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The Effect of Attributes of Advertisement Models on the Advertising Effect of CSR Ad Campaigns: with a Focus on the Theme of CSR Practices

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Abstract

Objectives: The current research confirmed that different attributes of advertisement models had different influence on the advertising effect of CSR ad campaigns depending on the theme of CSR activities. Methods/Statistical Analysis: Survey was 550 participants were assigned to 12 groups by biased sampling. A factor analysis was performed to analyze the model attributes. Also, a multiple regression analysis was conducted to identify the effects of model attributes on the attitudes toward advertisements, corporations, and the perception of veracity of the advertising messages. The reliability of each scale was determined by using the internal consistency coefficient of Cronbach's α . Findings: The current research confirmed that different attributes of advertisement models had different influence on the advertising effect of CSR ad campaigns depending on the theme of CSR activities. It was found that value relevancy between all the themes of CSR activities and the image of advertisement models exerted a significant influence on the attitude toward CSR ads and the attitude toward companies. In the ads with the themes of economy and society, value relevancy and reliability of models had a significant influence on the attitudes toward ads and companies, while value relevancy and attractiveness of models did so in the theme of environment. It was also found that reliability of the models had a significant effect on perception of veracity of the messages regardless of the themes of CSR activities. Such findings might suggest that advertising executives should employ a tactical strategy when selecting models for CSR ad campaigns. Improvements/ Applications: Future researches are expected to depart from simple analysis of the correlation between model attributes and the attitudes and to take another step to investigate into any mediated effects and more detailed insights.

Keywords: : CSR Ad Campaigns, CSR Advertising Effect, CSR Practices, Model Attributes, Selection of Ad Models

1. Introduction

It has been recognized that Corporate Social Responsibility (CSR) practices could help enhance the reputation and image of companies and even exert a positive effect on consumers' purchasing intention and the level of stocks. Such activities are recognized as corporate citizen's active efforts to address social issues, try to solve the problems and eventually contribute to the development of soci-

ety¹. CSR practices refer to voluntary corporate activities that began in the 19th century with the perception that organized connection between society and corporations would eventually lead to the growth of corporations². In³ viewed CSR practices as one of the duties of corporations that should seek desirable policies and make decisions from the perspective of public interest and good, ⁴ in turn, focused on the problems resulting from enterprise activities and on the ethical principles governing the rela-

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tionship between society and enterprises. They defined CSR as 'responsibility to comply with such ethical principles and solve the problems'.

In⁵ pyramid model has been mainly used to account for corporate social responsibility practices. This model categorized CSR into four areas of economic, legal, ethical and philanthropic responsibilities and suggested that philanthropic responsibilities be given the highest value. In 6 in turn, proposed Triple Bottom Line (TBL), which consisted of the three areas of profit, people and planet, to evaluate sustainable development of businesses. This model has also been usefully used by many global evaluation agencies as a concrete index or goal that businesses should achieve for efficient CSR activities and sustainable development. CSR practices or activities can help establish a positive image of a firm, which can eventually lead to greater sales of products or services and improve its competitiveness. Therefore, many businesses carry out CSR advertisements in order to effectively change consumers' perception of the brands or companies. In ⁷ classified CSR advertisements into public service advertisements and CSR practice advertisements, which were defined as 'the advertisements that deal with social issues, community services or social responsibility management and are intended to enhance the corporate image and public interest in the CSR activities supported by companies'. Also, & classified the themes of CSR ads into economy, environment and society.

Following their classification of the themes of economy, environment and society, the present study hypothesized that different model attributes would exert a significant effect on the effect of CSR ads depending on the theme of the ads. As for the model attributes, the present research adopted other researchers' proposals: attractiveness, expertise and reliability^{9,10}. To that list of, another attribute of value relevancy was added¹¹. In sum, the model attributes under analysis are value relevancy, attractiveness, expertise and reliability.

2. Research Hypotheses

Advertisement models refer to the people who deliver the purpose or message of an advertisement and they play a very important role in realizing an intended advertisement effect. The present research aims to identify whether different model attributes have a different advertisement effect depending on the theme of the ads. First, it was hypothesized that value relevancy would exert a significant influence on the CSR advertisement effect. Second, it was hypothesized that in the CSR ads with the themes of economy and environment, the expertise and reliability of models would influence the CSR advertisement effect, since the models are expected to well deliver real corporate activities and, as a consequence, instill reliability to consumers. Also, in the ads with the theme of society, the attractiveness of models would have an influence on the effect of CSR ads, since the models are expected to possess intimacy and likability appealing to customers. Thus, the present study posited the following set of hypotheses.

Hypothesis 1 Model attributes would have differing impacts on the attitude toward CSR advertisements depending on the theme of ads.

Hypothesis 1-1 In the CRS ads with the theme of economy, value relevancy, expertise and reliability of models would have a positive impact on the attitude toward the ads

Hypothesis 1-2 In the CRS ads with the theme of environment, value relevancy, expertise and reliability of models would have a positive impact on the attitude toward the ads

Hypothesis 1-3 In the CRS ads with the theme of society, value relevancy and attractiveness of models would have a positive impact on the attitude toward the ads.

Hypothesis 2 Model attributes would have differing impacts on the attitude toward corporations depending on the theme of CSR ads.

Hypothesis 2-1 In the CSR ads with the theme of economy, value relevancy, expertise and reliability of models would have an impact on the attitude toward corporations.

Hypothesis 2-2 In the CSR ads with the theme of environment, value relevancy, expertise and reliability of models would have an impact on the attitude toward corporations.

Hypothesis 2-3 In the CSR ads with the theme of society, value relevancy and attractiveness of models would have an impact on the attitude toward corporations.

Hypothesis 3 Model attributes would have differing impacts on the perception of veracity of advertisement messages depending on the theme of ads.

Hypothesis 3-1 In the CSR ads with the theme of economy, value relevancy, expertise and reliability of models would have an impact on the perception of veracity of advertisement messages.

Hypothesis 3-2 In the CSR ads with the theme of environment, value relevancy, expertise and reliability of models would have an impact on the perception of veracity of advertisement messages.

Hypothesis 3-3 In the CSR ads with the theme of society, value relevancy and attractiveness of models would have an impact on the perception of veracity of advertisement messages.

3. Research Methods

3.1 A Preliminary Survey: Selection of **Models**

We conducted a preliminary survey on the selection of models to investigate into the effect of model attributes on the attitude toward CSR advertisements. The preliminary survey was conducted to a group of 38 students enrolled at S University located in Seoul. A group of specialists/ professionals and celebrities were selected to measure the agreement between the image of models and the themes of advertisements.

For each theme, the participants were asked to answer on a five-point Likert scale. As for the theme of economy, the models who scored the greater points CEO Lee Kun Hee (specialist) and Lee Kyung Kyu (celebrity). For the theme of environment, the models most befitting the image were the environmentalist Hong Ki Hoon (specialist) and Ki Tae Young (celebrity). For the theme of society, the most suitable models selected were Lee Il Ha, the president of Good Neighbors (specialist), and Sean (celebrity).

3.2 Production of Experimental Advertisements

In¹² claimed that professionally produced advertisements rather than copied ones should be used for experimental researches in order to draw natural responses from research subjects. Thus, the present research asked an advertising agency to produce a set of twelve colorful printed advertisements never exposed to the group of subjects: 3 themes X 2 message strategies X 2 model types. The three themes under analysis were economy, environment and society. The two kinds of strategies, in turn, were informative and emotional ones. As mentioned above, the two types of models were professionals/ specialists and celebrities. Such a variety of CSR advertisements were made so as to maximize the generalization of the research results. In sum, the most important factors of models, messages and themes were manipulated for production of advertisements, controlling other elements such as place, size and quantity of message.

3.3 Main Survey

The main survey was conducted on a group of undergraduate students enrolled at N University, located in Cheonan. A total of 550 participants were assigned to 12 groups, but responses of 545 were finally used for analysis, after eliminating the surveys that were not properly answered.

3.4 Measurement Tools

3.4.1 Attributes of Advertisement Models

The model attributes were assessed based on value relevancy, attractiveness, expertise, and reliability. The value relevancy was evaluated on the basis of a slightly modified version of 13, which contain five measurement items with a five-point Likert scale. The five measurement items are as follows: (i) This model matches the image of the CSR ad, (ii) This model is suited for the CSR ad, (iii) This model well expresses the value of public service, (iv) This model is appropriate for the CSR ad, and (v) This model exerts positive influence on the effect of the CSR ad.

The model's attractiveness, expertise, and reliability were measured by using a slightly modified version of by 14 set of fifteen items on a five-point Likert scale. The attractiveness was measured by the following statements: (i) This model is good-looking, (ii) This model looks likable, (iii) This model is attractive, (iv) I feel intimate with this model, and (v) I feel close to this model. The exper-

Table 1. Effect of model attributes on the attitude toward CSR ads

Items	Factor 1	Factor2	Factor3	Factor4	commonality	Cronbach's α
value relevancy4	.866				.810	
value relevancy2	.857				.846	
value relevancy1	.834				.762	.938
value relevancy3	.790				.859	
value relevancy5	.722				.731	
attractiveness4		.845			.702	
attractiveness5		.827			.791	
attractiveness3		.797			.768	.904
attractiveness2		.774			.779	
attractiveness1		.701			.732	
expertise2			.830		.642	
expertise 1			.774		.763	
expertise 5			.765		.578	.852
expertise 4			.757		.683	
expertise 3			.612		.695	
reliability2				.823	.730	
reliability3				.820	.843	
reliability4				.739	.877	.917
reliability1				.618	.786	
Eigen value	8.864	2.757	1.733	1.023		
R ² (%)	46.653	14.511	9.122	5.384		
Cumulative R ² (%)	46.653	61.164	70.285	75.669		

tise was measured based on the items including (i) This model is very knowledgeable, (ii) This model has much knowledge, (iii) This model is an expert, (iv) This model is serious, (v) This model has much experience, and (vi) This model is skillful.

The reliability attribute, in turn, measured with a set of five statements: (i) I can trust in this model, (ii) This model is straightforward, (iii) This model is honest, (iv) This model is sincere, and (v) This model is trustworthy. The reliability test for each scale found that Cronbach's α =.938 for value relevancy, .904 for attractiveness, .852 for expertise and .917 for reliability after eliminating one

item whose initial commonality is less than 0.4. See Table

3.4.2 Attitude toward the Ads

The attitude toward the ads was measured by using a slightly modified version of 15 framework on a five-point Likert scale. The measurement items include the following: (i) This advertisement is appealing, (ii) This advertisement is interesting; (iii) This advertisement is persuasive. (iv) This advertisement is likable, and (v) This advertisement is reliable. Cronbach's s α was found at .879 in the reliability test.

3.4.3 Attitude toward the Companies

The attitude toward the companies was measured by adopting Homer's 16 three measurement items on a five-point Likert scale. The items include the following statements: (i) I have a positive feeling toward this company, (ii) This company impresses me favorably, and (iii) A good sentiment is developing toward this company. Cronbach's a was found at .909 in the reliability test of the scale.

3.4.4 Veracity of Message

A slightly modified version of Price, ¹⁷ three measurement items on a five-point Likert scale was used to measure the veracity of the messages. The items were (i) I believe that the message of this CSR advertisement was intended for the public good of society, (ii) The message of this CSR advertisement contains is sincere from the bottom of heart, and (iii) The message of this CSR advertisement was to care all the members of society. Cronbach's a was found at .866 in the reliability test of the scale.

3.4.5 Data Analysis

The statistical program of SPSS/PC+(Windows 21.0) was used to analyze collected data. A factor analysis was performed to analyze the model attributes. Also, a multiple regression analysis was conducted to identify the effects of model attributes on the attitudes toward advertisements, corporations, and the perception of veracity of the advertising messages. The reliability of each scale was determined by using the internal consistency coefficient of Cronbach's α.

4. Research Results

4.1 Effect of Model Attributes on the Attitude toward CSR Ads Depending on the CSR Themes

The result of regression analysis of the effect of model attributes on the attitude toward CSR ads for each theme is summarized (Table 2, 3, 4).

4.1.1 Effect of Model Attributes on the Attitude Toward CSR Ads: The Theme of Economy

A regression analysis was conducted to identify the effect of model attributes on the attitude toward CSR advertisements with the theme of economy. The explanatory power of the regression model was obtained at .341, which can be considered 'statistically significant' (F=22.223, p<.001).

The analysis of the effect of model attributes on the attitude toward CSR advertisements revealed that value relevancy (t=4.624, p<.001) and reliability (t=2.524, p<.05) had a positive impact on the attitude toward CSR ads.

Table 2. Effect of model attributes on the attitude toward CSR ads: The theme of economy

Model	В	Standard error	β	t
value relevancy	.294	.064	.368	4.624***
attractiveness	.114	.078	.120	1.465
expertise	.011	.068	.013	.166
reliability	.200	.079	.217	2.524*
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F=22.223, p<.001, R²=.341 *p<.05, ***p<.001

4.1.2 Effect of Model Attributes on the Attitude Toward CSR Ads: The Theme of Environment

A regression analysis was conducted to identify the effect of model attributes on the attitude toward CSR advertisements with the theme of environment. The explanatory power of the regression model was obtained at .284, which can be considered 'statistically significant' (F=17.862, p<.001).

The analysis of the effect of model attributes on the attitude toward CSR advertisements revealed that value relevancy (t=3.444, p<.01) and attractiveness (t=2.417, p<.05) had a positive impact on the attitude toward the

CSR ads.

4.1.3 Effect of Model Attributes on the Attitude Toward CSR Ads: The Theme of Society

A regression analysis was conducted to identify the effect of model attributes on the attitude toward CSR advertisements with the theme of society. The explanatory power of the regression model was obtained at .317, which can be considered 'statistically significant' (F=20.167, p<.001).

The analysis of the effect of model attributes on the attitude toward CSR advertisements revealed that value relevancy (t=2.526, p<.05) and reliability (t=2.069, p<.05) had a positive impact on the attitude toward the CSR ads.

Table 3. Effect of model attributes on the attitude toward CSR ads: The theme of environment

attributes	В	Standard error	β	t
value relevancy	.272	.079	.299	3.444**
attractiveness	.164	.068	.181	2.417*
expertise	.047	.083	.049	.562
reliability	.138	.094	.138	1.460

R=17.862, p<.001, $R^2=.284$ p<.05, p<.01

Table 4. Effect of model attributes on the attitude toward CSR ads: The theme of society

attributes	В	Standard error	β	t
value relevancy	.187	.074	.256	2.526*
attractiveness	.051	.073	.074	.708
expertise	.084	.073	.080	1.151
reliability	.194	.094	.243	2.069*

F=20.167, p<.001, $R^2=.317 p<.05$

4.2 Effect of Model Attributes on the Attitude Toward the Companies Depending on the Themes of CSR Ads

The result of a regression analysis of the effect of model attributes on the attitude toward the companies was summarized (Table 5, 6, 7).

4.2.1 Effect of Model Attributes on the Attitude Toward the Companies: The Theme of Economy

A regression analysis was conducted to identify the effect of model attributes on the attitude toward CSR companies with the theme of economy. The explanatory power of the regression model was obtained at .289, which can be considered 'statistically significant' (F=17.470, p<.001).

The analysis of the effect of model attributes on the

attitude toward CSR companies revealed that value relevancy (t=3.625, p<.001) only had a positive impact on the attitude toward the CSR companies.

4.2.2 Effect of Model Attributes on the Attitude Toward Companies: The Theme of Environment

A regression analysis was conducted to identify the effect of model attributes on the attitude toward CSR companies with the theme of environment. The explanatory power of the regression model was obtained at .232, which can be considered 'statistically significant' (F=13.625, p<.001).

The analysis of the effect of model attributes on the attitude toward CSR companies revealed that value relevancy (t=2.041, p<.05) and attractiveness (t=3.308, p<.01) had a positive impact on the attitude toward the CSR companies.

Table 5. Effect of model attributes on the attitude toward the companies: The theme of economy

attributes	В	Standard error	β	t
	204	060	200	2 (25***
value relevancy	.284	.068	.300	3.625***
attractiveness	.084	.084	.085	.998
expertise	.114	.073	.130	1.559
reliability	.153	.085	.160	1.794
'				

F=17.470, p<.001, R²=.289 *** p<.001

Table 6. Effect of model attributes on the attitude toward companies: The theme of environment

attributes	В	Standard error	β	t
value relevancy	.162	.079	.184	2.041*
attractiveness	.225	.068	.257	3.308**
expertise	.059	.083	.065	.712
reliability	.114	.095	.118	1.203

F=13.625, p<.001, $R^2=.232 p<.05$, p<.01

4.2.3 Effect of Model Attributes on the Attitude Toward CSR Ads: The Theme of Society

A regression analysis was conducted to identify the effect of model attributes on the attitude toward CSR companies with the theme of society. The explanatory power of the regression model was obtained at .291, which can be considered 'statistically significant' (F=17.875, p<.001).

The analysis of the effect of model attributes on the attitude toward CSR companies revealed that value relevancy (t=3.086, p<.001) and reliability (t=2.972, p<.01) had a positive impact on the attitude toward the CSR companies.

4.3 Effect of Model Attributes on the Perception of Veracity of the Messages Depending on the Themes of CSR Practices

The result of analysis of the effect of model attributes on

the perception of veracity of the messages depending on the themes of CSR practices are summarized (Table 8, 9, 10).

4.3.1 Effect of Model Attributes on the Perception of Veracity of Messages: The Theme of Economy

Insert Table 8

A regression analysis was conducted to identify the effect of model attributes on the perception of veracity of the CSR ads with the theme of economy. The explanatory power of the regression model was obtained at .199, which can be considered 'statistically significant' (F=17.470, p<.001).

The analysis of the effect of model attributes on the perception of veracity of the messages revealed that value relevancy (t=2.483, p<.05) and reliability (t=3.038, p<.01) had a positive impact on the perception of veracity of the messages.

Table 7. Effect of model attributes on the attitude toward CSR ads: The theme of society

attributes	В	Standard error	β	t
value relevancy	.265	.086	.318	3.086***
attractiveness	123	.084	156	-1.463
expertise	.065	.085	.054	.766
reliability	.324	.109	.355	2.972**
l			<u> </u>	1

F=17.875, p<.001, R²=.291 **p<.01, ***p<.001

Table 8. Effect of model attributes on the perception of veracity of messages: The theme of economy

attributes	В	Standard error	β	t
value relevancy	.186	.075	.218	2.483*
attractiveness	.081	.092	.080	.883
expertise	058	.080	064	729
reliability	.283	.093	.287	3.038**

4.3.2 Effect of Model Attributes on the Perception of Veracity of Messages: The Theme of Environment

A regression analysis was conducted to identify the effect of model attributes on the perception of veracity of the CSR ads with the theme of environment. The explanatory power of the regression model was obtained at .290, which can be considered 'statistically significant' (F=18.348, p<.001).

The analysis of the effect of model attributes on the perception of veracity of the messages revealed that value relevancy (t=1.998, p<.05), attractiveness (t=2.279, p<.05), and reliability (t=3.346, p<.01) had a positive impact on the perception of veracity of the messages.

4.3.3 Effect of Model Attributes on the Perception of Veracity of Messages: The Theme of Society

Insert Table 10

A regression analysis was conducted to identify the effect of model attributes on the perception of veracity of the CSR ads with the theme of society. The explanatory power of the regression model was obtained at .293, which can be considered 'statistically significant' (F=18.059, p<.001).

The analysis of the effect of model attributes on the perception of veracity of the messages revealed that value relevancy (t=3.033, p<.01) and reliability (t=2.255, p<.05) had a positive impact on the perception of veracity of the messages.

Table 9. Effect of model attributes on the perception of veracity of messages: The theme of environment

value relevancy .170 .085 .173 1.998* attractiveness .167 .073 .170 2.279* expertise -010 .090 -009 -107	attributes	В	Standard error	β	t
reliability .340 .102 .315 .3346**	attractiveness	.167	.073	.170	2.279*
	expertise	010	.090	009	107

Table 10. Effect of model attributes on the perception of veracity of messages: the theme of

attributes	В	Standard error	β	t
alue relevancy	.264	.087	.313	3.033**
attractiveness	008	.085	009	089
expertise	.012	.086	.010	.139
reliability	.249	.110	.269	2.255*

5. Concluding Remarks

Table 11 summarizes the result of analyzing the effect of model attributes on the attitude toward CSR ads.

First, it was found in the ads with the theme of economy that the value relevancy of models had a significant effect on the attitude toward CSR ads, toward companies and the perception of veracity of messages. The reliability of models, then, had an impact on the attitude toward CSR ads and the veracity of messages. As for the theme of environment, in turn, the value relevancy and attractiveness of models exerted a significant impact on the attitude toward CSR ads, toward companies and the perception of veracity of messages, while the reliability of models had a significant impact on the veracity of messages. Third, in the theme of society, the value relevancy and reliability of models exerted a significant impact on the attitude toward CSR ads, toward companies and the perception of veracity of messages.

Such results would give some meaningful suggestions to the personnel in the field of CSR advertisements, since it was identified that the effect of CSR advertisements varied from different themes of the ads. In other words, different themes of CSR ads might require different attributes of models to maximize the effect of the ads. Thus, when producing a CSR ad, they should establish an appropriate strategy for each theme of the ad when selecting models for a particular CSR ad. Second, it should be taken as a bottom line that value relevancy between the image of a model and the theme of an ad would play a crucial role for the effect of the advertisement. CSR ads, like public service ads, are made for public good or interest, which can easily lead to the conclusion that the value of an ad and the image of the models should match.

Future researches are expected to depart from simple analysis of the correlation between model attributes and the attitudes and to take another step to investigate into any mediated effects and more detailed insights. Also, although the expertise attribute was found not having any significant impact overall, it should be further examined and verified, since the result might depend on whether appropriate models were selected for analysis.

Table 11.	Summary	of the Results
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Effect of Ads	Theme of CSR ads	Influential model attributes
	economy	value relevancy, reliability
Attitude toward the ads	environment	value relevancy, attractiveness
	society	value relevancy, reliability
	economy	value relevancy
Attitude toward the company	environment	value relevancy, attractiveness
	society	value relevancy, reliability
	economy	value relevancy, reliability
Veracity of message	environment	value relevancy, attractiveness, reliability
	society	value relevancy, reliability

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