

광고 프레임 유형과 브랜드 애착의 관계 연구

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The Relationship between Type of Ad Framing and Brand Attachment

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● 요약 ●

The objective of this study is to understand the relationship between type of advertising and brand attachment. We divide advertising type into loss and gain frame and examine the effect on brand attachment, The effect of scarcity advertising on brand attachment and the effects of interaction effects on brand attachment were examined. The results showed that the effect of the loss and gain frame on brand attachment was not statistically significant. It also showed that scarcity was not emphasized or emphasized or had no effect on brand attachment. That is, the more emphasis on gain in advertising frame and the less pressure on scarcity, the more effective ad type for brand attachment.

키워드: Brand Attachment, Gain-Loss Frame, Scarcity Pressure, Advertising

I. Introduction

"In China, the crowd who was waiting for the release of i-Phone 4S got angry and threw out many eggs and there occurred some disturbances like fist-fighting between some of them since the opening of an Apple store in Beijing was delayed." [1]. Whenever a new upgrade version is released, i-Phone owners share information when the new i-Phone is due for release and let each other know what specifications the new i phone has. As purchasing of i-Phone, it is hard to explain that the aggressive purchasing behaviors of consumers are an early adapter's behavior.

"An innovator or an early adapter is a person who quickly buys a new product, has an innovative mind and the outstanding opinion leadership, spends much time for searching information and feels curious of new things a lot." In addition, such a person has a high desire to show his/her own leading edge status to other people. However, "the innovative property of an innovator or an early adapter is the personality implicit in his/her self." [2].

The purpose of this study is to investigate the impact on brand attachment when constructing frames with ad types of lose/gain and scarcity pressure.

II. Preliminaries

Attachment means the quality of active and interactive relationships based on affection, as a stable and sustained emotional bond between individuals [3, 4].

From this point of view of multi-adoption model, it is the brand attachment that enables consumers to form active, loving, and interactive relationships with the brand and share their emotions with the brand [5, 6]. As relationships between consumers and brands have become more important in terms of relationship marketing [7], studies have been conducted, such as brand attachment and attachment [5], attachment styles [8].

Self presentation is a process in which people continue to

control and manage information in order to convey their identity to others [9], through which they can present themselves to others [10]. In addition, they try to express self-awareness again by modifying and altering the objects they are attached to [11].

Scarcity increases the value of a product or an opportunity. That is, "thanks to scarcity caused by the consumers' desire for uniqueness pursuing such uniqueness, the value increases relatively." The consumers who have a brand attachment get immersed in the relevant brand. And it was found that to match a consumer to his/her self is generally effective to a brand attachment [12].

HYPOTHESIS 1. There is the frame of advertising effect on brand attachment.

HYPOTHESIS 2. Advertisements that do not emphasize scarcity pressure have a greater impact on brand attachment.

III. Research Process

For this study, 4 experimental groups in total were structured by applying the 2 (Gain and Loss) × 2 (Neural and Scarcity Pressures) between-subjects factorial design. Specifically speaking, to research the brand attachments, some products, such as, smart phones, tablet PCs, PDAs, Smart TVs, game consoles and digital cameras, etc., were selected through a prior research.

IV. Experimental Result

In this study, a total of 4 experimental groups was performed ANOVA 2 (Gain, Loss) × 2 (Neural, Scarcity Pressures) between-subjects factorial design.

First, Hypothesis1 predicted that the frame of advertising effect on brand attachment. However, unlike the expectation, this relationship was not statistically significant.

Second, Hypothesis 2 predicted that It does not emphasize the scarcity pressures greater advertising more impact on brand attachment. However, unlike the expectation, this relationship was not statistically significant.

Table 1. Means by Experiment Group

	Reference (n=227)	Scarcity Pressure (n=235)	
Loss(n=231)	3.57 (.91)	3.89(1.12)	3.73(1.03)
Gain(n=231)	4.46 (.91)	4.16(1.11)	4.30(1.02)
	4.00(1.10)	4.03(1.12)	

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