

# Interactive Roles of Local versus Global Primed Identity and Advertisement Framing on Brand Evaluation

브랜드평가에 대한 아이덴티티의 점화와 광고프레임의 상호작용효과

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## Abstract

This article aims to explore the interactive roles of types of primed identity (local versus global identity) and types of ad framing on brand evaluations. The authors designed 2 experiments in which each experiment followed a  $2 \times 2$  between-subject design. The empirical results showed that a gain-framed ad induced more positive emotional responses than a loss-framed ad, and the positive affective responses lead to more favorable brand evaluation. Furthermore, the results showed that there were interactive effects of primed identity and types of advertisement frame on brand evaluation. In the additional analysis, the results showed that when people with local identity were exposed to the gain-framed ad, they would engage in a higher level of integration processing than those in the control group, which in turn induced more favorable evaluation to the local brand. That is, the integration processing mode played a mediating role between the interaction (local id priming  $\times$  ad frame) and the local brand evaluation. However, in the case of global brand evaluation, the integration processing mode did not play such a mediating role.

**Key words** : Brand Evaluation, Gain-framed Advertisement, Global Identity, Local Identity, Loss-framed Advertisement, Pattern Activation

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## 1. Introduction

Accessible or primed identity from multiple identities tends to induce positive evaluations of the brand consistent with the accessible identity (Zhang and Khare, 2009). Identity-accessibility effects can also take place in the context of global foreign versus global domestic products<sup>1)</sup>. The primed local (global) identity will give a more favorable evaluation to the local (global) brand.

Consumers differ with each other in decision processing and judgments when being exposed to the ad framed in terms of gain versus loss. They can expand their knowledge concerned with various advertising tactics and make decisions about how to react to these tactics when the ads are negatively loss-framed (Friestad and Wright, 1994).

Negative (or loss) framing generally induces consumers to think the ad to be unfair and inappropriate, leading to reduced preference. Positive (or gain) framing tends to elicit positive feelings and results in risk taking and proactive behaviors. Furthermore, positively gain-framed messages induce approach motivation and negatively loss-framed messages induce avoidance motivation (Lee and Aaker, 2004). However, which kind of ad framing is better to enhance the positive effects of primed identity on brand evaluation?

To the best of our knowledge, few studies have investigated the interaction effects of consumers' primed identity and advertising frame. To seek out the answer to this question this article takes advantage of ideas of pattern activation (Smith, 1996), which refers to the view that particular associations in memory can be activated by the relative fit between the preexisting structure of associations in memory and the particular set of external input stimuli (Gawronski and Bodenhausen, 2006). In this study we will explore which type of framing as an

1) Global foreign (domestic) products refer to the products which are produced or sold by the company whose headquarter is located in foreign (domestic) country. And hereafter the global foreign products and global products are interchangeable, in addition, the global domestic products and local products are interchangeable in this study.

external input stimulus could induce more positive and favorable evaluation under the condition of a certain primed identity as a preexisting cognitive structure.

If the pattern activation idea is applied to local versus global brand evaluation, associative patterns from the primed identity and the ad frame may differ with each other and could lead to different automatic affective reactions depending on the fit between the primed identity and thoughts or feelings activated at the exposure to ad framed in gain or loss. Local versus global brand evaluations are not purely driven by a primed identity, but could be determined by the relative fit between accessed identity and message framing of local versus global brands.

The purpose of this article is to explore the interactive roles of primed local versus global identity and ad framing on brand evaluations. This study could help marketers to know about the activated pattern from the primed identity and ad framing, and help them manage ads for local and global brands.

## 2. Theoretical Background and Hypotheses

### 2.1 Framing Effects and Comparative Message Framing and Persuasion

The origin of framing research can be traced back to prospect theory (Kahneman and Tversky, 1979; Tversky and Kahneman, 1981), which indicates that individuals make decisions based on the perceived value of loss and gain rather than the final outcome. A loss is perceived as a movement down the value function, while a gain refers to a movement up the value function. Framing effects means the view that consumers make judgments about perceived loss and gain in relation to a reference point (Tversky & Kahneman, 1981). For example, in the case of gain-framed advertisement like "Brand A is better than Brand B", Brand B is the referent point; by contrast, under the circumstance of loss-framed advertisement like "Brand B is worse than Brand A", Brand A is the referent point.

Decision framing, the way in which a task is defined

or represented, can affect how important a criterion (referent point) is to choice decisions. A message that is presented in loss or gain format impacts consumers' decision making and judgments. A gain-framed message tends to elicit positive feelings and results in risk taking and proactive behaviors, whereas a loss-framed message is more likely to induce negative feelings and results in risk aversion and reactive behaviors (Kahneman and Tversky, 1979; Tversky and Kahneman, 1981).

Comparative advertising has been one of important areas of managerial and scholarly inquiry in marketing; the way or method with which information in the comparative advertisement is framed affects consumers' decision processing and judgments. Even though the claims of two ads are perceived to be similar in information content, they can be different in the valence of framing. Consistent with framing notion, comparative ad can be framed as gain or loss. A gain-framed ad such as "Brand A is better than Brand B" emphasizes the strengths of the advertised brand and describes the advertiser as superior over the comparison brand, which leads to approach behaviors. A loss-framed ad such as "Brand B is worse than Brand A" derogates the competition brand; it highlights the weakness of the competition brand and portrays the competition brand as inferior to the advertiser, leading to avoidance behaviors (Jain and Posavac, 2004; Jain, et al., 2006).

The effects of comparative ads on consumers' processing and judgments can be moderated by several factors. The same message expressed by using a gain versus a loss frame can differ in their persuasiveness. The study of Shiv et al. (1997) suggests that when individuals engage in less effortful processing, loss-framed messages are more pervasive than gain-framed messages because the focus is likely to be the information itself presented in the message (Fiske, 1980). On the other hand, when the processing is more elaborate, people tend to assess the persuasion tactics as well as the message, hence the gain-framed messages are likely to be more persuasive than the loss-framed messages. In addition, the study of Shiv et al. (1997) also demonstrates that consumers' product attitudes are different from the preference in choice. To clarify,

consumers are more likely to choose the advertised product in the negatively framed ad; however, consumers tend to evaluate the advertised products more favorably in the positively framed ad than those in the negatively framed ad. The reversed preference between choice and product evaluation is consistent with the view that attitude judgments are associated with more elaborate processing than choice behavior (Billings and Scherer, 1988; Schkade and Johnson, 1989).

On the basis of past literatures (Hill, 1989; Klein and Braig, 1996; Shiv, et al., 1997), under conditions of high elaboration (e.g., the extent of processing is high), consumers often consider the use of loss-framed ad (e.g., Brand B is worse than Brand A) to be unfair, inappropriate and less persuasive because of the attributions regarding the advertiser's tactics, which leads the evaluation toward the target of the ad to be less favorable.

H<sub>1</sub>: A gain-framed ad will induce more positive affective responses than a loss-framed ad.

According to the affect-as-information theory (Schwarz and Clore, 1983), positive affect experienced in one situation is more likely to transfer to another stimulus that is encountered later if the two experiences are related to each other, and then the positive affect can lead to positive evaluation to the stimulus encountered in the subsequent situation. This process is known as assimilation effect. Most of consumers' experiences are represented in their memory as mental models. The momentarily related experiences tend to be stored in memory as a single representational unit (Shen et al., 2009). For example, the feelings that consumers experienced when reading the message are more likely to have a positive effect on evaluations of the ad and the product introduced.

Typically, consumers transfer their favorable attitudes from the ad to the brand. That is, the positive affective responses induced from the ad can lead to more favorable brand evaluation. Consistent with the words mentioned before, we assess that the positive affective responses induced from a gain-framed ad are more likely to result in more favorable brand evaluation than those induced from a loss-framed ad, whereas the negative

affective responses induced from the loss-framed ad lead to less favorable brand evaluation than those induced from the gain-framed ad.

H<sub>2</sub>: The positivity of affective reactions toward the ad influences brand evaluation in the ad positively.

## 2.2. Identity Accessibility and Implicit Theory

Consumers have multiple social identities which are self connections or self definitions in their lives and can influence their judgments and decisions (Arnett, 2002; Arnett et al., 2003). The study of Burke (2000) suggests that identity theory can explain why people buy certain products. Consistent with the study of Arnett (2002), this article suggests that consumers today can be thought as having either local or global identity or having both. Individuals with local identity have faith in and respect for local traditions and customs, become interested in local events, and recognize the uniqueness of local communities; that is, their local identity is defined by their environment, traditional values of reticence, modesty, and family obligations. By contrast, individuals with global identity prefer the positive effects of globalization, recognize the commonalities rather than dissimilarities among people around the world, and are interested in global events (Jain et al., 2009). By the way, Arnett (2002) argues that consumers can have both local and global identity available at the same time, thus, local and global identities need not be at odds with one other. However, it seems it is not comfortable to hold the two equally strong identities, that is, consumers often tend to lean toward one identity; therefore, one identity is often stronger and more accessible than the other (Arnett, 2002). According to the identity theory, some of people's identities are more salient than others; and the salient identity is more likely to affect behavior than those that are less salient (Arnett et al., 2003).

In addition, on the basis of the study of Brewer (1991), the primed or accessible identity tends to be more dominant than other identities of consumers' multiple different identities, inducing responses consistent with the accessible identity. It suggests that such identity-accessibility effects can influence brand evaluation

(Aaker, 2000; Aaker et al., 2001; Benet-Martinez et al., 2002; Haritatos and Benet-Martinez, 2002; and Lau-Gesk, 2003). The study of Jain et al. (2009) indicates that consumers high on global-identity (local-identity) perceive global products (local products) to be relatively more attractive than local products (global products).

On a basis of past study, implicit theory is considered as core assumptions, and it can not be seen as rigidly determining people's behaviors; it could help consumers create a framework and then form judgments and reactions consistent with the framework (Dweck et al., 1995); that is, under different contexts or priming conditions, consumers will differ in their beliefs and make different judgments or reactions consistent with the context.

Attitudes can be rooted in two types of mental processes: one is described as associative processes for implicit attitudes, and the other one is described as propositional processes for explicit attitudes (Gawronski and Bodenhausen, 2006). Implicit attitudes are perceived as automatic affective reactions and represent the affective components attributed to attitudes; by contrast explicit attitudes are perceived as a mix of both affective and cognitive components and are affected by cognitive elaboration and propositional consistency (Judd and Lusk, 1984). However, there are corresponding changes in implicit and explicit attitudes (Gawronski and Bodenhausen, 2006). Implicit attitudes are viewed as automatic responses induced from the specific associations activated by a stimulus; they can be changed when simple external context cues are able to affect the attitudes toward the stimulus. Even though there are existing attitudes accessed from memory, the context cues could trigger other associations. Both the accessed attitudes and the other associations play roles in evaluating the stimulus. Such associative pattern-based evaluations do not require much cognition or intentions to evaluate a stimulus, and take place irrespective of whether these evaluations are perceived true or false (Cunningham et al., 2004).

Consumers with different identities differ in their beliefs about local identity and global identity. Implicit theory may set up an interpretive frame within which information is processed. Past study on implicit theory

shows that reactions and judgments can be experimentally induced by manipulating consumers' implicit theory (Dweck et al., 1995). In addition, the study of Jain et al. (2009) has explored the relationship between implicit theory and approach/avoidance framing in the context of comparative advertisements. Since consumers have different beliefs about the local identity and global identity under different circumstance, in this study, we aim to find how consumers with different identities evaluate the local versus global brand in a gain-framed versus loss-framed advertisement.

### 2.3 Accessible Identity and Message Related Thought

Priming a trait or a stereotype can increase the probability that people perform the subsequent behavior consistent with the implication of the prime, which is called behavioral assimilation effects. By contrast, behavioral contrast effects occur when the subsequent behavior reflects the opposite implication of the prime. This kind of behavioral differences can be explained by nonmotivational models which concern about the semantic or associative links between concepts and behavior (Förster et al., 2007). There is a great deal of information in memory, but people can only retrieve some of it at a given time. What gets retrieved from memory can be affected by a spreading of activation, which refers to the process by which retrieving one concept or association spreads to the retrieval of other connected constructs. Semantic activation can make semantic concepts more accessible, and thus facilitates processing of related constructs. Moreover, semantic priming can lead to perceptual assimilation. For example, after primed with concepts related to aggression-related concepts, people may view the targets more hostilely or aggressively than those primed with words unrelated to aggression (Förster et al., 2007). Activation spreads in the semantic network. For instance, when local (global) identity is activated or primed in consumers' semantic network, the link between "local (global) identity" and "local (global) product" will be activated to make the consumers think about the "local (global) product". Thus,

the current connecting "local (global) identity" and "local (global) product" could spread to adjacent items, such as "high quality" in the semantic network.

Judgments are relative, that is, consumers judge or choose some object or brand depending on the externally available context (Schwarz and Bless, 1992; Hardie et al., 1993; Miller and Prentice, 1996; Mussweiler, 2003). An accessible identity is more likely to make consumers weigh the message positioned consistently with the accessible identity more heavily and more favorably than the message positioned inconsistently with the accessible identity (Zhang and Khare, 2009). The study of Zhang and Khare (2009) has explored the effects of consumers' accessible local or global identities on evaluations of local versus global products, in which it shows that consumers with an accessible global (local) identity rather than a local (global) identity, have a higher level of positive evaluations toward the global (local) products. Thus, we assess that identity priming can positively influence consumers' evaluations to the brand positioned consistently with the primed identity because of assimilation effect. The hypothesis is shown as follows:

H<sub>3</sub>: Consumers will give more favorable evaluation to the primed identity congruent brand when identity is primed than when the identity is not primed.

To the best of our knowledge, the same stimulus can activate many different types of associations, inducing various automatic affective responses. To state it in another way, the automatic affective responses change depending on the types of previously activated associations, in which the fit between the preexisting structure of associations in memory and the particular set of external input stimuli could be determined. (Gawronski and Bodenhausen, 2006). The degree of fit between previously accessed structure and contents activated by the external stimulus varies depending on whether there is consistency between them.

Past literature suggests that increasing the salience of one group category affects subsequent associative evaluations (Kühnen et al., 2001, Pratto and Shih, 2000, and Steele and Ambady, 2006). But these evaluations could become different when the contents accessed at the exposure to external stimuli are not consistent with the

previously activated structure. In this study, we aim to explore which kind of ad framing (as an external input stimulus) could induce more positive and favorable brand evaluations when the previously primed identity functions as a preexisting structure.

The concept “airline” could be associated with both “local” and “global” aspects in memory. Which of the two aspects gets more activated depends on the particular context in which the stimulus “airline” is encountered as the sources of a certain type of pattern activation. That is, for instance, after local (versus global) identity that functions as previously activated associations in memory is primed, the presence of the particular context cues related to local (versus global) airline can activate associative pattern, which in turn, influences consumers’ evaluation toward local (versus global) airline. That is, the associated evaluations on an attitude object are influenced by context stimuli which could play an interactive role with previously associated associations in forming explicit evaluation. If the propositional implication of automatic reactions, such as the response to the context stimuli, is consistent with other associations such as the primed identity, it is most probably considered as valid, and thus serves as the basis for an evaluative judgment. However, if the propositional implication of an automatic reaction is inconsistent with the other associations, it may be considered as invalid (Gawronski and Bodenhausen, 2006). There can be differences between pattern activations that consist of previously activated associations and those from the context stimuli due to the consistence between them.

In addition, consumers can incorporate their perceptions of the unfairness of loss framing into constructing their preferences. Further, another study on comparative advertising indicates that negatively framed ads engender relatively more counterarguing and fewer supporting arguments, which results in less believable, less persuasive and less favorable brand attitudes than positively framed ads do (Jain and Posavac, 2004). A study of Homer and Batra (1994) demonstrates that a loss-framed ad reduces the favorableness of individuals’ attitudes toward the target of the ad. Therefore, we assess that in the context of a gain-framed ad, for

instance, the primed local (global) identity as an existing association may interact with the associations activated in the gain-framed ad, which forms a kind of consistent pattern activation), which in turn, affects consumers’ associative evaluation of the object, such as local (global) brand. Moreover, the propositional implication of associations such as fairness (unfairness) in the gain-framed (loss-framed) ad as a context stimulus can be considered as valid (invalid) to positively (negatively) serve as the basis for evaluative judgments. To state it in another way, when local (global) identity is primed, there will be positively-interactive effects between the primed local (global) identity and the gain-framed ad on local (global) brand evaluation as there is no backlash from the tactic-related cognition. Thus, the hypothesis is expressed as follows:

H<sub>4</sub>: There will be interactive effects of primed identity and types of advertisement frame on brand evaluation.

### 3. Experimental Design and Measure

#### 3.1. Experimental Design and Development of the Scenario and Advertisements

##### 3.1.1. Development of Scenario

We designed a local (global) identity-priming task to prime a local (global) identity. The priming manipulations were a sentence-completion task used in the study of Zhang and Khare (2009). Participants were informed they should form meaningful sentences by using sets of scrambled words. In the local (global) priming condition, there were 15 sentences related to local (global) identity; whereas, in the control condition, there were 15 sentences related to neither local nor global identity as shown in Table 1 of Appendix.

##### 3.1.2. Development of Advertisements

In this study we choose airline as the stimulus of the experiment. We used two types of attributes such as on-time performance and in-flight amenities to develop advertisements, in which the two attributes are framed in

terms of gain versus loss. We adopted this manipulation on the basis of study of Shiv et al. (1997). Before exposed to the advertisement, participants were asked that “If you were planning to fly and found that the two airlines have similar deals on their tickets, which airline do you give a higher level of evaluation to, a local one or a foreign one?” In the gain-framed ad, it stated that the local airline is better than the foreign airline on on-time performance and in-flight amenities; whereas, in the loss-framed ad, it stated that the foreign airline is worse than the local airline on on-time performance and in-flight amenities (see Appendix).

### 3.1.3. Pretest and Survey

The original questionnaire written in English was translated into Korean version. Firstly, in order to verify the characteristics of the two versions of advertisements, 40 students were recruited to read both versions of the advertisement in the pretest survey, in which 20 students read both versions of the ad targeted at local airline and the other 20 students read two versions of the ad targeted at global airline. Semantic differential scales anchored by “not at all (1) - a great deal (7)” were used to measure the similarity of contents and framing format of the two versions. The mean of the similarity of contents of the two versions in the pretest targeted at local airline (global airline) was 4.3 (5.3). The mean of perceiving framing format of local (global) airline was 6.15 (6.15). Both results showed that the two versions of the advertisement were similar on information content and different on framing format, which suggests that the framing manipulation was successful.

And then two items were used to measure familiarity with and knowledge about the features that are important in evaluating airlines. The seven-point scale was anchored by “not at all (1) – a great deal (7)” on the basis of study Shiv et al. (1997). The items include: “I am familiar with the feature of on-time performance (in-flight amenities)”, and I have knowledge about the feature of on-time performance (in-flight amenities). The mean value of testing airline features in the pretest targeted at local airline (global airline) was 5.2125 (5.2).

Both results showed participants are familiar with and have knowledge about the features of on-time performance and in-flight amenities.

We recruited 60 college students to participate in the second pretest survey. They were divided into 2 groups (e.g. local versus global identity priming condition). The participants under each condition were exposed to only one type of scenario and advertisement. We revised the scenario and advertisement on the basis of the reports submitted by participants who were informed to report the characteristics of each scenario and advertisement.

Subsequently, we recruited 360 participants from C University for the main survey, in which 180 students participated in experiment 1 (local identity priming condition) and another 180 students participated in experiment 2 (global identity priming condition). In experiment 1, 120 (66.7%) of all participants were male and 60 (33.7%) were female; participants aged twenties were 173 (96.1%) and participants aged thirties were 4 (2.2%). In experiment 2, 99 (55%) of all participants were male and 81 (45%) were female; participants aged twenties were 173 (96.1%) and participants aged forties were 2 (1.1%).

## 3.2. Measures

### 3.2.1 Local Identity, Global Identity and Control Group

After completing the sentence-completion priming task which leads to priming a local (global) citizen, we used three items to check the priming manipulation anchored by “not at all (1) – a great deal (7)”. The items include: “For the time being, I mainly identify myself as a local (global) citizen,” “At this moment, I feel I am a local (global) citizen,” and “On top of my mind right now are thoughts of being a local (global) citizen.” This manipulation is adopted from the study of Zhang and Khare (2009) and we corrected it to be appropriated to our study. Consumers with relatively higher score at local (global) priming task were to be labeled as local (global) citizen.

### 3.2.2 Thoughts about Gain-Framed Advertisement and Loss-Framed Advertisement

We referred to one item on the basis of the work by Jain et al. (2009) to measure the extent to which participants believed the advertisement stressed in the message framing for local (global) airline by using a 7-point scale: “definitely stressed negative implications of not flying local (global) airline (1) – definitely stressed positive implications of flying local (global) airline (7).

### 3.2.3 Feelings Induced from the Advertisement

The item to measure the feelings induced from the advertisement is anchored by “totally negative (1) – totally positive (7)”.

### 3.2.4 Brand Evaluations

The following five items were used to measure brand evaluations. The seven-point scale was anchored by “bad (1) - good (7); low quality (1) - high quality (7); not likable (1) – likable (7); unpleasant (1) – pleasant (7); unappealing (1) – appealing (7)”.

## 4. Data Analysis and Results

The experiment 1 (2) is devoted to examine the roles of primed local (global) identity and advertisement framing on local (global) brand evaluation. The cronbach’s alpha values of local and global brand evaluation are 0.917 and 0.931, respectively.

### 4.1 Results of Experiment 1

#### 4.1.1. Experimental Design

The experiment 1 was targeted at a local airline brand appealed by a gain- or loss-framed ad. Our experiment follows a 2 (local identity, control group)×2 (gain-framed ad, loss-framed ad) between-subject design.

#### 4.1.2 Manipulation Check

Before testing the hypotheses, we recognized the manipulations of the priming task and advertisements (both gain-framed ad and loss-framed ad) used as experimental stimuli.

First, we summed and averaged the three items (gain-framed ad and loss-framed ad) used as experimental stimuli.

First, we summed and averaged the three items ( $\alpha=0.988$ ) that were used to check the local identity priming manipulation. The mean value ( $M_{\text{local priming}}$ ) of the primed local identity group was 4.937, which suggests the local identity priming effect was confirmed. Hence, participants in the primed local identity group could be successfully considered as consumers with local identity. Second, we verified the manipulations of ads used as experimental stimuli by using one-way ANOVA. The results of analysis showed that the stress point value of each ad was significantly different ( $M_{\text{gain-framed ad}}=5.6778$ ,  $M_{\text{loss-framed ad}}=3.4667$ ;  $F=65.921$ ,  $p < 0.01$ ), that is, the two types of ad were perceived to be different with each other in framing. Therefore, the framing manipulation was successful in both gain- and loss-framed conditions.

#### 4.1.3 Hypotheses Testing

To test  $H_1$ , a one-way ANOVA was carried out. The analysis results showed that the affective reactions induced from the gain-framed ad and those induced from the loss-framed ad was significantly different ( $M_{\text{gain-framed ad}}=4.4889$ ,  $M_{\text{loss-framed ad}}=2.0889$ ;  $F=114.265$ ,  $p < 0.05$ ), that is, affective reactions induced from the gain-framed ad were positive and those induced from the loss-framed ad were negative, therefore,  $H_1$  was accepted.

We carried out an ANCOVA to test  $H_2$ ,  $H_3$ , and  $H_4$ . The results of Levene’s test identified that the local priming group and control group had equal variance ( $p > 0.05$ ). The results of ANCOVA using local identity prime, types of ad frame (e.g., gain and loss frame) and their interaction as the independent variables, and the emotional affective reaction as covariate showed that main effect of affective reactions was significant ( $F =$



13.068,  $p < 0.05$ ), hence  $H_2$  was supported. However, the main effect of the identity priming was not significant ( $F = 0.010$ ,  $p > 0.05$ ). Therefore,  $H_3$  was not supported. Table 2 showed that when being exposed to the gain-framed ad, the participants in the primed local identity group gave more favorable evaluation to the local brand ( $M_{\text{local priming}} = 5.0267$ ,  $M_{\text{control}} = 4.7022$ ) than did those in control group. In contrast, when being exposed to the loss-framed ad, the participants in control group evaluate the local brand ( $M_{\text{control}} = 4.9333$ ,  $M_{\text{local priming}} = 4.6844$ ) more favorably than did those in the primed local identity group, which suggests that those participants in the control group might have a bias toward the local airline. We will talk about this problem in the additional analysis part. However, there was a significant interaction effect ( $F = 3.932$ ,  $p < 0.05$ ) between the primed identity and the types of ad frame as predicted, therefore,  $H_4$  was supported.

## 4.2 Results of Experiment 2

### 4.2.1 Experimental Design

The experiment 2 was targeted at a global airline brand appealed by a gain- or loss-framed ad. Our experiment follows a 2 (global identity, control group)  $\times$  2 (gain-framed ad, loss-framed ad) between-subject design.

### 4.2.2 Manipulation Check

The checks for identity priming and framing manipulation were same as those in experiment 1. The three priming manipulation check items ( $\alpha = 0.989$ ) were summed and averaged. The mean value ( $M_{\text{global priming}}$ ) of the primed global identity group was 4.4370, which suggests that the global identity priming effect was confirmed. The results of one-way ANOVA for checking ad framing manipulation showed that stress point value between two types of ad framing were significantly different ( $M_{\text{gain-framed ad}} = 5.7111$ ,  $M_{\text{loss-framed ad}} = 3.4222$ ;  $F = 69.889$ ,  $p < 0.01$ ), which suggests that the framing manipulation was perceived to be successful in gain- and loss-framed conditions.

### 4.2.3 Hypotheses Testing

Similarly, we carried out a one-way ANOVA to test  $H_1$  in experiment 2. The results of ANOVA showed that the affective reactions induced from the gain-framed ad and those induced from the loss-framed ad was significantly different ( $M_{\text{gain-framed ad}} = 3.4778$ ,  $M_{\text{loss-framed ad}} = 2.0889$ ;  $F = 31.94$ ,  $p < 0.05$ ), therefore,  $H_1$  was supported.

In experiment 2, we also carried out an ANCOVA on global brand evaluation in which affective reactions were treated as covariate in order to test  $H_2$ ,  $H_3$ , and  $H_4$ . Firstly, the results of Levene's test identified that the error variance of global brand evaluation was equal across global priming group and control group ( $p > 0.05$ ). The results of ANCOVA are shown in Table 3 and Table 4. Consistent with the results of experiment 1, affective reactions had positive impact on the global brand evaluation ( $F = 13.402$ ,  $p < 0.05$ ), hence  $H_2$  was supported. However, the results showed no significant main effect of identity priming ( $F_{\text{priming}} = 3.249$ ,  $p > 0.05$ ) on the global brand evaluation, which implies that participants in the primed global identity group and those in the control group did not evaluate the global brand differently. Therefore,  $H_3$  was not supported. As shown in Table 4, there was interactive effect of global identity priming and types of ad on foreign brand evaluation ( $F = 3.932$ ,  $p < 0.05$ ) as predicted, therefore,  $H_4$  was supported.

## 5. Additional Analysis and Results

The results of both experiment 1 and 2 showed that the types of identity priming did not influence brand evaluation directly, that is, participants with primed local (global) identity gave as same level of evaluation toward local (global) brand as those without primed identity did, which was contrary to what we have proposed, in which consumers under a local- (global-) identity prime perceive local (global) products to be more attractive. Therefore, next we will attempt to resolve the conflicting findings by highlighting the roles of integration processing mode used in the study of Zhang and Adwait (2009).

Table 1 Results of the Analysis of Differences in Local Brand Evaluation (Dependent variable: local brand evaluation)

	Local ID Priming	None Priming (Control)	Total Mean
Gain-framed ad	5.0267 (Std Dev=1.0239, N=45)	4.7022 (Std Dev=1.08009, N=45)	4.8644 (Std Dev=1.05908, N=90)
Loss-framed ad	4.6844 (Std Dev=1.01398, N=45)	4.9333 (Std Dev=1.06002, N=45)	4.8089 (Std Dev=1.03898, N=90)
Total Mean	4.8556 (Std Dev=1.02772, N=90)	4.8178 (Std Dev=1.0704, N=90)	4.8367 (Std Dev=1.04651, N=180)

Table 2 Results of ANCOVA on Local Brand Evaluation (Dependent variable: local brand evaluation)

	df	Mean squared	F	sig	Partial Eta squared
Intercept	1	550.172	538.522	.000	0.755
Affective Reactions	1	13.351	13.068	.000	0.069
ID Priming	1	.010	.010	.921	0.000
ADs	1	4.005	3.920	.049	0.068
Priming × Ads	1	4.017	3.932	.049	0.022

$R^2=.088$  (adjusted  $R^2=.067$ )

Table 3 Results of the Analysis of Differences in Global Brand Evaluation (Dependent variable: global brand evaluation)

	Global ID Priming	None Priming (Control)	Total Mean
Gain-framed ad	4.4578 (Std Dev=1.16042, N=45)	4.5822 (Std Dev=1.12073, N=45)	4.5200 (Std Dev=1.13605, N=90)
Loss-framed ad	4.4444 (Std Dev=1.37248, N=45)	3.6933 (Std Dev=1.25886, N=45)	4.0689 (Std Dev=1.36280, N=90)
Total Mean	4.4511 (Std Dev=1.26369, N=90)	4.1378 (Std Dev=1.26656, N=90)	4.2944 (Std Dev=1.27133, N=180)

Table 4 Results of ANCOVA on Global Brand Evaluation Differences (Dependent variable: global brand evaluation)

	df	Mean squared	F	sig	Partial Eta squared
Intercept	1	649.225	457.912	.000	0.724
Affective Reactions	1	19.001	13.402	.000	0.071
ID Priming	1	4.606	3.249	.073	0.018
ADs	1	1.179	.832	.363	0.005
Priming × Ads	1	9.061	6.391	.012	0.035

$R^2=.142$  (adjusted  $R^2=.123$ )

The effects of an accessible identity on product evaluation can be moderated by consumers' perceived diagnosticity of the accessible identity for decision making (Zhang and Adwait, 2009). According to accessibility-diagnosticity framework (Reed and Forehand 2009), the information that is both accessible and diagnostic has strong influences on consumers' decision-making process.

The diagnosticity of a primed identity is typically influenced by whether individuals apply integrative versus differentiative processing mode (Brewer, 1991).

The effects of social identities on information processing result from two types of opposing motivations: a desire to be inclusive with some social group, which is named as integration need; a desire to be exclusive from some social groups, which is considered as differentiation need (Zhang and Adwait, 2009). The integration need is more likely to enhance consumers' perceived coherence with the groups they are being associated with, whereas the differentiation need tends to enhance consumers' perceived distinctiveness from the groups they are being

contrasted with (Brewer and Hewstone, 2004; Pickett et al, 2002).

In this study, we propose that consumers with local versus global identity differ in their responses to or judgments of local versus global brands. When local identity is primed, consumers with local identity consider themselves as one of the members in their local community and have a desire to integrate with the local groups they are being associated with; hence they think the accessible local identity is more diagnostic for their decision making. As the study of Zhang and Adwait (2009) suggests, when consumers are in an integration-processing mode, an accessible local identity will induce an assimilative priming effect on relative preference for the identity congruent product (e.g., local brand).

As mentioned before, under the condition where local identity is primed, the associative pattern activated by the interaction between the accessed local identity and the associations activated from gain-framed ad without backlash leads people to engage in a higher level of integration processing mode, hence leading to more favorable evaluation to the local brand. In other words, consumers with local identity think the integration mode as pattern activation such as localism is highly diagnostic for their attitude task, inducing a more favorable evaluation toward local brand. Similar to the context of local identity priming, when global (versus local) identity is primed, consumers with global identity will perceive they are integrated or associated with global groups; hence, an assimilative priming effect will happen under the integration processing mode such as globalism, which results in a relative preference for the identity congruent brand (e.g., global brand).

Three items on a 7-point scale “strongly disagree (1) – strongly agree (7)” were used to measure the integration-processing mode in the questionnaire for experiment 1 and 2. We adopted this manipulation directly from the study of Zhang and Adwait (2009). The items include: “I feel the need to be similar to local (global) people,” “I feel I need to fit in with local (global) people,” and “I feel I have many things in common with local (global) people”. And then we

summed and averaged the three items.

## **5.1 Results of the Role of Integration Processing Mode in Experiment 1**

Firstly, we carried out an ANOVA by using local identity prime, types of ad frame (e.g. gain or loss frame) and their interaction as the independent variables and the integration processing mode as the dependent variable. The main effect of local identity prime was not significant ( $F = 0.037$ ,  $p > 0.05$ ), the main effect of types of ad frame was not significant ( $F = 0.004$ ,  $p > 0.05$ ), but the interaction between them was significant ( $F = 4.347$ ,  $p < 0.05$ ) as shown in Table 5 and Table 6.

Secondly, an ANCOVA was used to verify the effects of integration processing mode on local brand evaluation. We conducted an ANCOVA by using local identity prime, types of ad frame (e.g., gain or loss frame) and their interaction as the independent variables and the integration processing mode as covariate. The analysis results showed that there was not a main effect of the interaction between local identity prime and types of ad frame ( $F = 1.028$ ,  $p > 0.05$ ), but the main effect of integration processing mode was significant ( $F = 41.843$ ,  $p < 0.01$ ) as shown in Table 7. Therefore, it suggests that the integration processing mode plays a mediating role between the interaction (local id priming  $\times$  ad frame) and the local brand evaluation. That is, when being exposed to the gain-framed ad, people who are under local identity prime condition engage in a higher level of integration processing than those in the control group, hence, inducing more favorable evaluation to the local brand. However, when being exposed to the loss-framed ad, people who are in the control group engage in a higher level of integration processing than those under the local identity prime condition, hence, inducing more favorable evaluation to the local brand.

## **5.2 Results of the Role of Integration Processing Mode in Experiment 2**

We also carried out an ANOVA by using global

identity prime, types of ad frame (e.g. gain or loss frame) and their interaction as the independent variables. The main effect of global identity prime was not significant ( $F = 0.264, p > 0.05$ ), the main effect of types of ad frame was not significant ( $F = 0.006, p > 0.05$ ), and the interaction between them was not significant either ( $F = 2.495, p = > 0.05$ ) as shown in Table 8 and Table 9.

Next, an ANCOVA was used to verify the effects of integration processing mode on global brand evaluation. We conducted an ANCOVA by using global identity prime, types of ad frame (e.g., gain or loss frame) and their interaction as the independent variables and the integration processing mode as covariate. The analysis

results showed that the main effect of integration processing mode ( $F = 25.666, p < 0.01$ ) and types of ad frame ( $F = 6.722, p = 0.01$ ) were significant, but there was not a main effect of the interaction between global identity prime and types of ad frame ( $F = 3.719, p > 0.05$ ) as shown in Table 10. Therefore, the results of ANOVA and ANCOVA suggest that people who are exposed to the gain-framed ad evaluate the global brand more favorably than those who are exposed to the loss-framed ad; the integration processing mode did not play a mediating role between the interaction (global id priming  $\times$  ad frame) and the global brand evaluation. These results are at odds with those of experiment 1.

Table 5 Results of the Analysis of Differences in Integration Processing Mode of Experiment 1  
(Dependent variable: integration processing mode)

	Local Identity Priming	None Priming (Control)	Total Mean
Gain-framed ad	4.7037 (Std Dev=1.17470, N=45)	4.3111 (Std Dev=1.32840, N=45)	4.5074 (Std Dev=1.26237, N=90)
Loss-framed ad	4.3333 (Std Dev=1.02740, N=45)	4.6593 (Std Dev=1.06952, N=45)	4.4963 (Std Dev=1.05557, N=90)
Total Mean	4.5185 (Std Dev=1.11298, N=90)	4.4852 (Std Dev=1.21184, N=90)	4.5019 (Std Dev=1.16033, N=180)

Table 6 Results of ANOVA on Integration processing Mode Differences of Experiment 1  
(Dependent variable: integration processing mode)

	df	Mean squared	F	sig	Partial Eta squared
Intercept	1	3648.001	2730.542	.000	0.939
ID Priming	1	.050	.037	.847	0.000
ADs	1	.006	.004	.949	0.000
Priming $\times$ Ads	1	5.808	4.347	.039	0.024

$R^2 = .024$  (adjusted  $R^2 = .008$ )

Table 7 Results of ANCOVA on local Brand Evaluation Differences (integration processing mode as covariate)  
Dependent variable: local brand evaluation

	df	Mean squared	F	sig	Partial Eta squared
Intercept	1	101.330	114.359	.000	.395
integration processing mode	1	37.075	41.843	.000	.193
ID Priming	1	.027	.031	.861	.000
ADs	1	.118.	.133	.716	0.001
Priming $\times$ Ads	1	.911	1.028	.312	0.006

Table 8 Results of the Analysis of Differences in Integration Processing Mode of Experiment 2

Dependent variable: integration processing mode

	Global Identity Priming	None Priming (Control)	Total Mean
Gain-framed ad	4.2519 (Std Dev=1.20007, N=45)	4.4519 (Std Dev=1.25560, N=45)	4.3519 (Std Dev=1.22537, N=90)
Loss-framed ad	4.5333 (Std Dev=1.44320, N=45)	4.1407 (Std Dev=1.11121, N=45)	4.3370 (Std Dev=1.29582, N=90)
Total Mean	4.3926 (Std Dev=1.32731, N=90)	4.2963 (Std Dev=1.21184, N=90)	4.3444 (Std Dev=1.25758, N=180)

Table 9 Results of ANOVA on Integration processing Mode Differences of Experiment 2

Dependent variable: integration processing mode

	df	Mean squared	F	sig	Partial Eta squared
Intercept	1	3397.356	2145.356	.000	0.924
ID Priming	1	.417	.0264	.608	0.001
ADs	1	.010	.006	.937	0.000
Priming × Ads	1	3.951	2.495	.116	0.014

R<sup>2</sup>=.015 (adjusted R<sup>2</sup>=-.001)

Table 10 Results of ANCOVA on Global Brand Evaluation Differences (integration processing mode as covariate)

Dependent variable: global brand evaluation

	df	Mean squared	F	sig	Partial Eta squared
Intercept	1	104.968	78.856	.000	.311
integration processing mode	1	34.165	25.666	.000	.128
ID Priming	1	3.513	2.639	.106	.015
ADs	1	8.948	6.722	.010	0.037
Priming × Ads	1	4.951	3.719	.055	0.021

R<sup>2</sup>=.195 (adjusted R<sup>2</sup>=.176)

## 6. General Discussion and Conclusion

### 6.1 Summary

A gain-framed ad induces positive feelings, whereas a loss-framed ad evokes negative feelings; further the loss-framed message tends to be perceived less fair and believable than does the gain-framed message (Kahneman and Tversky, 1979; Tversky and Kahneman, 1981; Shiv et al., 1997). This article explored the gain-framed ad lead to more positive emotional response than loss-framed ad, and the positive response affected brand evaluation positively, regardless of whether the experimental brand is local or global, further examined the interactive roles of primed local (global) identity and

types of ad frame on local (global) brand evaluation. However, the results of both experiment 1 and 2 did not confirm the effects of identity priming on brand evaluation.

The results of the additional analysis suggest that the integration processing mode as pattern activation plays a mediating role between the interaction (local id priming × ad frame) and the local brand evaluation in case of the local brand evaluation (experiment 1). However, the mediating roles were not explored in case of the global brand evaluation. Integration processing mode as pattern activation was influenced by the interaction between the ad types and the primed identity only in the case of local brand evaluation, which in turn gives positive impact on local brand evaluation, but the integration processing mode was not influenced by the interaction in

the case of global brand evaluation (experiment 2).

## 6.2 Implication to the Theory and Practice

In marketing context, there has been a growing interest in how consumers respond to comparative advertisements. When consumers engaged in less elaborate processing, the negative framing has advantages over positive framing, whereas when consumers engaged in more elaborate processing, the negative framing is likely to be less effective because of tactics-related cognition (Shiv et al., 1997). Further, past literature about the comparative advertisements has verified the effects of gain or loss framing (Shiv et al., 1997), valence of comparative ads (Jain and Posavac, 2004), and structural alignability (Zhang et al., 2002), however, the present study extends the literature on ad framing by considering two types of consumers' social identity—local/global identity to put emphasis on the interaction between the ad framing and the accessed local or global identity as one of consumers' psychological characteristics. In addition, we applied the pattern activation idea to the local versus global brand evaluation. An accessed identity (e.g., local identity) and the associations activated from one type of ad framing (e.g., gain framing) lead to engage in a higher level of integration processing mode, which in turn, affect related evaluative judgments on the brand positioned consistently with the accessed identity. Examining these issues will provide researchers and marketers with rich insights into the effects of message framing on local or global brand evaluation.

Several managerial implications are envisaged for our findings. Many studies have addressed the effects of message framing (e.g., gain-framed versus loss-framed ad) in marketing strategies to enhance message persuasion. This study examined the interaction between ad framing and identity priming, which helps further understand how to create more persuasive advertisements for local or global brand. The results of this study suggest that high involvement local products had better be framed in terms of gain rather than loss because the loss framing as an advertising tactic tends to be less effective. Further, this article suggests that in the local

community, the local brand should be targeted in gain-framed ad when marketers create comparative advertisements, which leads to a greater evaluation toward the target local brand, especially under the primed local identity. Decisions about effective comparative advertising must take consumers' individual differences into consideration when examining their responses to local or global brands. In general, this article provides a useful framework for learning how to frame ads of a local or global brand with the help of ideas about pattern activation.

## 6.3 Limitations and Direction for Future Research

In addition to providing a rich insight of the interactive effects of identity priming and ad framing on brand evaluation, it is worth noting some limitations of this study.

Firstly, the study examining the differences between a local and a foreign global brand had better consider economic factors (Steenkamp et al., 2003), for example, the link between price and quality of local versus global products. However, this study only puts emphasis on the importance of consumers' psychological characteristics and ad framing. Therefore, an interesting avenue for further study is to investigate the interactive roles between ad priming and economic factors.

Secondly, according to hedonic principle, people approach pleasure and avoid pain; therefore, we should consider consumers' consumption goals and ability to process information when preparing comparative ads. For example, promotion-focused consumers focus on the realization of positive goals and their goal is to maximize their gains and positive outcomes, thus they may prefer a gain-framed ad to a loss-framed ad. By contrast, prevention-focused consumers center on perceiving an absence of unwanted outcomes and their goal is to minimize their loss and risk, thus, they tend to prefer a loss-framed ad to a gain-framed ad (Jain et al., 2007). In this study, however, we did not consider the roles played by consumers' goals when evaluating a local or global brand. Different consumption goals may

lead to various examination of all presented information. Therefore, future studies should further explore the interactive roles of other individual-level variables and accessed identity, which may help uncover novel processes of our reported effects.

Thirdly, the differences of affective experiences can be described as valence dimension and arousal dimension on a basis of past literature (Bradley and Lang, 1994; Fedorikhin and Patrick, 2010). The valence dimension refers to the hedonic or pleasant component of affective experiences including positive and negative aspect. The arousal dimension refers to the perception of arousal related to an experience (Russel, 1989), such emotional arousal varies from mild to elevated no matter a person considers it as positive or negative. Past study suggests that even within the same emotional valence (e.g., positive affective reaction) different emotional arousal (e.g., elevated or mild level) can induce different behaviors (Gorn et al., 2001). However, this study measured the effects of emotional valence by using only one item, in addition, without consideration of the affective arousal, hence, in the future study, it still remains to attend and investigate individual differences in valence and arousal components weighed to reach a judgment.

Last but not the least, the results of experiment 1 showed that, the participants exposed to the loss-framed ad in the control group gave more favorable evaluation to the local brand than did those in the primed local identity group ( $M_{\text{control}} = 4.9333$ ,  $M_{\text{local priming}} = 4.6844$ ). The sample of this study was limited to Korean students who probably tend to have a bias toward Korean airlines that are considered as local airlines, hence, those participants in the control group would give more favorable evaluation to the Korean airlines even though they are exposed to the loss-framed ad. However, there can be a possibility that people in the primed local identity group give backlash to the loss-framed ad and trigger a lower level of integration processing mode as pattern activation. Therefore, empirical investigations involving different demographics should be conducted in the future study. And it is necessary to explore pattern activation differences between the local identity group and the global identity group.

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## Appendix

<Table 1> Sentence-Completion Items for Local, Global and Control Conditioning

	Local Prime Condition	Global Prime Condition	Control Condition
1	Events know I local.	Events know I global.	Events know I college related which are.
2	The community local I belong to.	The world whole I belong to.	The community college student I belong to.
3	I a citizen am local.	I a citizen am global.	I a citizen am college.
4	Try locally to think I.	Try globally to think I.	Try a college student to think I as.
5	I viewpoint local hold a.	I viewpoint global hold a.	I viewpoint college student hold a.
6	Smaller our is community getting.	Smaller our is world getting.	Similar our is college's student community becoming.
7	World our dissimilar becoming is.	World our similar becoming is.	Try to I perspectives college students' understand.
8	Try to I perspectives local understand.	Try to I perspectives global understand.	College related news watch I.
9	Local news watch I.	World news watch I.	A college-centric we in live society.
10	A localized we in live society.	A globalized we in live society.	Village a collegial in we live.
11	Village a local in we live.	Village a global in we live.	We in process of are college-degree-is-a-must-be the.
12	We in process of are localization the.	We in process of are globalization the.	The college-oriented is very world.
13	The localized is very world	The globalized is very world.	Can be everywhere noticed the importance of college students.
14	Can be everywhere noticed localization.	Can be everywhere noticed globalization.	A community college students is this place for.
15	A community local is this.	A community global is this.	Community we college-focused are a.

<Table 2> Gain-framed and Loss-framed Advertisement for Local Airline

Gain-framed Ad	Loss-framed Ad
<p><b>Local airline is better than global airline on on-time performance.</b>                      Flying local airline means fewer of those endless, frustrating waits for you.                      Flying local airline also means being on-time for your appointments.                      And no more missed flights.</p> <p><b>Local airline is better than global airline on in-flight amenities.</b>                      Local airline is more comfort and offers more high-quality food.</p> <p><b>It makes more sense to fly local airline.</b></p>	<p><b>Global airline is worse than local airline on on-time performance.</b>                      Flying global airline means more of those endless, frustrating waits for you.                      Flying global airline also means being late for your appointments.                      And more missed flights.</p> <p><b>Global airline is worse than local airline on in-flight amenities.</b>                      Global airline is less comfort and offers less high-quality food.</p> <p><b>It makes less sense to fly global airline.</b></p>

<Table 3> Gain-framed and Loss-framed Advertisement for Global Airline

Gain-framed Ad	Loss-framed Ad
<p><b>Global airline is better than local airline on on-time performance.</b>                      Flying global airline means fewer of those endless, frustrating waits for you.                      Flying global airline also means being on-time for your appointments.                      And no more missed flights.</p> <p><b>Global airline is better than local airline on in-flight amenities.</b>                      Global airline is more comfort and offers more high-quality food.</p> <p><b>It makes more sense to fly global airline.</b></p>	<p><b>Local airline is worse than global airline on on-time performance.</b>                      Flying local airline means more of those endless, frustrating waits for you.                      Flying local airline also means being late for your appointments.                      And more missed flights.</p> <p><b>Local airline is worse than global airline on in-flight amenities.</b>                      Local airline is less comfort and offers less high-quality food.</p> <p><b>It makes less sense to fly local airline.</b></p>