

융합형 뉴미디어 광고의 시장세분화 연구: 소비자 주관성에 근거한 해석적 관점에서[☆]

Market Segmentation of Converging New Media Advertising: The Interpretative Approach Based on Consumer Subjectivity

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요 약

본 연구의 목적은 IT와 광고 산업 간의 융합형 이머징(emerging) 디지털 광고물에 대한 소비자 유형화 연구를 수행하여, 비즈니스 마케팅 관점에서 관련 시장 세분화 전략 수립에 필요한 소비자 특성에 관해 이론적 정의를 제시하는 것이다. 이를 위해, 응답자 내면의 주관적 사고체계, 선호, 의견, 인지 등을 해석하여 새로운 이론을 발견해가는 정성적 관점의 주관성 연구인 Q방법론을 적용하여 분석하였다. 이 방법론은 가설 검증을 추구하는 기존의 정량적(또는 실증적) 연구와 비교할 때, 연구자가 제시하는 조작적 정의(가설)에 의존하지 않고 객관적으로 응답자의 진술만을 전적으로 반영하는 해석적 연구를 추구한다. 이런 이유로, Q연구는 신규 서비스의 초기 시장형성 단계에서 나타나는 실제적인 소비자 유형을 심도 있게 분석하여, 선행연구로서 소비자 행동 특성을 이론화 하는데 적합하다. 본 연구는 철저한 문헌연구와 인터뷰를 통해 30개의 'IT 통합형 디지털 광고 종류(Q샘플)'를 추출하고, 이에 대한 40명의 응답자(P샘플) 개인별 Q소팅 조사 자료를 분석하여 결과적으로 총 4개의 소비자 유형을 발견하였다. 그리고 세분화 된 각 집단의 고유한 특성을 해석하여, '멀티채널 디지털 광고 추구형', '감성적광고추구형', '뉴미디어 광고 추구형', 'Web 2.0 광고 추구형'으로 명명하였다. 본 연구의 분석 결과는 이머징 디지털 광고 산업을 주제로 한 학술 및 산업적 연구의 선행 연구로서, R&D, 마케팅 프로그램 및 광고 크리에이티브 전략, 관련 정책을 계획하는 분야 등 기초 연구로서 활용 가치를 기대할 수 있다.

☞ 주제어 : 뉴미디어 광고, 소비자 주관성, Q 방법론, 시장세분화, 해석적 연구, 컨버전스

ABSTRACT

The purpose of this research is to perform the consumer typological study of integrated emerging digital advertisement, where IT and advertisement industry were fused, and to propose the theoretical definition about consumer characteristic which is in need for collection of related market subdivision strategy in perspective of business marketing. For this, the Q methodology, the 'subjectivity' research of qualitative perspective, which discovers new theory by interpreting subjective system of thinking, preference, opinion, and recognition of inner side of respondents, was applied and analyzed. Compared to previous quantitative research that pursues hypothesis verification, this Q methodology is not dependent on operational definition proposed by researcher but pursues for analytic study completely reflecting objective testimony of respondents. For this reason, Q study analyzes in-depth the actual consumer type, which can be found at the initial market formation stage of new service, therefore this study is applicable for theorizing the consumer character as a mean of advanced research. This study extracted thirty 'IT integrated digital advertisement type (Q sample)' from thorough literature research and interviews, and eventually discovered a total four consumer types from analyzing each Q sorting research data of 40 respondents (P sample). Moreover, by interpreting subdivided intrinsic characteristic of each group, the four types were named as 'multi-channel digital advertisement pursuit type', 'emotional advertisement pursuit type', 'new media advertisement pursuit type', and 'Web 2.0 advertisement pursuit type'. The analysis result of this study is being expected for its value of usage as advanced research of academic and industrial research with the emerging digital advertisement industry as a subject, and as basic research in the field of R&D, Marketing program and the field of designing the advertisement creative strategy and related policy.

☞ keyword : New Media Advertising, Consumer Subjectivity, Q Methodology, Market Segmentation, Interpretative study, Convergence

1. INTRODUCTION

In recent advertising market, internet-based advertisements get into the spotlight more than ATL (above the line) traditional media such as TV, radio, newspaper, and magazine in terms

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[Received 07 April 2014, Reviewed 11 April 2014, Accepted 13 June 2014]

☆ A preliminary version of this paper was presented at ICONI 2013 and was selected as an outstanding paper.

of advertising impact [1]. In consequence of many of converging industries due to advanced IT technologies and rapid growth of smart mobiles or the new media communication channel like SNS (social network services), plenty of state-of-the-art digital integrated or converged advertisements open up new markets [2]. The changes of market or business environment reinforces strategies on marketing creative or R&D of new market offerings; products, services, ideas or information, place, or people. As types of emerging converging advertisements vary, those ads build new consumer awareness or experiences and subdivide socially and culturally industrial market structure in the field of advertising [3].

The company marketing managers or strategists need to more well understand the differentiated core needs, features, and psychologies of a new kind consumers of digital converging advertisements than they were. Especially, if they aim to plan successful strategic marketing creative for their advertisements, they should consider sufficiently all sorts of consumers whose internal determinant factors are always varied and ever-changing; personality, attitude, perception, awareness, desired values, and structure of thought. Sometimes those factors are much more important than external environmental factors; culture, social class, reference group, and consumer's lifestyle. It is required to realize accurately the psychological changes and characteristics of individual consumer.

Yet there are scant prior researches that have sought different attributes, attitudes, and behaviors of the latest consumers using state-of-the-art converging advertisements. This research discovered unique needs or wants among four sub-groups with different perceptual 'consumer subjectivity' through an analysis process of Q methodology in the perspective of interpretative approach. We conducted a Q study targeting 40 young people respondents called 'Millenials among Y Generation (20's and 30's)' who has relatively high involvement on the latest IT-based advertisements.

As a result, with exploring the tendency of consumer subjectivity about emerging converging advertising, this study focused on the analysis process of Q methodology. The purpose of this study is to qualitatively identify four advertising consumer typologies and characteristics in the perspective of

marketing strategy. The differentiated characteristic of each type was compared and analyzed with QUANL program tool for Q analysis. As a fundamental research, this study propose, firstly, to establish future marketing strategic plans for the latest customized advertising contents or services, secondly, to provide a theoretical guideline for segmenting consumer sub-markets. Moreover, it is meaningful scientifically as the prior research, which proposes theoretical framework for new market and consumer behavioral research.

2. Theoretical Background

2.1 Trends of Advertising Industry

Integrated marketing communication (IMC) means a sort of 'marketing communication' or 'advertisement marketing' and is more popular than the terminology of advertisement. The dictionary definition of advertisement is 'an activity that advertiser introduces some product, including service, thoughts, people, and organization, to certain individual or promotes sales' In other words, all advertisements are commonly composed of advertiser the main agent (the owner of advertised product or the person bearing advertising expenses), content (concept about the product itself), and the target audiences or target consumers [4].

The advertisement industry showed a rapid growth in the short time, after the web-based internet advertisement was first introduced, and currently the coverage of smart mobile based wireless web, application, n-screen, and outdoor digital signage advertisements is being expanded. These digital advertising technologies derive and create various types of converging advertisements to reinforce consumer satisfaction and friendly interactive relationship with customers by customizing personal one-to-one DB marketing or high-tech IT technological marketing such as LBS (local based service) based context-aware.

2.2 Integrated Advertisements

Integration is a concept applied to various fields such as advertisement, community, culture, economy, product, fashion, and architecture, and it means the sum of more than two

entities. As a similar term of integration, collaboration, bundling, and converging are mix used. In recent business activities, Collaboration is defined as ‘a condition of cooperation of two or more entities’, and it tends to focus on cooperation activity [5, 6].

Until now, the previous researches mentioned integration concept were performed in various perspective of product and product, product and service, manufacture and production process, marketing strategy, and combination of brand other than this, collaboration in business administration perspective is defined in strategic alliance side. Many researches including Morris and Hergert (1987) defined the collaboration as a connected activity among companies who jointly seek the shared objectives, and the company that cooperates is also the competitive or potentially competitive company (Hamel et al., 1989). Besides this, many researches used collaboration as the meaning of ‘cooperation’ in the perspective of partnership among organizations [7, 8].

2.3 Consumer Segmentation

Robinson (1948) theorized the concept of consumer segmentation for the first time and this has been the important concept of consumer behavioral research and marketing perspective up to now [9]. Smith (1956) defined the consumer or market segmentation as activities considering important segmented consumers (markets) as small consumer groups having homogeneity according to different preferences. Wind (1978) described that the definition of consumer segmentation can be a guideline for resource allocation of marketing strategy, consumer, and products, to increase company profitability [10, 11]. These researches explain that in marketing perspective, the concept definition of consumer segmentation is eventually the very important strategic framework affecting in strategy planning and performance stage. The reference variables classifying consumer segmentation are changing with the stream of times. Looking from the consumer behaviour research, the demographic factors such as gender, age, education level, and region are basic determinant factors separating consumer segmentation, and a kind of culture, social

position or custom are affected as external environmental factors.

Recently, as needs and wants of consumers vary, it is very important to properly understand the internal psychological attributes ‘subjectivity’ such as preception, learning, memory, motivation, personality, sensitivity, preference and attitude in addition to consumer behavioral feature, in order to accurately realize complicated consumer decision making process. Particularly, as a precedence factor for consumer decision making and action, the attitude factor means ‘the posture to certain object or situation’. Thurstone (1931) explained this as ‘the quantity of positive or negative feeling of an individual for a certain object’, and Fishbein and Aizen (1975) defined as ‘a learned bias to consistently react favorably or unfavorably about a certain object’. Sometimes it is a tendency of evaluation, feeling, and action for certain objective Yeo, (2001) [12, 13].

The preference for one particular product or service can also be the main factor for segmenting a group of consumer majority. For certain goods, people form attitude according to personal perception or belief, and through that decide the purchase. In other words, this means the degree of interest for certain brand. Therefore, consumer preference is one of the core concepts that create differentiated marketing strategy (Aaker, 1997) [14,15]. For example, Son (2009) defined the positive or favorable degree to certain brand in consumer attitude perspective as brand preference, and explained that preference can satisfy the primary and secondary desire of consumers.

In research methodology perspective, most consumer segmentation researches were quantitative research with the purpose of hypothesis verification proposed by researcher in context of consumer behaviour research, and the number of analytical qualitative researches were relatively insignificant. As the importance of internal awareness of consumers increases in current marketing inspection perspective, the necessity of qualitative research that supplements limitation of quantitative research is emphasized.

(Table 1) Q-samples and types of integrated advertisements

Q _n	Statements	Converging Types
Q ₁	I like the integration of print ads and application advertisement for free print coupon.	App ads+paper
Q ₂	It is good to see the TV or PC advertisement on the Smart phone and Digital Outdoor Ads.	PC+smart mobil+ digital signage
Q ₃	I like the new high-tech digital display advertisement where digital technology is added to signboard advertisement.	Digital signage+display
Q ₄	I like the various contents integrated advertisement (eBook+Music+VOD), easily seeing in mobile app-store.	App+e-book+ music+VOD service
Q ₅	I like PDP of subway, public transportation, and display advertisement of subway train.	Screen digital subway
Q ₆	I like the sub-TV type advertisement guiding the destination and metro live advertisement.	TV media+metro live
Q ₇	I think the advertisement effect will increase if the same teaser advertising is shown in various media such as transport advertising, banners, and digital views.	SNS+LED ads
Q ₈	It is convenient to see the advertisements shown from internet portals.	App+web
Q ₉	I like the advertisement that can be receive online events quicker through color code.	Color code+on-line
Q ₁₀	It is good to show the advertisements that maximize the concensus through campaigns on media.	TV+theater+on-line
Q ₁₁	The live media advertisement shown through Facebook (SNS) of promotion advertisement such as motor show or performance is interesting.	Experience ad+SNS
Q ₁₂	I feel interesting to ads shown from smart phone and Tablet PC with bigger screen Smart TV.	TV+broadband
Q ₁₃	I think it is more effective to advertise various contents using N screen	N-screen
Q ₁₄	I feel to experience image advertisement such as movie and music video through social games.	SNS+game(MMORPG)
Q ₁₅	I like to deliver more fun messages through online and let TV, magazine, and theatre ads.	TV+paper+screen+web
Q ₁₆	I feel good to acquire information of new product by clicking 'stop' button while playing game	TV+DVD+game
Q ₁₇	I like the service of receiving the trip event advertisement from SNS through Smart phone.	PC+smart phone+SNS
Q ₁₈	I like the context-aware type digital integration advertisement that only shows what I need.	App/Web interactive
Q ₁₉	I agree that the digital image advertisement should be optimized to multi-screen for PC, mobile, and tablet platform.	Image multimedia+ PC+mobile+tablet PC
Q ₂₀	I like wire/wireless convergence type advertisement connected among TV, telephone, and internet.	Converging ads
Q ₂₁	A natural advertisement effect can be shown when PPL (brand display advertising) including TV is linked to Smart phone mobile advertisement.	PPL+TV+N-screen
Q ₂₂	I feel okay with the advertisement shown while interconnecting my blog and café to N drive	Cloud computing
Q ₂₃	The QR type event advertisement of participating through filming the digital outdoor advertising (banner) with my smart phone is interesting.	Digital signage+ out-door+QR code
Q ₂₄	I like the dynamic advertisement that Coca-Cola advertisement is applied to digital game and further practice in SNS.	SNS+dynamic ads
Q ₂₅	I feel familiar to see digital outdoor advertisement in indoor mobile advertisement.	Digital signage+mobile
Q ₂₆	I like the digital customized advertisement that sends detailed information as message when clicking the smart phone advertisement.	Banner+text message
Q ₂₇	Movie promotion ads has an effect when it is given as combination of app/web/media.	App+Web+media
Q ₂₈	I feel the participation type event advertisement that provides mission to consumers through media, smart phone application, or SNS, and provides reward upon completion of the mission in offline store is interesting [16].	TV+SNS
Q ₂₉	I like the advertisement where I can check the product in mobile, through QR code from prints and display panel in bus stops.	Paper+display+mobile
Q ₃₀	I like the consumer participation type advertisement, that provides reward if take a picture of outdoor advertisement and digital signage advertisement with the hint received from mobile SNS.	Out-door+digital signage+SNS

3. Research Methods

3.1 Q Methodology

Q methodology is different from existing empirical study (R methodology), verifying hypothesis and research model composed of designed variables from operational definition of researcher, in research perspective and measurement scale. Q methodology is the theory and analytical or exploratory research method to discover respondent type from ‘internal thoughts’ such as perception, awareness, values, sensitivity, value system, and preference, based on subjectivity of individual correspondent. To sum up, the objective of Q methodology is that it is a research for ‘hypothesizing process’ discovering and inferring the hypothesis based on subjectivity of respondents, developed from the perspective of verifying research hypothesis proposed by researcher [17, 18].

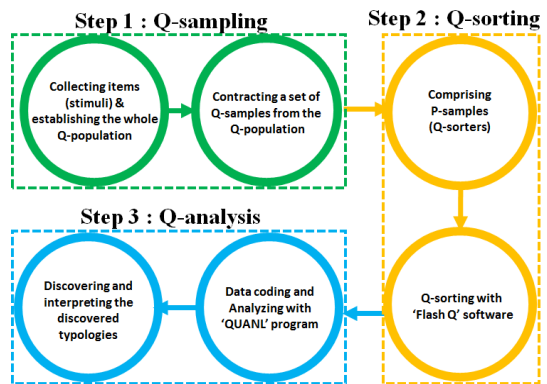
3.2 Research process

3.2.1 Q Population and Q samples

Q Population signifies the aggregate of all stimuli to respondents about the subject of research. This research presents overall aggregate including all type (model) of emerging IT integrated advertisement [19]. In general in Q research, these stimuli are all statements about the subject of research presented to respondents (P sample). To construct Q Population covering the whole, respondents are accumulated through literature investigation or in-depth interviews. In reality, Q samples mean the variable or object which will be classified (Q sorting) by respondents in next analysis stage, and are typical stimuli compressed from previously constructed Q population stimuli [20].

The number of ideal Q sample depends on the level of difficulty and complexity of research subject. The general advisable number is 40, however depending on the level of

difficulty and complexity of context due to the professional subject, the number of stimuli can be less than 30. This research structured recent emerging IT integrated advertisement Q population. Excluding the overlapped content, final 30 Q samples were selected based on MECE principle.



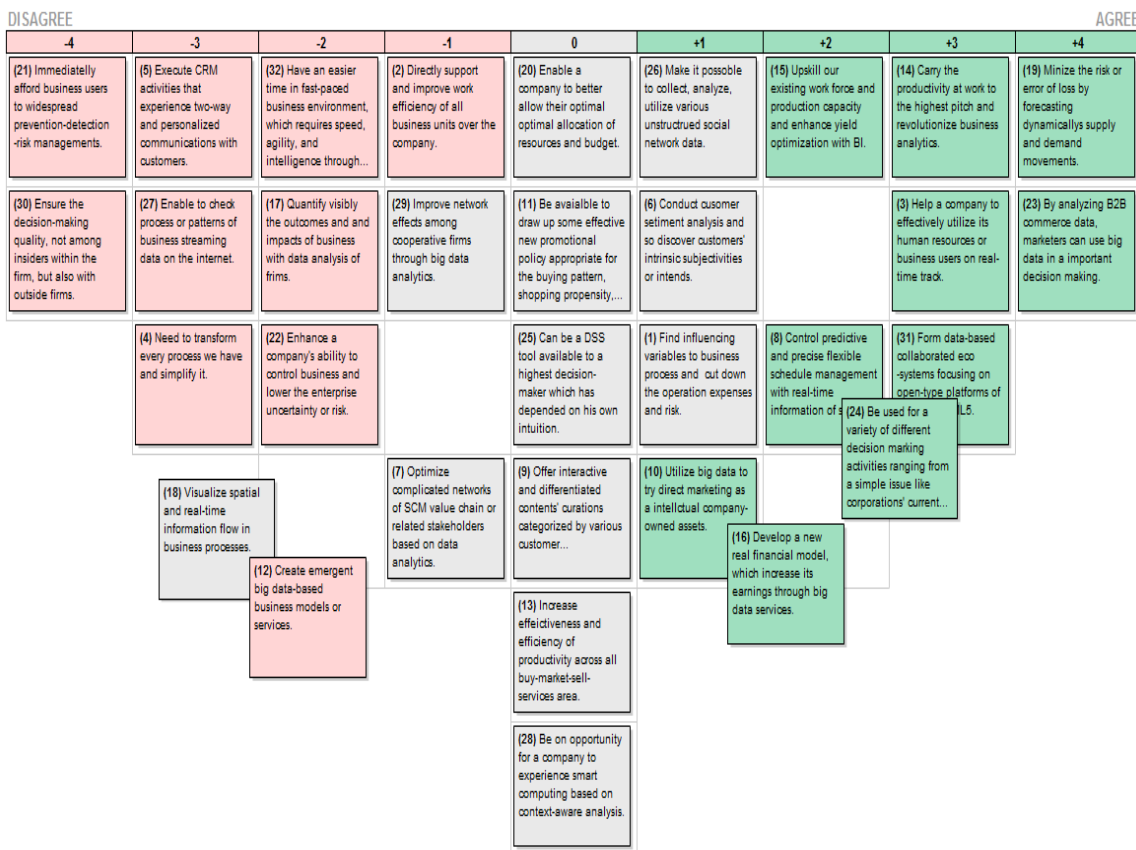
(Figure 1) Research Design

3.2.2 P Sample and Q Sorting

This research selected 40 P samples as the respondents for sorting the Q sample, through convenience sampling. P samples conform to the typology object of research of Q research who participate in analytical process of sorting the extracted 30 Q sample statements (Q sorting) (Wimmer and Dominick, 1997). Generally, the sample survey of R research limits the number of stimuli (variables) based on the operational definition of researcher, however in Q methodology, the necessary number of P samples for segmenting the respondents are required based on the small sample doctrine of Stepheonson (1953) the founder. After, P samples participate in Q sorting process scoring Q samples. Q sorting is similar to ranking the card game, and each correspondent arranges the Q sample by ‘most agree’, ‘neutral’, and ‘least agree’ based on their thoughts, on the normal distribution (McKeown and Thomas, 1988).

(Table 2) Q-sorting pyramid(N=30)

	most disagree							most agree		
Q-sorting raw scale	-4	-3	-2	-1	0	1	2	3	4	
Calculative scale	1	2	3	4	5	6	7	8	9	
Frequency	2	3	3	4	6	4	3	3	2	



(Figure 2) Q-sorting using Flash Q software (Examples)

3.2.3 Q Analysis with QUANL Program

Q analysis is to divide the correspondents types, who are experiencing emerging IT integrated advertisement, according to similar thoughts and value structures, and to discover unique characteristic. Q sorting data of P sample were collected and for analysis, a main component analysis and Varimax analysis were performed using QUANL PC program. As a result of Q factor analysis, a total of 4 types were analyzed, as Type 1 (11 people), Type 2 (7 people), Type 3 (10 people), and Type 4 (12 people). Applying Q sample number (N=30) used in Q analysis, statistical significance of $1.96 (1/30) = 0.35$ was calculated. For the P sample Factor Weight larger than 1.0, as the value is large the person is interpreted as a representative of certain Type.

4. Interpretative Typologies

In type analysis, types were distinguished synthetically based on objective data such as literature investigation, demographic information of P sample, observation record and respondents in-depth interview records in Q sorting, comments about two side variables for Q sorting, and Q analysis result. By analyzing Q variables explaining unique characteristic of each type, as a result the four types were named as Type 1 'Multi-channel advertisement', Type 2 'Emotional advertisement', Type 3 'Web 2.0 participation advertisement' and Type 4 'New media advertisement'. Among Q variables, the analysis was done based on 'strong affirmation' (sample score > +1) and 'strong negation' (sample score < -1).

(Table 3) Weighted by factors

	Q Sort			Factor Weight	Eigen value	Variance	Cum. Variance
	Q _n	Gen	Age				
Type I (N=11)	P ₃₉	M	20	1.4337*	5.9932	.1498	.1498
	P ₇	F	20	.7525			
	P ₁	F	20	1.1172*			
	P ₁₈	F	20	1.2666*			
	P ₃₇	M	20	.6359			
	P ₃₆	M	20	.4976			
	P ₈	F	20	.6754			
	P ₁₅	F	20	.7785			
	P ₁₉	F	20	.5467			
	P ₂₅	M	20	.4201			
Type II (N=7)	P ₃	F	30	.6754	3.8798	.0970	.2468
	P ₁₄	F	30	1.3264*			
	P ₄	F	30	2.2706**			
	P ₁₂	F	30	1.0288*			
	P ₂	F	20	.8421			
	P ₆	M	30	1.5330*			
	P ₄₀	M	20	.4082			
Type III (N=10)	P ₃₅	M	30	.0753	2.8305	.0708	.3176
	P ₃₂	M	30	.8150			
	P ₁₀	F	20	.7071			
	P ₂₁	F	30	.9105			
	P ₃₄	F	20	1.2065*			
	P ₁₆	M	30	.5104			
	P ₂₈	M	20	.4220			
	P ₃₈	F	30	.0530			
	P ₁₁	M	20	.7012			
Type IV (N=12)	P ₁₃	M	30	.7717	2.3893	.0597	.3773
	P ₉	F	20	.3095			
	P ₂₇	M	30	.5829			
	P ₃₁	M	30	1.0897*			
	P ₃₀	M	20	.4553			
	P ₂₃	M	20	1.1998*			
	P ₂₂	F	30	.7707			
	P ₂₉	M	20	.4645			
	P ₂₄	M	20	.6367			
	P ₅	F	20	.3327			
Type IV (N=12)	P ₂₆	M	20	.3294	2.3893	.0597	.3773
	P ₁₇	M	20	.3720			
	P ₂₀	M	20	.2639			
	P ₃₃	F	20	.3958			

Factor weight*>1.0, **>2.0

4.1 Type 1: Multi-channel Advertisement

The advertisement consumers of Type 1 prefer to use various advertisement channels, not limited to one significant channel. They strongly agreed on the statement among Q sample variables, that ‘various convergence contents advertisement that is offered through N screen media such as PC, smart phone,

Tablet PC, and Smart TV is effective’. On the other hand, they responded negatively on the statement of ‘QR code type event advertisement of participating advertisement directly, by filming the digital outdoor advertising with smart phone’, ‘ads using games’, and ‘participation type advertisement using digital signage’.

(Table 5) Detail positive and negative statements of Type1

Qn	Positive statements (+)	Z-Score
13	I think it is more effective to advertise various contents using N screen	2.10
27	Movie promotion advertising has an effect when it is given as combination of App, Web, and Media.	1.45
10	I think it is good to show the advertisements that can maximize the consensus through campaigns on TV, theatre, and online to stir up the emotion.	1.30
7	I think the advertisement effect will increase if the same teaser advertising is shown in various media such as transport advertising, banners, and digital views.	1.30
17	I like the service of receiving the trip event advertisement from SNS through smart phone.	1.00
Qn	Negative statements (-)	Z-Score
16	I feel it is good to acquire information of new product by clicking ‘stop’ button while playing game, watching TV, and DVD.	-1.18
30	I like the consumer participation type advertisement, that provides reward if take a picture of outdoor advertisement and digital signage advertisement with the hint received from mobile SNS.	-1.32
14	I feel new to experience image advertisement like movie or music-video by games and social media.	-1.56
29	I like the advertisement where I can check the product in mobile, through QR code from prints and display panel in bus stops.	-1.72
23	The QR type event advertisement of participating through filming the digital outdoor advertising (banner) with my smart phone is interesting.	-1.95

(Table 6) Detail positive and negative statements of Type2

Qn	Positive statements (+)	Z-Score
10	I think it is good to show the advertisements that can maximize the consensus through campaigns on TV, theatre, and online to stir up the emotion.	1.70
12	I feel interesting to see the advertisement shown from smart phone and Tablet with bigger Smart TV.	1.42
30	I like the consumer participation type advertisement, that provides reward if take a picture of outdoor advertisement and digital signage advertisement with the hint received from mobile SNS.	1.31
Qn	Negative statements (-)	Z-Score
9	I like the advertisement that can be receive online events quicker through color code.	-1.16
24	I like the dynamic ad that Coca-Cola ad is applied to digital game and further practice in SNS.	-1.43
23	The QR type event advertisement of participating through filming the digital outdoor advertising (banner) with my smart phone is interesting.	-1.51
4	I like the various contents integrated advertisement (e-book+Music+VOD), easily seeing in app-store.	-1.66
22	I feel okay with the advertisement shown while interconnecting my blog and café to cloud ‘N drive’.	-1.56
1	I like the integration of print ads and application advertisement for free print coupon.	-1.96

4.2 Type 2: Emotional Advertisement

The advertisement consumers of Type 2 are people who prefer the advertisement including emotional or meaningful

message with forming consensus. They strongly agreed with the Q sample statement ‘The advertisement effect is huge when the advertisement is shown on TV, theatre, and on-line through campaign to stir up the emotion and maximize the consensus’.

On the other hand, Type 2 respondents showed low preference to ‘integration of application advertisement with free printing coupon and print ads’, and ‘various contents integration advertisement easily seen in mobile application store and advertisement using N drive, the cloud server’.

4.3 Type 3: Web 2.0 Advertisement

The respondents of Type 3 are advertisement consumers who

actively participate in advertisement activity of companies. As shown in statement ‘receiving the trip related event through social network service of PC or smart phone, or advertisement of making QR code’, people of Type 3 are active advertisement consumers and sometimes productive consumers who participate in advertisement production. On the other hand, they do not agree with ‘the advertisement shown while interconnecting my blog or café on N drive (cloud server)’.

(Table 7) Detail positive and negative statements of Type3

Qn	Positive statements (+)	Z-Score
17	I like the service of receiving the trip event advertisement from SNS through smart phone.	1.61
28	I feel the participant event advertisement that provides mission to consumers through media, mobile application, or SNS, and provides reward upon completion of the mission in off-store is interesting.	1.60
2	It is good to see the TV or PC advertisement on the smart phone and Digital Outdoor Advertising.	1.30
11	The live media advertisement shown through Facebook(SNS) of promotion advertisement such as motor show or performance is interesting.	1.27
Qn	Negative statements (-)	Z-Score
9	I like the advertisement that can be receive online events quicker through color code.	-1.10
4	I like the various contents integrated advertisement (e-Book+Music+VOD), easily seeing in app-store.	-1.10
16	I feel it is good to acquire information of new product by clicking ‘stop’ button while playing game, watching TV, and DVD.	-1.72
29	I like the advertisement where I can check the product in mobile, through QR code from prints and display panel in bus stops.	-1.90
22	I feel okay with the advertisement shown while interconnecting my blog and café to cloud ‘N drive’.	-2.41

(Table 8) Detail positive and negative statements of Type4

Qn	Positive statements (+)	Z-Score
3	I like the high-tech digital display advertisement where digital technology is added to signboard advertisement, because it is new.	2.29
7	I think the advertisement effect will increase if the same teaser advertising is shown in various media such as transport advertising, banners, and digital views.	1.69
25	I feel familiar to see digital outdoor advertisement in indoor mobile advertisement.	1.49
27	The Movie promotion advertisement has an effect when it is given as combination of App, Web, and Media.	1.31
9	I like the advertisement that can be receive online events quicker through color code.	1.11
Qn	Negative statements (-)	Z-Score
4	I like the various contents integrated advertisement (e-book+music+VOD), easily seeing in app-store.	-1.19
30	I like the consumer participation type advertisement, that provides reward if take a picture of outdoor advertisement and digital signage advertisement with the hint received from mobile SNS.	-1.38
16	I feel it is good to acquire information of new product by clicking ‘stop’ button while playing game, watching TV, and DVD.	-1.38
28	I feel the participation type event advertisement that provides mission to consumers through media, smart phone application, or SNS, and provides reward upon completion of the mission in offline store is interesting.	-1.49
23	The QR type event advertisement of participating through filming the digital outdoor advertising (banner) with my smart phone is interesting.	-1.62

(Table 4) Q-items and z-score descending array of differences among types

Type I				Type II			
Positive		Negative		Positive		Negative	
Q _n	Z-score	Q _n	Z-score	Q _n	Z-score	Q _n	Z-score
13	2.10	16	-1.18	10	1.31	22	-1.51
27	1.45	30	-1.32	12	9	1	-1.66
10	1.30	14	-1.56	30	24	-1.16	-1.86
7	1.30	29	-1.72	1.70	23	-1.43	-1.90
17	1.00	23	-1.95	1.42	4		
Type III				Type IV			
Positive		Negative		Positive		Negative	
Q _n	Z-score	Q _n	Z-score	Q _n	Z-score	Q _n	Z-score
17	1.60	16	-1.10	3	2.29	4	-1.19
28	1.30	29	-1.72	7	1.69	30	-1.38
2	1.27	22	-1.90	25	1.49	16	-1.38
11	9	-1.10	-2.41	27	1.31	28	-1.49
1.61	4			9	1.11	23	-1.62

4.4 Type 4: New Media Advertisement

Type 4 is a group preferring high-tech advertisement with the newest IT. Especially, their favorite advertisement is 'high-tech display advertisement such as digital signage', and showing negative thoughts on 'participation type advertisement using SNS and QR code type advertisement'. The Type 4 advertisement consumers having high involvement on new and innovative advertisement media are name as 'New Media advertisement pursuit type'.

5. Conclusion

Recently, as convergence type New media advertisement media are developing with the attachment with IT technology, advertisement creative and marketing strategy activity of companies are highly affected. In specific, to increase the advertisement effect in personal smart device based App mobile 3.0 generation, it is important to properly understand consumer needs and subjectivity to deliver customized advertisement service. In this context, the Q methodology was applied to this research and consumer market segmentation research was performed according to internal subjective characteristic of consumers in a new degree. As a result of analysis, by classifying the value structure of advertisement consumers about newest IT integrated advertisement, the context definition was proposed with the hypothesis for four consumer segmentation types.

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