

Effective Webtoon Advertising Production and Media Execution Strategy: Focusing on Attitudes Effect

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효과적인 웹툰 광고제작과 매체집행 전략: 태도 효과를 중심으로

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Abstract This study confirmed the effect of attitude factors on advertisement effect for the purpose of producing effective webtoon advertisement and suggesting media execution strategy. Data were collected using the experimental method. The research results are as follows. First, it was found that only the attitude of advertisement had a significant effect on the advertisement attention when the form of the webtoon advertisement was general format type ad. Second, when the form of webtoon advertisement was general format type ad, advertisement attitude and product attitude had a significant effect on advertisement click intention. Third, when the placement of the webtoon advertisement was inserted in the middle of the webtoon, the advertisement attitude had a significant effect on the advertisement attention. Fourth, when the product of the webtoon advertisement was an experience product, it was advertisement attitude that had a significant effect on advertisement attention. This study is valuable in that it proposed a strategy for producing webtoon advertisements and executing media through experimental research.

Key Words: *webtoon advertisement, ad attitude, ad attention, ad click intention, media execution strategy*

요 약 본 연구는 효과적인 웹툰 광고를 제작하고 매체 집행 전략을 제안하기 위한 목적에서 태도요인들이 광고효과에 미치는 영향을 확인하였다. 실험방법을 이용하여 자료를 수집하였다. 연구결과 첫째, 웹툰 광고의 형태가 실사형과 웹툰형에 관계없이 광고태도만이 광고주목도에 유의미한 영향을 미쳤다. 둘째, 웹툰 광고의 형태가 실사형일 때 광고태도와 제품태도가 광고 클릭의도에 유의미한 영향을 미쳤다. 셋째, 웹툰 광고의 게재위치가 웹툰 중간에 삽입될 때 광고태도가 광고주목도에 유의미한 영향을 미쳤다. 넷째, 웹툰 광고의 제품이 경험제품일 때, 광고주목도에 유의미한 영향을 미치는 것은 광고태도였다. 본 연구는 실험연구를 통해 웹툰 광고의 제작 및 매체 집행 전략을 제안하였다는 점에 가치가 있다.

주제어 : 웹툰광고, 광고태도, 광고주목도, 광고클릭의도, 매체집행전략

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1. Introduction

As an advertising platform for communicating corporate products and services to consumers, webtoons are recognized for their value in domestic and overseas markets as well. The characteristic of webtoon is that it is free of visual expression and a community of companies and webtoon users is formed by leading users' fun and immersion. This characteristic can also be well known through the webtoon brand advertisement that is being used in many portal sites recently. Companies often present their products or services in the form of indirect advertisements, and use brand webtoons that expose products or logos in webtoon works. This phenomenon means that webtoons have sufficient potential as an advertising platform. Therefore, recently, cartoons viewed through the Internet or mobile, that is, webtoons, are attracting attention from advertisers as a new advertising platform and advertising expression strategy.

A long-time concern of companies and advertisers is how to deliver their message to consumers and how to keep them remembered for a long time. To solve this problem, advertisers are very interested in webtoon as a new advertising medium and creative expression strategy. In addition, the growth potential of webtoon in terms of marketing strategy and advertising platform will be very favorable to the growth potential of the Korean webtoon market and growth potential in the global market. However, unlike the growth potential of webtoons, research in academia is very insufficient. Therefore, it can be said that the need for research on whether the webtoon can be used as an advertisement platform is very high.

Webtoon as an advertising platform has easy accessibility through the Internet or mobile web. In addition, in terms of advertising expression

strategy, webtoons have the fun of content and familiarity with cartoons[1]. In consideration of the characteristics of webtoons, this study attempted to confirm the advertising effect in terms of advertising expression using webtoons as a new advertising platform. Specifically, we tried to confirm how various attitude factors affect the webtoon advertisement effect. The purpose of this study was to check the influence of advertisement attitude, product attitude, and brand attitude factors on advertiser attention and click intention. The ultimate goal is to propose an effective webtoon advertisement production strategy and media execution strategy based on such webtoon advertisement effect data.

The research objectives for this are as follows. First, it was confirmed whether various attitude factors influence the webtoon advertisement effect according to the type of webtoon advertisement. Second, it was confirmed whether various attitude factors influence the webtoon advertisement effect according to the placement of webtoon advertisements. Third, it was confirmed whether various attitude factors influence the webtoon advertisement effect according to the product attributes in the webtoon advertisement.

The above is to confirm the academic value of webtoon advertisement in a situation where experimental research on webtoon advertisement effect research is insufficient, and from a practical point of view, to confirm the possibility of webtoon platform as a new advertising medium of companies. In conclusion, it is expected that it will be worth proposing a webtoon advertisement production and media strategy for the form of webtoon advertisement in webtoon, advertisement placement and product attributes.

2. Literature Review

Advertisers cannot pay attention to all elements or scenes in the ad while viewing the ad due to selective perception[2]. Therefore, when the expressive elements constituting the advertisement are different, the advertisement effect is different. Therefore, in order to use the physical characteristics of the brains of advertisement recipients, it is necessary to recognize the differences between texts, pictures, or photos, and to establish an advertisement strategy that appropriately utilizes these characteristics as creative elements of advertisements[3]. In the creative aspect, advertisement form refers to the elements or design of advertisements or the appearance or shape of the composition of the advertisement as a whole. In this context, the following studies were reviewed in which the advertisement type was considered as a major variable influencing the advertisement effect.

In the field of cognitive psychology of consumer behavior, it is argued that pictures are more effective than texts, and pictures rather than texts do not disappear quickly from memory even after time passes[4], and claim that they are effective in recall and recognition[5]. Ga-ryeo Park and Ho-bae Lee [6] tried to find a strategy to reduce advertisement avoidance and increase exposure effect, considering the reality that although the Internet advertisement market continues to increase, the avoidance phenomenon of consumers is also increasing. They confirmed the advertisement exposure effect according to the banner advertisement message type. As a result of the study, it was confirmed that the advertisement exposure effect was higher in both recall and recognition when the advertisement was picture-oriented rather than text-oriented. It was argued that in order to reduce the avoidance of Internet banner advertisements and to increase the advertisement exposure effect, it was necessary to produce an advertisement type centered on pictures rather

than text-oriented advertisements.

Lee et. al [7] also considered the message expression form as a variable in the creative strategy of mobile banner advertisement and confirmed the advertising effect according to the contextual consistency of banner advertisement. As a result of the study, they argued that context is an essential factor to consider in mobile banner advertisements. When the content presented on mobile matches the context of the banner advertisement, image-oriented advertisements were more effective than text-oriented advertisements. In the context of matching context, it is said that information is provided through visual elements such as pictures and photos rather than text-oriented advertisements, so it helps to give meaning to the recognition and interpretation of advertisement messages. It was argued that image-oriented advertisements were more effective in advertising attitudes and brand attitudes than text-oriented advertisements that provide direct information.

Kim Seong-yoon[8] confirmed through an experimental study whether the advertisement effect was favorable when the context of Internet articles and the types of advertisements posted in the web pages containing the articles were formed. As a result of the study, the subjects showed that they were favorable to advertisement attention regardless of the context of the article when they were emotional appeals, and that when they were rational appeals, the attention was lower than the overall average regardless of the context of Internet articles. A combination with a remarkably high level of attention is emotional appeal when the context of an Internet article is positive. It was said that the emotional advertisement of fear appeal, which had a high level of attention in the article with a positive context, was found to be lower than that of the opposite sex advertisement in the advertisement attitude.

3. Research Question

Advertisements using webtoons have recently attracted attention from advertisers. In this context, this study confirmed how various attitude factors affect the advertising effect according to the webtoon and advertisement type, placement, and product attributes in order to check the advertising effect when using webtoon as an advertising platform. Research questions for this purpose are as follows.

Research question 1. Is there a difference in the influence of advertisement attitude factors on advertisement effect according to webtoon advertisement types?

Research question 2. Is there a difference in the influence of advertisement attitude factors on advertisement effect according to the placement of webtoon advertisements?

Research question 3. Is there a difference in the influence of advertisement attitude factors on advertisement effect according to product attributes in webtoon advertisements?

4. Method

4.1. Subject and experimental design

The subjects of this study were 335 university students enrolled in M in Daejeon. In order to control the influence of their gender distribution as an exogenous variable, the proportion of the male and female samples of the subjects was the same. Subjects participating in the experiment were assigned to each of the eight experimental groups by radio, according to the webtoon advertisement type (general format and webtoon format type), the webtoon advertisement placement (between the middle and the bottom after the end of the webtoon), and product properties (experience and exploration product).

4.2 Independent variable

The independent variables in this study were advertising attitude, product attitude, and brand attitude.

4.2.1 Advertising attitude

Advertising attitude refers to how positive or negative, favorable or unfavorable an individual feels toward an object or object. Therefore, in this study, the attitude of advertisement was to measure the emotional or emotional feeling of respondents after seeing the advertisement in the experimental stimulus. For this purpose, the items used in the studies of Atkin and Bolck[9], Mackenzie, Lutz and Belch[10] were rearranged and used according to this study. As a result of the reliability analysis of the scale, Cronbach α =.847 was found.

4.2.2 Product attitude

Product attitude refers to how positive or negative, favorable or unfavorable an individual feels about a product. Therefore, the product attitude in this study was to measure the emotional or emotional feeling of the respondent's product after seeing the advertisement in the experimental stimulus (webtoon). For this purpose, the items used in the study of Perkins and Forehand[11] were modified and used according to this study. As a result of the reliability analysis of the scale, Cronbach α =.900 was found.

4.2.3 Brand attitude

Brand attitude is how positive or negative, favorable or unfavorable an individual feels toward a brand. Therefore, the brand attitude in this study was to measure the emotional or emotional feeling of the respondent's product brand after viewing the product advertisement in the webtoon. To this end, the brand attitude items were measured by modifying the items

used in the study of Perkins and Forehand[11] according to this study. As a result of the reliability analysis of the scale, Cronbach α =.931 was found.

4.3 Dependent variable

The dependent variables in this study were advertising attention, and advertising click intention.

4.3.1 Advertising attention

Advertisement attention is the degree to which webtoon advertisements attract attention and focus. To measure this, the scale used in the study of Jyotkia[12] was complemented and used for this study. As a result of the reliability analysis of the scale, Cronbach α =.873 was found.

4.3.2 Ad click intention

Ad click intention refers to the behavior that a consumer wants to click on a webtoon advertisement. To measure this, the scale used in the study of Idemudia and Jones[13] was modified and used for this study. As a result of the reliability analysis of the scale, Cronbach α =.904 was found.

5. Result

5.1 Effect of Ad Attitude Factors on Ad Attention by Webtoon Ad Types

Table 1. Effect of Ad Attitude Factors on Ad Attention by Real Ad Type

Model	Unstandard coefficient		Standard coefficient	t
	B	standard error	beta	
ad attitude	.828	.113	.658	7.316***
product attitude	-.177	.116	-.162	-1.530
brand attitude	.073	.102	.067	.718
F=29.422, $p < .001$, $R^2 = .350$				

Table 2. Effect of Ad Attitude Factors on Ad Attention by Webtoon Ad Types

Model	Unstandard coefficient		Standard coefficient	t
	B	standard error	beta	
ad attitude	.711	.108	.570	6.557***
product attitude	-.001	.120	-.001	-.006
brand attitude	.093	.107	.081	.873
F=35.012, $p < .001$, $R^2 = .392$				

Multiple regression analysis was performed to check how the advertising attitude factors affect the advertisement attention according to whether a webtoon advertisement is a real or a webtoon type. The results are shown in Table 1 and Table 2.

Analyzing the table above, it was found that only the attitude of advertisement had a significant effect on the advertisement attention when the form of the webtoon advertisement was general format type ad. In addition, in the case of webtoon format type advertisements, only advertisement attitude was found to have a significant effect on advertisement attention. As a result of this, webtoon advertisement producers need a strategy that can positively or favorably form an advertisement attitude in order to increase the attention of their advertisements to consumers.

5.2 Effect of Ad Attitude Factors on Ad Click Intention by Webtoon Ad Type

Multiple regression analysis was conducted to check how the advertising attitude factors affect the advertisement click intention depending on whether the webtoon advertisement is a

Table 3. Effect of Ad Attitude Factors on Ad Click Intention by Real Ad Type

Model	Unstandard coefficient		Standard coefficient	t
	B	standard error	beta	
ad attitude	.379	.101	.332	3.741***
product attitude	.251	.103	.253	2.430**
brand attitude	.088	.091	.089	.971
F=31.880, $p < .001$, $R^2 = .368$				

live-action type or a webtoon type. The results are shown in Table 3 and Table 4.

Table 4. Effect of Ad Attitude Factors on Ad Click Intention by Webtoon Ad Type

Model	Unstandard coefficient		Standard coefficient	t
	B	standard error	beta	
ad attitude	.135	.079	.164	1.715
product attitude	.171	.087	.206	1.963
brand attitude	.163	.078	.214	2.097*
F=20.000, p<.001, R ² =.269				

Analyzing the table above, when the form of webtoon advertisement was general format type ad, advertisement attitude and product attitude had a significant effect on advertisement click intention. Therefore, producers who produce general format type webtoon advertisements need to focus on favorably forming advertisement attitudes and product attitudes. In addition, in the case of webtoon format type advertisements, the brand attitude had a significant effect on the advertisement click intention. For webtoon format type advertisement producers, it is important to form a favorable brand attitude in order to increase the click intention for consumers to click on their product advertisements.

5.3 Effect of Ad Attitude Factors on Ad Attention by Webtoon Ad Placement Position

Multiple regression analysis was conducted to determine how the advertising attitude factors affect the attention paid to advertisements depending on whether the webtoon advertisement is a middle insertion type, which is posted in the middle of the webtoon, or the webtoon advertisement is a bottom type, which is displayed at the bottom after the webtoon is finished. The results are shown in Table 5 and Table 6.

Table 5. Effects of Ad Attitude Factors on Ad Attention by Insert Placement in Webtoon

Model	Unstandard coefficient		Standard coefficient	t
	B	standard error	beta	
ad attitude	1.032	.120	.819	8.595***
product attitude	-.326	.123	-.275	-2.655**
brand attitude	-.020	.102	-.017	-.193
F=34.576, p<.001, R ² =.399				

Table 6. Effect of Ad Attitude Factors on Ad Attitude by Position at the Bottom of the Webtoon after Ending

Model	Unstandard coefficient		Standard coefficient	t
	B	standard error	beta	
ad attitude	.568	.104	.454	5.481***
product attitude	.075	.116	.065	.648
brand attitude	.142	.108	.133	1.316
F=31.364, p<.001, R ² =.355				

Analyzing the table above, when the placement of the webtoon advertisement was inserted in the middle of the webtoon, the advertisement attitude had a significant effect on the advertisement attention. In view of these results, it is expected that media managers who wish to purchase and execute a location where their webtoon advertisements are inserted in the middle of the webtoon are to produce and execute webtoon advertisements that are favorable to consumers with an advertisement attitude as a strategy to increase the attention of the advertisement.

5.4 Effect of Ad Attitude Factors on Ad Click Intention by Webtoon Ad Placement Position

Multiple regression analysis was conducted to determine how advertising attitude factors affect advertisement click intentions depending on whether the webtoon advertisement is of the middle insertion type, which is published in the middle of the webtoon, or the bottom type, which is posted at the bottom after the webtoon

is finished. The results are shown in Table 7 and Table 8.

Table 7. Effect of Ad Attitude Factors on Ad Click Intention by Insert Placement in Webtoons

Model	Unstandard coefficient		Standard coefficient	t
	B	standard error	beta	
ad attitude	.173	.102	.169	1.695
product attitude	.382	.104	.397	3.656***
brand attitude	.064	.086	.067	.741
F=26.895, $p<.001$, $R^2=.341$				

Table 8. Effect of Ad Attitude Factors on Ad Click Intention by Position at the Bottom of the Webtoon after Ending

Model	Unstandard coefficient		Standard coefficient	t
	B	standard error	beta	
ad attitude	.247	.083	.260	2.999**
product attitude	.093	.092	.107	1.014
brand attitude	.195	.086	.241	2.024*
F=23.433, $p<.001$, $R^2=.291$				

Analyzing the table above, when the placement of the webtoon ad was inserted in the middle of the webtoon, the ad attitude and product attitude had a significant effect on the ad click intention. In view of these results, when media managers executing webtoon advertisements purchase and execute a location where their webtoon advertisements are inserted in the middle of webtoons, it is the consumer's behavior that the advertisement attitude and product attitude create and execute advertisements that are favorable to the consumer. It's a strategy that can increase your intentions.

5.5 The Effect of Ad Attitude Factors According to Product Attributes of Webtoon Ads on Ad Attention

Multiple regression analysis was carried out to determine how the advertising attitude factors affect advertisement attention according to whether the webtoon advertisement is an

experience product (sneakers) or a search product (table PC). The results are shown in <Table 9> and <Table 10>.

Table 9. Effect of Ad Attitude Factors on Ad Attention by Webtoon Ad Products(Experience Product)

Model	Unstandard coefficient		Standard coefficient	t
	B	standard error	beta	
ad attitude	.727	.110	.585	6.629***
product attitude	-.093	.120	-.080	-.776
brand attitude	.151	.100	.134	1.505
F=34.683, $p<.001$, $R^2=.378$				

Table 10. Effect of Ad Attitude Factors on Ad Attention by Webtoon Ad Product(Search Product)

Model	Unstandard coefficient		Standard coefficient	t
	B	standard error	beta	
ad attitude	.834	.114	.656	7.326***
product attitude	-.095	.117	-.080	-.815
brand attitude	-.016	.111	-.015	-.148
F=29.109, $p<.001$, $R^2=.359$				

Analyzing the table above, when the product of the webtoon advertisement was an experience product, it was advertisement attitude that had a significant effect on advertisement attention. In addition, when the product of the webtoon advertisement was an exploration product, it was only the advertisement attitude that had a significant effect on the advertisement attention. Considering these results comprehensively, regardless of whether the product of the webtoon advertisement was an experience product or an exploration product, the advertisement attitude had a significant effect on the advertisement attention. The most important point to consider for webtoon advertisement producers and media executives is to consider a method of making their advertisements more differentiated from competitors' advertisements to consumers.

5.6 The Effect of Ad Attitude Factors on Ad Intention by Webtoon Ad Product Attributes

Multiple regression analysis was carried out to determine how the advertising attitude factors affect the advertisement click intention depending on whether the webtoon advertisement is an experience product (sneakers) or a search product (table PC). The results are shown in <Table 11> and <Table 12>.

Table 11. Effect of Ad Attitude Factors on Ad Intention by Webtoon Ad Product (Experience Product)

Model	Unstandard coefficient		Standard coefficient	t
	B	standard error	beta	
ad attitude	.154	.092	.149	1.669
product attitude	.289	.101	.299	2.878**
brand attitude	.205	.084	.219	2.430*
F=32.013, p<.001, R ² =.360				

Table 12. Effect of Ad Attitude Factors on Ad Click Intention by Webtoon Ad Product (Search Product)

Model	Unstandard coefficient		Standard coefficient	t
	B	standard error	beta	
ad attitude	.320	.087	.349	3.672***
product attitude	.186	.090	.216	2.076*
brand attitude	.013	.085	.016	.153
F=20.060, p<.001, R ² =.278				

Analyzing the table above, when the product of the webtoon advertisement was an experience product, the product attitude and brand attitude had a significant effect on the advertisement click intention. Therefore, producers who produce webtoon advertisements for experience products need to focus on forming product attitudes and brand attitudes favorably. In addition, when the product of the advertisement in the webtoon was a search product, the advertisement attitude and product attitude had a significant effect on the advertisement click intention. Therefore, it is important for advertisement producers who intend to execute

search products as advertisements in webtoons to favorably form advertisement attitudes and product attitudes in order to increase click intentions for their product advertisements to consumers.

6. Discussion

In this study, at a time when webtoon has recently been in the spotlight as a new advertising platform, it was confirmed how the advertising attitude factors using the webtoon affect the advertising effect. Specifically, the purpose of this study was to examine the effects of advertisement attitude, product attitude, and brand attitude factors on advertisement attention and click intention. The ultimate goal is to propose an effective webtoon advertisement production strategy and webtoon advertisement media execution strategy based on these webtoon advertisement effect data. In this respect, this study is judged to be different from previous studies. The results of this study are summarized and the implications of the results are presented as follows.

First, it was found that only the advertisement attitude had a significant effect on the advertisement attention when the webtoon advertisement form was a live-action type. On the other hand, product attitude and brand attitude did not have a significant effect on advertisement attention. In addition, it was found that only the advertisement attitude had a significant effect on the advertisement attention when it was a webtoon type advertisement. On the other hand, product attitude and brand attitude did not have a significant effect on advertisement attention. Therefore, regardless of whether the webtoon advertisement is a live-action type or a webtoon type, the advertisement attitude has the most important influence on the advertisement attention.

Webtoon advertisement producers need a strategy that can form a positive or favorable advertisement attitude in order to increase the level of attention of their advertisements to consumers. In addition, it is important to execute the company's webtoon advertisement in a context that can induce a positive attitude in consumers. In conclusion, the most important factor to consider as an effective webtoon advertisement production and media execution strategy is the advertisement attitude.

Second, when the form of webtoon advertisement was live-action type, advertisement attitude and product attitude had a significant effect on advertisement click intention. On the other hand, brand attitude did not have a significant effect on advertisement click intention. Therefore, it is necessary for producers of live-action webtoon advertisements to focus on positively forming advertisement attitudes and product attitudes.

Also, when it was a webtoon-type advertisement, the brand attitude had a significant effect on the advertisement click intention. On the other hand, advertisement attitude and product attitude did not have a significant effect on advertisement click intention. It is important for webtoon-type advertisement producers to form a favorable brand attitude in order to increase the click intention of consumers on their product advertisement. Therefore, in the case of live-action advertisement, it is necessary to establish advertisement production and media execution strategies that favorably form advertisement attitudes and product attitudes. On the other hand, in the case of a webtoon-type advertisement, it is necessary to establish an advertisement production and media execution strategy that favorably forms a brand attitude.

Third, when the webtoon advertisement was placed in the middle of the webtoon, the advertisement attitude had a significant effect on the advertisement attention. On the other hand,

brand attitude did not have a significant effect on advertisement attention. Therefore, when executing interim insertion type advertisements, media managers are expected to create and execute webtoon advertisements with a favorable attitude toward consumers as a strategy to increase advertisement attention. In addition, when the webtoon advertisement was placed at the bottom after the end of the webtoon, the advertisement attitude had a significant effect on the advertisement attention. Therefore, it is most important for media managers to create and execute advertisements that have a favorable attitude toward consumers when purchasing their webtoon advertisements that are placed at the bottom of the webtoon after the webtoon is finished.

Fourth, when the placement of webtoon advertisement was inserted in the middle of webtoon, advertisement attitude and product attitude had a significant effect on advertisement click intention. On the other hand, brand attitude did not have a significant effect on advertisement click intention. Therefore, when media managers purchase a position to insert a webtoon advertisement in the middle of a webtoon, it is possible to increase the behavioral intention of consumers by creating and executing advertisements in which the advertisement attitude and product attitude are favorable to consumers. In addition, when the webtoon advertisements were placed at the bottom after the end of the webtoon, the advertisement attitude and brand attitude had a significant effect on the advertisement click intention. On the other hand, product attitude did not have a significant effect on advertisement click intention. In conclusion, it is important for media managers to create and execute advertisements that have favorable advertising attitudes and brand attitudes to consumers when purchasing their webtoon advertisements to be placed at the bottom of the webtoon after the

webtoon is finished.

Fifth, when the product of the webtoon advertisement was an experience product, it was the advertisement attitude that had a significant effect on the advertisement attention. On the other hand, product attitude and brand attitude did not have a significant effect on advertisement attention. Also, when the webtoon advertisement product was a search product, it was only the advertisement attitude that had a significant effect on the advertisement attention. On the other hand, product attitude and brand attitude did not have a significant effect on advertisement attention. Therefore, regardless of the product attributes of webtoon advertisements, the advertisement attitude had a significant effect on the advertisement attention. The most important thing to consider for webtoon advertisement producers and media executives is to make their advertisements so that consumers perceive their advertisements more differently than competitors' advertisements.

Finally, when the product of webtoon advertisement was an experience product, product attitude and brand attitude had a significant effect on advertisement click intention. On the other hand, the advertisement attitude did not have a significant effect on the advertisement click intention. Therefore, it is necessary for producers of experience product webtoon advertisements to positively form product attitudes and brand attitudes. In addition, when the product of the advertisement in the webtoon was a search product, the advertisement attitude and the product attitude had a significant effect on the advertisement click intention. On the other hand, brand attitude did not have a significant effect on advertisement click intention. Therefore, it is important for advertisement producers who want to use search products as advertisements in webtoons to form a favorable attitude toward advertisements and products in order to increase the click intention

of consumers on their product advertisements.

This study confirmed the effect of advertisement attitude factors on advertisement effect for the purpose of producing effective webtoon advertisement and suggesting media execution strategy. However, advertising attitude is not the only factor influencing the advertising effect. Therefore, in the future, it is necessary to propose effective webtoon advertisement production and media execution strategies through a comprehensive effect model taking into account not only the advertising attitude factor but also the factors affecting perception and memory. Also, in this study, only college students were studied. However, considering that webtoon's main consumers are not only college students, but also adolescents and adults, research is needed to propose effective webtoon advertisement production and media execution strategies for all age groups in the future. Despite these limitations, this study is valuable in that it proposed a strategy for producing webtoon advertisements and executing media through experimental research. In addition, it is considered to be of practical value in that the research was conducted in consideration of various webtoon advertisement situations such as webtoon advertisement form, placement of webtoon advertisement, and product attributes of webtoon advertisement. In the future, it is necessary to conduct research to confirm the advertising effect reflecting product attributes and webtoon types.

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