other hand, chi-square of commercial advertising was 86.471 for celebrity, 31.4123 for professionals and 38.157 for ordinary citizens to be significant ($p < .01$), and that of top management was 3.255 ($p = .354$). Chi-square of celebrity and professionals model type of public service advertising had significant difference, while that of celebrity, professionals and ordinary citizen model type of commercial advertising had significant difference.

At t-test of paired sample, professionals ($t = 2.174$, $p < .05$) and ordinary citizens ($t = 4.929$, $p < .01$) and top management ($t = 4.129$, $p < .01$) had significant difference, and celebrity ($t = -1.858$, $p = .066$) had no significant difference. Therefore, professional model and ordinary citizen model were suitable to public service advertising, while top management was suitable to commercial advertising. And, the celebrity had no significant difference at both public service advertising and commercial advertising. So, hypothesis 1 was partially adopted.

Regression analysis with control of gender and age was done to inspect effect of model type upon advertising attitude. Professionals ($\beta = .275$, $p < .01$) and top management ($\beta = .247$, $p < .05$) had significantly positive influence upon public service advertising, while celebrity ($\beta = .186$, $p = .065$) and ordinary citizen ($\beta = .120$, $p = .233$) had no significant difference.

However, both model groups had no significant influence upon public service advertising. At investigation into commercial advertising, celebrity ($\beta = .323$, $p < .01$), professionals ($\beta = .310$, $p < .01$) and ordinary citizens ($\beta = .239$, $p < .05$) had significant influence, while top management ($\beta = .162$, $p = .108$) had no significant influence. At regression analysis, celebrity model only ($\beta = .243$, $p < .05$) had significant influence. So, hypothesis 2 was partially adopted.

5. Conclusions and Research Limitations

This study examined difference of advertising effect depending upon not only form of advertising but also type of advertising model. The study investigated difference of types of advertising model, for instance, celebrity, professionals, ordinary consumers and top management, subject to the assumption that goal of public service advertising could differ from that of commercial advertising, and it expected of optimum advertising effect.

The findings and implications were as follows:

At first, public service advertising varied depending upon celebrity, professionals and top management model type, and commercial advertising did depending upon celebrity, professionals and ordinary citizen model type. At t-test of paired samples, either professional model or ordinary citizen model was suitable to public service advertising, and top management was done to commercial advertising, and celebrity had no difference between public service advertising and commercial advertising.

Therefore, selection of suitable model was very much important at production of advertising media.

Professionals and top management model had positive influence upon advertising attitude of public service advertising, while celebrity, professionals and ordinary citizen model did upon that of commercial advertising. In particular, celebrity model had the greatest influence upon commercial advertising. Therefore, public service advertising should not produce advertising contents by paying expensive celebrity models, and instead it had better select either referent power such as professionals and/or top management or reliable models. But, commercial advertising had better select celebrity model who could show trends.

The findings had several imitations:

First, the subject was college students only. So, the subject should be expanded to reflect responses from various kinds of classes.

Second, advertising could be influenced by not only models but also external factors such as advertising contents and brand. So, further studies shall develop various kinds of models that can control the variables.

Lastly, consumers' self-support questionnaires were used to have limitation of cross-sectional study. Further studies shall include research methods that can overcome limit of self-report questionnaire, and shall research from long-term point of view by using time series material of longitudinal studies.

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