

The Effect of Message Construal Level, Temporal Distance and Consumer's SNS Self-efficacy on Consumers' Attitude Toward SNS Fashion Advertisements¹⁾

Hyojung Cho¹, Mi Young Lee²

¹Dept. of Design, Housing, & Apparel, University of Minnesota

²Dept. of Fashion Design & Textiles, Inha University

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Abstract

The purpose of this study was to examine the effects of the construal level and temporal distance of a message and consumer's Social Network Service (SNS) self-efficacy on consumers' attitudes toward SNS fashion advertising. This study employed a 2 (message configuration: high construal level/low construal level) × 2 (temporal distance: distant future/near future) × 2 (SNS self-efficacy: high/low) between-subject factorial design. The survey was conducted on Facebook users in their twenties ($N=216$). The results are as follows: First, attitude toward SNS fashion advertising and purchase intention was higher when the message construal level was lower and when the temporal distance was closer. Second, no interactions between temporal distance and message construal level for attitude toward SNS advertising and purchase intention were found in this study. However, interactions between temporal distance and SNS self-efficacy for attitude toward SNS advertising and purchase intention were found. When the SNS self-efficacy was high, message with the low construal level reacted significantly positive in terms of attitude toward the ad as well as purchase intention. It is expected that this study will provide insight for apparel makers or retailers to use SNS as a new advertising media for fashion marketing. Practical implications and limitations are discussed.

Keywords

SNS advertisement, Construal level theory, SNS self-efficacy, Advertising effects

Introduction

A Social Network Service (SNS) is a web-based service that allows individuals to create profiles and build social relationships, providing a place for users to exchange information and opinions by providing a platform for communication (Boyd & Ellison, 2007). Recently, SNSs have taken on added importance, as development of mobile devices, such as smartphones or tablet PCs, has enabled access to Internet anytime and anywhere, resulting in surge in number of SNS users. In Korea, the number of SNS users aged over six, who used SNSs over the last year, has increased steadily: 65.7% in 2010, 66.5% in 2011, and 67.1% in 2012 (Korea Internet & Security Agency, 2010, 2011, 2012). SNSs have been expanding fast, spurred due to the burgeoning number of users and wireless Internet advancement.

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Corresponding Author:

Mi Young Lee

Dept. of Fashion Design & Textiles, Inha University

Tel: +82-10-9039-1376

Fax: +82-2-

E-mail: mylee@inha.ac.kr

SNSs have been widely used as a marketing tool beyond communication channels for individuals amid the spread of the Internet and the advancement of mobile devices. SNSs serve as a platform for “many-to-many” interactive communication, unlike traditional media that usually provides a channel for “one-to-many” communication. Compared to the traditional media, SNSs have a wider influence and relatively greater cost-effectiveness enabling high efficiency marketing.

Companies, including fashion companies, employ SNS in their marketing activities to enhance brand image, retain customers, and secure communication channels at a comparatively low cost (Cho & Park, 2012). Many fashion companies often utilize social media for advertising via SNSs, and at the same time, push forward various promotions and events using their SNS accounts (Choi, 2015; Kim & Ko, 2012; O’Neill, 2010). According to the data published by eMARKETER (2012), global SNS advertising sales were expected to reach \$11.87 billion by 2014, which reflects the fact that SNSs have attracted increasing attention as advertising media. Particularly, mobile ads on Facebook comprised 70% of all SNS ad sales in the United States in 2013, suggesting that SNSs will continue to have the farthest-reaching influence.

Users of social media are distributed across all age groups, exhibit a high degree of brand adoption and actively respond to product-related messages. Thus, social media which plays a central role in marketing can find effective applications in wide-ranging areas, tapping into its capabilities related to brand recognition, relationship establishment, product attitude formation, and product purchase (Choi, 2010). Marketing via SNS can help increase favorable perception toward brands or products of companies even if such SNS-based marketing does not have a direct impact on sales. As a result, many marketers consider that SNSs have greater potential as a medium for customer management, rather than sales promotion, and therefore use SNSs for e- Customer Relationship Management (CRM) that can help build and strengthen customer relationships (Choi, 2010; Jang, 2011).

In composing SNS advertising messages for fashion products, it is important to consider both the time of advertising exposure and the construal level of consumer, as consumers accept advertising in a different way depending on the time of purchase even if the advertising messages are the same. This involves the

construal level theory developed by Liberman and Trope (2010). According to this theory, individuals have a high level of abstract and central construal for psychologically distant objects or events, while they have a low level of concrete and specific construal for psychologically close objects or events. Psychological distance is the subjective recognition of how far the object is from the self, consisting of temporal, spatial, social, and hypothetical distances. Thus, the present study aims to investigate the effect of SNS advertising messages by operationalizing their construal level, focusing on the temporal distance with the release of new fashion products.

In order to find more effective ways to implement SNS marketing for fashion companies, this study aims to examine the effect of advertising message type and SNS self-efficacy of consumers on consumer’s attitude toward fashion advertisement and purchase intentions. The findings will provide a basis for companies to communicate with consumers more effectively using SNSs.

Literature Review

Construal Level Theory and Temporal Distance

According to construal level theory, events distant in time tend to be represented more abstractly and broadly based on essential characteristics with a high construal level, while events close in temporal proximity tend to be represented more concretely and narrowly with a low construal level (Liberman & Trope, 1998). Construal level theory has been expanded beyond the notion of temporal distance to cover psychological distance that includes spatial, social, and hypothetical distance (Bar-Anan *et al.*, 2006; Trope & Liberman, 2003; Wakslak *et al.*, 2006). The perception that objects are farther away in temporal, spatial, social, and hypothetical distance leads to a higher construal level and the abstract representation of objects. By contrast, the concrete representation of objects results from a low construal level when information close in temporal proximity is interpreted. Liberman and Trope (1998) stated that the desirability of goal-oriented activities pursued by people related to a high construal level while the feasibility of goals was related to a low construal level. In other words, decisions on activities far into the future involve high construal level, and therefore the desirability of activities

has greater influence. Meanwhile, decisions on activities into near future involve a low construal level, and therefore, they are influenced more by the feasibility of activities.

Kim *et al.* (2012) showed that closer temporal distance involved a low construal level, increasing the impact of price-discount advertisement, as there was an interactive effect between type of sales promotion advertisement and perception of temporal distance. Meanwhile, greater temporal distance involved a high construal level, increasing the impact of value-creation advertisement. The effects of construal level and temporal distance sometimes exhibit patterns different from those found by existing studies due to different circumstantial variables or consumer characteristic variables. The results of a study by Yang and Kim (2012), which investigated the effect of construal level, message level, and temporal distance on consumers' attitudes toward messages and their purchase intentions, suggested that there was an interaction between construal level and message level when temporal distance was high and that no interaction was manifested when temporal distance was low. When variables other than construal level and temporal distance were applied, the effect of construal level and temporal distance on product attitude and purchase intention varied.

Based on previous research, we examined the effect of message type on consumers' attitudes toward SNS-based advertisements of fashion products and their purchase intentions, depending on the construal level and temporal distance of the messages in the fashion companies' SNS-based advertisements.

SNS Self-efficacy

Bandura (1982) defined self-efficacy as a belief or expectation that one can successfully carry out activities or tasks required to obtain specific results. In other words, self-efficacy is based on a subjective judgment that one can successfully perform tasks under certain circumstances, rather than the skill level of an individual. Self-efficacy also influences the thoughts, behavior patterns, and emotions of individuals. Individuals with high self-efficacy select challenging task, put more effort into successfully carrying out tasks, and show tenacity in proceeding with tasks even in the midst of difficulties (Schunk, 1983). In addition, those with high self-efficacy tend to have high self-regulation abilities and low levels

of anxiety in situations where alternatives must be selected, and use effective alternative strategies (Pintrich & Garcia, 1991). The application scope of self-efficacy has been expanded gradually, and many studies have been conducted in relation to the adoption and use of new media such as the Internet or SNSs. It has been found that self-efficacy plays an important role in understanding online consumer satisfaction and loyalty intention (Lee *et al.*, 2009), and purchases (Hernandez *et al.*, 2009).

SNS-based self-efficacy has a positive influence on both fulfillment of SNS utilization and intention of constant SNS utilization (Choi, 2012). Self-efficacy has a positive effect on perceived ease and usefulness, which in turn has a positive impact on the intention to use social media advertisements (Jin & Yeo, 2011). A study by Park (2011) showed that efficacy for social media influenced the perception of social distance toward media, and eventually had a positive impact on the adoption of public advertising messages, implying that users with high SNS self-efficacy had a greater acceptance of SNS-based advertisements.

SNS self-efficacy can be understood in connection with consumers' SNS knowledge level. Consumers with extensive experience in using products and services, high application ability, and related knowledge can be said to have high knowledge levels (Johnson & Russo, 1984). Thus, consumers with high SNS knowledge levels can be considered to have high SNS self-efficacy. A study by Lee and Ahn (2010) showed that consumers' knowledge level determined the extent to which temporal distance for product attitude and product information level would have an influence. Thus, no difference was observed in attitude toward quick information-based products and benefit information-based products, regardless of knowledge level, in the case of the near future. Meanwhile, when the future was farther away, consumers had more positive attitude toward benefit information-based products than they did toward quick information-based products only when knowledge level remained low.

As both temporal distance and construal level are influenced by consumers' knowledge level as mentioned above, this study sought to investigate whether there is a difference in the effect of SNS fashion advertisements by applying SNS self-efficacy as an additional variable and examining the interactive effect between construal level and temporal distance.

SNS Marketing of Fashion Products

A number of studies on the SNS marketing of fashion products have been conducted on the effect of consumer characteristics and SNS characteristics on marketing effect (Cho & Park, 2013; Hyun, 2013; Ko, 2013; Park *et al.*, 2012). According to previous studies on the SNS advertising of fashion products, among SNS advertising attributes, interactivity affects advertising satisfaction (Ko, 2013). As for attitude toward advertising and brand attitude, the effect of video comment advertising is greater than that of event advertising (Hyun, 2013), but relatively few studies have been conducted on the diverse aspects of SNS advertising attributes. Thus, this study aims to investigate how the effect of SNS advertisement of fashion products differs depending on the message composition of advertising.

Advertising Effect

Firms measure the effect of advertising, as a marketing tool, to find out how much advertising contributes to their sales. In the past, an effort was made to investigate the effect of advertising by measuring the sales effect by linking the cost of advertising and the level of advertising exposure with the amount of sales, but it could not explain how specific the process was. Thus, studies on the effect of advertising have focused on the process of advertising, that is, how advertising affects consumers to get desired effects. The factors for measuring the effect of advertising include attitude toward advertising, brand attitude and purchase intention (Han & Lim, 2012; Lavidge & Steiner, 1961; Shin & Lim, 2004). Attitude toward advertising refers to whether the receiver's response to the exposure of certain advertising is favorable or unfavorable. Previous studies have suggested that advertising itself can affect attitudes toward brands and products presented by the advertising, which in turn can lead to the intention to purchase the product. This study sought to investigate the effect of advertising on attitude toward advertising and purchase intention.

Methods

Research Questions

Based on the literature review, the following research questions were:

Research Question 1: what effect does message type have on consumers' attitudes toward SNS-based advertisements of fashion products, depending on the construal level and temporal distance of messages in fashion companies' SNS-based advertisements, and respondents' SNS self-efficacy?

Research Question 2: What effect does message type have on consumers' purchase intentions, depending on construal level and temporal distance of messages in fashion company's SNS-based advertisements, and respondents' SNS self-efficacy?

Measurement

SNS self-efficacy refers to one's personal confidence in one's ability to use and handle SNSs, and it was measured with three questions developed from previous research (Eastin & LaRose, 2000). Based on previous research (Hyun, 2013; Lavidge & Steiner, 1961), attitude toward advertisement and purchase intention were developed, and these variables were measured by three questions each (See Table 1). All items were measured on 5-point rating scales, with anchors of 1=very unlikely and 5=very likely. Questions on demographics (e.g., gender, age, educational background, occupation) and fashion shopping behavior (e.g., monthly clothing expenditure) were also asked. SNS usage questions included types of SNS and media currently used by respondents and frequency and period of using SNS.

For manipulation tests, four questions were used to test whether the two variables (i.e., construal level and temporal distance perception) were manipulated as intended by the researcher. Examples of questions, which were measured on 5-point rating scales, designed to check the manipulation of message construal level include, "Specific information necessary for purchase of products is included (1) - Information on benefits offered after product purchase is included (5)." Examples of questions to verify temporal distance perception manipulation include, "I feel it close in temporal distance (1) - I feel it far in temporal distance (5)."

Study Design

This study employed a 2 (message configuration: high construal level/low construal level) × 2 (temporal distance: distant future/near future) × 2 (SNS self-efficacy: high/low) between-subjects factorial design. Message configuration and temporal distance

were manipulated through the text used in the SNS advertisement. Meanwhile, respondents' self-efficacy was divided into high and low levels by the median split method based on the respondents' survey responses.

By varying the message construal level and temporal distance from the time of the promotional event, four types of advertising text stimulants were prepared. Based on previous research (Choi, 2013; Lee & Ahn, 2010; Trope & Liberman, 2003), the advertising message was developed. For the low construal level of the message, containing the number and locations of stores, and event and promotion information, which revealed peripheral attributes of products and feasibility, the following sentences were presented on a mock fashion company's Facebook page: "You can get knit products at a reasonable price of 29,900 won in 110 stores across the country. Many events and promotions are offered, including 12 colors and 5 print styles from cardigans to turtle neck sweaters." For the high construal level of the message, which contained functionality, materials, and design, revealing key attributes of products, the following sentences were presented: "You can get light, warm, and soft feeling in stylish colors and designs. Coordinate with luxurious wool materials for a warm yet chic look. These are essential items for getting through the winter season with a feeling of warmth." Since most previous research examining temporal distance used extreme and distinct distances (e.g., tomorrow or in a week vs. a year later), we adapted previous research for the temporal distance manipulation. For close temporal distance, the following sentence was presented: "Don't miss the new knit products to be released tomorrow." For distant temporal distance, the following sentences was presented: "Don't miss the new knit products to be released in one year."

Before introducing the stimulants, the following statements were presented: "You have logged onto Facebook with a mobile device that you usually use. While browsing new postings on your News feed, an advertisement of a fashion company has come into view."

Data Collection

According to the Korea Internet & Security Agency (2012), those in their twenties use SNSs most frequently, and no significant difference was found in frequency of use based on gender. Therefore, we conducted a survey of men and women in their

Table 1. Samples in experimental conditions (N=216)

Condition		Total
Construal level	High	100
	Low	116
Temporal distance	Distance	103
	Close	113

twenties who had experience in using SNSs through convenience sampling. The survey was conducted both online and offline on men and women, who resided in a metropolitan area. Participants were randomly assigned to one of the four conditions.

The data were analyzed using SPSS 20.0. Among the 248 questionnaires that were collected, 32 questionnaires were excluded due to incomplete responses, and 216 questionnaires were used for the final analysis. Of all respondents, 82% were female (178 females, 38 males), and the average age was 22. Facebook was the most commonly used SNS among respondents (82.9%). The majority of respondents indicated that they used SNSs via their smartphone (93.0%), and about 64% indicated that they used SNS more than twice a day.

Results

Measurement Reliability

Measurement reliabilities for all of the measurement items were first evaluated (see Table 2). A factor analysis with all items was performed to check whether the measures had good discriminant validity. All items were loaded on corresponding factors, thus confirming the discriminant validity of the measurement items. All

Table 2. Reliability of measures

	Items	Cronbach's α
SNS Self-efficacy	I can understand terms related to SNS	.82
	I can explain function of SNS	
	I can obtain information I want by using SNS	
Attitude toward the ad	I am fond of this SNS advertisement	.93
	I like this SNS advertisement	
	I am positive to this SNS advertisement	
Purchase intention	I have an intention to buy a product from this advertisement	.92
	I will purchase a product from this advertisement	
	I want to buy a product from this advertisement if I have a chance	

measurement inter-item reliabilities were good (Cronbach’s alpha >.80) and were averaged to single scores for further analyses.

Manipulation Check

The manipulation of message construal level and temporal distance was examined using *t*-tests. The message construal level was successfully manipulated. The high message construal level was perceived to be more abstract and value oriented ($M_{\text{High construal level}}=3.50$ vs. $M_{\text{Low construal level}}=2.38$; $t=10.733$, $p<.001$) than the low construal level message. The temporal distance was also successfully manipulated. The distant message was perceived to be more distant ($M_{\text{Distant}}=4.25$ vs. $M_{\text{Close}}=1.82$; $t=-18.399$, $p<.001$) than the close message.

Advertising Effect of Message Type Depending on Construal Level and Temporal Distance, and Respondents’ SNS Self-efficacy

To identify the advertising effect of the type of message depending on construal level, temporal distance for the new

fashion product promotion, and SNS self-efficacy, a three-way analysis of variance was administered with the message construal level, temporal distance and SNS self-efficacy set as independent variables and attitude toward the advertising and purchase intention set as dependent variables. Based on the previous research (Kim, Park, & Boo, 2012), the median split method was used to divide the high ($n=124$) and low ($n=92$) self-efficacy groups.

1) The effect of message construal level, temporal distance, and SNS self-efficacy on advertising attitude

The results indicated that there were main effects of the message construal level and temporal distance on consumers’ attitudes toward SNS advertising (see Table 3). Respondents tended to have more positive attitudes when the message construal level was high ($M=2.567$) compared to when it was low ($M=2.925$). However, there was no interaction effect between message construal level and temporal distance ($F(1, 208)=.015$, $N.S$). This result is not consistent with the general idea of construal level theory that the more distant an object is from the individual, the more abstract

Table 3. Result of three-way ANOVA on attitude toward SNS advertisement ($N=216$)

Dependent Variable	Sources	SS	df	MS	F	p
Attitude toward Ad	Construal level(A)	5.640	1	5.640	7.395	.007**
	Temporal distance(B)	11.399	1	11.399	14.946	.000***
	SNS self-efficacy(C)	2.016	1	2.016	2.644	.105
	A×B	.011	1	.011	.015	.904
	A×C	3.101	1	3.101	4.065	.045*
	B×C	6.612E-05	1	6.612E-05	.000	.993
	A×B×C	.100	1	.100	.131	.717
	Error	158.631	208	.763		
	Total	1827.778	216			

$R^2=.134$ (adjusted $R^2=.105$)
 * $p<.05$, ** $p<.01$, *** $p<.001$

Table 4. Attitude toward the SNS advertisement according to construal level, temporal distance and SNS self-efficacy ($N=216$)

Variables		Construal level					
		High		Low		Total	
		SNS self-efficacy					
		High	Low	High	Low	High	Low
		<i>M(SD)</i>	<i>M(SD)</i>	<i>M(SD)</i>	<i>M(SD)</i>	<i>M(SD)</i>	<i>M(SD)</i>
Temporal distance	Distant	2.31 (.859)	2.32 (.836)	2.85 (.896)	2.46 (.962)	2.60 (.913)	2.40 (.902)
	Close	2.75 (.868)	2.84 (.688)	3.35 (.874)	2.87 (.962)	3.09 (.916)	2.85 (.828)
Total		2.53 (.884)	2.62 (.789)	3.11 (.913)	2.67 (.974)	2.84 (.943)	2.65 (.888)

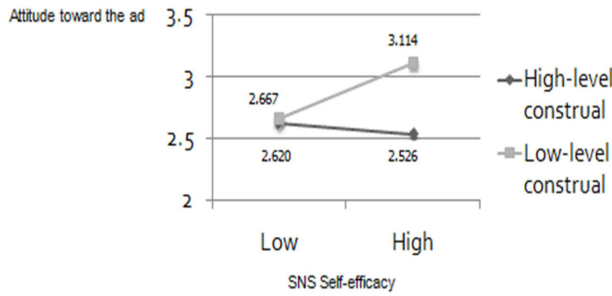


Fig. 1. Interaction between construal level of the message and SNS self-efficacy on attitude toward SNS advertising

it will be thought of, while the closer the object is, the more concretely it will be thought of.

The results indicate there is no interaction effect between temporal distance and SNS self-efficacy ($F(1, 208)=.000, N.S.$), while a two-way interaction between message construal level and respondents' SNS self-efficacy on attitudes toward the advertisement was found to be significant ($F(1, 208)=4.065, p<.05$). As shown in Figure 1 and Table 4, when a respondent's SNS self-efficacy was low, the attitudes toward the ad were similar

regardless of message construal level ($M_{Low\ construal\ level}=2.67$ vs. $M_{High\ construal\ level}=2.62$). On the other hand, when a respondent's SNS self-efficacy was high, low-level construal messages generated more positive attitudes toward the advertisement than high-level construal messages ($M_{Low\ construal\ level}=3.11$ vs. $M_{High\ construal\ level}=2.53$). In other words, the change in attitude toward advertising depending on message construal level was not large in the case of the low SNS self-efficacy group, while the high SNS self-efficacy group manifested an increasingly positive attitude toward the advertising when the message construal level was low.

2) The effect of message construal level, temporal distance, and SNS self-efficacy on purchase intention

Results of the analysis of variance administered on the purchase intention depending on message construal level, temporal distance, and SNS self-efficacy are shown in Table 5. The main effects of the message construal level and temporal distance appeared on the respondents' intention to purchase from the advertised fashion company. The advertising recipients' purchase intentions were

Table 5. Result of three-way ANOVA on purchasing intention (N=216)

Dependent Variable	Sources	SS	df	MS	F	p
Attitude toward Ad	Construal level(A)	12.247	1	12.247	14.851	.000***
	Temporal distance(B)	3.954	1	3.954	4.795	.030*
	SNS self-efficacy(C)	3.600	1	3.600	4.366	.038*
	A×B	.151	1	.151	.183	.669
	A×C	4.878	1	4.878	5.915	.016*
	B×C	.108	1	.108	.131	.718
	A×B×C	1.215	1	1.215	1.473	.226
	Error	171.529	208	.825		
	Total	1358.889	216			

$R^2=.149$ (adjusted $R^2=.120$)

* $p<.05$, ** $p<.01$, *** $p<.001$

Table 6. Purchasing intention according to construal level, temporal distance and SNS self-efficacy (N=216)

Variables		Construal level					
		High		Low		Total	
		SNS self-efficacy					
		High	Low	High	Low	High	Low
		M(SD)	M(SD)	M(SD)	M(SD)	M(SD)	M(SD)
Temporal distance	Distance	1.99 (.809)	1.83 (.716)	2.57 (1.048)	2.11 (.986)	2.30 (.980)	1.92 (.882)
	Close	2.01 (.799)	2.25 (.783)	3.01 (.968)	2.33 (1.005)	2.57 (1.021)	2.23 (.893)
Total		2.00 (.797)	2.08 (.776)	2.80 (1.023)	2.23 (.992)	2.43 (1.006)	2.56 (.896)

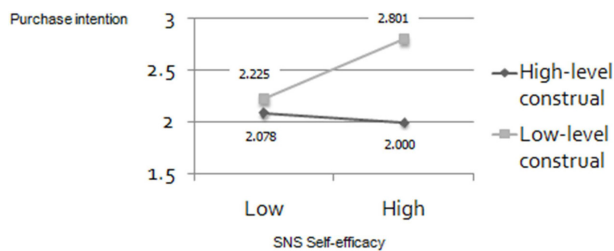


Fig. 2. Interaction between construal level of the message and SNS self-efficacy on purchasing intention

higher when the message construal level was low ($M=2.558$) than when it was high ($M=2.033$) (see Table 5). The results also revealed a main effect of SNS self-efficacy when it came to purchase intentions unlike attitudes toward the advertisement ($F(1, 208)=4.366, p<.05$), indicating purchase intentions increased when SNS self-efficacy was high. However, there was no interaction effect between message construal level and temporal distance ($F(1, 208)=.183, N.S$). This result is inconsistent with the general idea of construal level theory.

The results indicate that there is no interaction effect between temporal distance and SNS self-efficacy ($F(1, 208)=.131, N.S$) on purchase intentions, but the two-way interaction between message construal level and respondents' SNS self-efficacy on purchase intentions was found to be significant ($F(1, 208)=5.915, p<.05$). As shown in Figure 2 and Table 6, when respondents' SNS self-efficacy was low, both attitudes toward ads with both message construal levels tended to be low ($M_{\text{Low construal level}}=2.23$ vs. $M_{\text{High construal level}}=2.08$). On the other hand, when respondents' SNS self-efficacy was high, the low-level construal message generated more positive attitudes toward the advertisement than high-level construal messages ($M_{\text{Low construal level}}=2.80$ vs. $M_{\text{High construal level}}=2.00$). In other words, in the case of the low SNS self-efficacy group, change in the purchase intention was not significant depending on message construal level, while purchase intention increased more for low-level construal messages in the case of the high SNS self-efficacy group.

Discussion

The results of this study are summarized as follows. First, SNS attitude toward advertising and purchase intention was higher when

the message construal level was lower and when the temporal distance was closer. In particular, since social media are based on everyday interactions with others which whom one forms close relations, there is a tendency for users to feel as if social media are more personal and psychologically close. Thus, in the case of advertising that uses social media, utilizing close psychological distance and relatively concrete and specific detailed messages related to the context may be effective.

Second, this study did not manifest a two-way interaction between temporal distance and construal level of the message for attitude toward SNS advertising and purchase intention. Thus, construal level theory for the temporal distance was not supported. This result is similar to the findings of a previous study in which message construal level and temporal distance were not manifested when new variables were input (Yang & Kim, 2012).

Third, the two-way interaction between temporal distance and SNS self-efficacy appeared on attitude toward SNS advertising and purchase intention. When the SNS self-efficacy was high and the message construal level was low, attitudes toward the ad as well as purchase intentions were significantly positive. The reason attitudes toward the advertising of the low construal level were sensitive to the SNS self-efficacy can be found in the SNS attributes. Shim and Moon's (2012) research claims that users are now used to obtaining the latest information, anytime anywhere, and reacting immediately via SNSs, since the use of mobile SNSs via mobile devices such as smartphones has increased. Accordingly, new mobile SNS attributes now include; accessibility and utility which means that anyone can use resourcefully at low cost, recentness which enables users to obtain the latest information instantly when they desire, and connectivity (accessibility) that enables fast access. Accordingly, those consumers who are used to the SNS terms and functions and who believe that these can be put to good use are likely to embrace information that has these SNS attributes. In other words, increasingly detailed advertising messages that can help with product purchases tend to grab the attention of SNS users more than abstract messages that deal with products' core attributes, exerting positive effects on attitudes.

Implications

Based on the results of this study, the following marketing

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implications can be drawn. When producing SNS advertisements for fashion products, lowering the message construal level will help to increase recipients' attitudes toward the advertising and purchase intentions. In other words, composing messages centered on detailed information that showcases the possibility of product purchase, such as on product prices, store locations, and sales events can increase the advertising effect. Second, fashion companies need to ensure that the time of SNS advertisement exposure is close to the time of consumer purchase. That is, when exposing advertisements related to products and events, such as a new product launch or sales event, it is possible to optimize the advertising effect when the advertisements are exposed at a time that it is not too far when it comes to the temporal distance. Third, it was proven that consumers with higher SNS self-efficacy tend to react more positively to detailed advertising messages. Thus, it would be effective to expose the advertisements targeting these consumers. At this time, it would be effective to present advertising messages that include detailed information that facilitates product purchases.

Limitations and Future Study Suggestions

We recognize a few limitations of the current study. First, temporal distance in this study was manipulated as a promotion that starts tomorrow vs. a year later based on the research design of previous studies using temporal distance. However, there were few instances in which the fashion advertisements were exposed a year beforehand. Accordingly, finding the timing of advertisement exposure that can be used in reality from the fashion company's perspective enabling advertising recipients to recognize the difference in the temporal distance would be meaningful as well. Moreover, this study focused merely on consumers in their twenties whose use of SNSs was significant regardless of respondents' gender based on the findings that consumers in their twenties used SNSs most frequently and that there is no significant difference in frequency of use based on gender (Korea Internet & Security Agency, 2012). However, since respondents' characteristics (e.g., gender) could affect advertising effect, respondents' gender needs to be considered during the sampling process for future research. Research should also expand the sample to include consumers of diverse age groups going forth.

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