

**ANALYSIS OF RECENT TRENDS OF TV ADS;
A CASE OF KOREAN MARKET**

By

Kyung-Hee Kim

THESIS

Submitted to
KDI School of Public Policy and Management
in partial fulfillment of the requirements
for the degree of

MASTER OF PUBLIC POLICY

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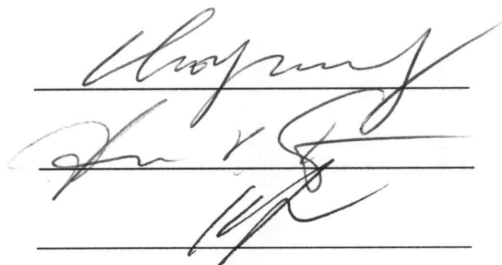
MASTER OF PUBLIC POLICY

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Three handwritten signatures are written on three horizontal lines. The first signature is the most legible, appearing to be 'Yoon C. Cho'. The second and third signatures are more stylized and difficult to decipher.

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Abstract

Advertising has been considered as a part of Integrated Marketing Communication (IMC) and played a crucial role to deliver messages that are reflected by social, cultural, and economic situations. A previous study (Belch and Belch 2004) defined that advertising as integral part of our social and economic systems, has evolved into a vital communication system for both consumers and business. Wells et al., (2006) also determined that advertising is a complex form of communication that operates with objectives and strategies leading to various types of impact on consumer thoughts, feelings, and actions. Author of this paper posit that components of advertising including messages, theme, and choice of persona are all strongly impacted by environments such as social, economic, cultural, technological, and consumer environments. Previous studies also mentioned that today, advertising is standing on the center of culture, is leading this era, and is making the current trend (Park, Mun-Soo, 2006). Advertising is an important cultural text in that it is a cultural pattern that can quickly and flexibly respond to the public taste and sentiment which change every moment (Lee, Ki-Hyung, 2004). This is the reason that reading context of advertising is one of the most effective ways of understanding one age and beyond (Lee, Ki-Hyung, 2004). However, sometimes, advertising creates new trends or needs which do not exist before. For example, X generation in 1990s, N generation in 2000s, and BOBOS¹ culture are created by commercials (Park, Mun-Soo, 2006).

Based on the consideration above, this study investigates cultural and social environment and also current issues that might affect Korean ads that are relate to consumer well-being. The author of this paper posits that well-being is the recent trend in Korean advertising market. This work primarily examines some stimuli such as brand name, celebrities, gender, and advertising appeals. Those issues have been widely studied by marketing researchers. This paper conducted content analysis with some quantitative research to reveal the recent Korean advertising trend. Particularly, the purpose of this study is to investigate 1) how the brand name consists of Korean (Hangeul) or non-Korean words, 2) in what way the advertisers create brand names 3) how celebrities appear in ads, 4) how the role of gender as a persona is consisted, 5) whether advertisers prefer lower or higher level of aged persona, and 6) whether advertisers prefer rational or emotional appeal.

This study conducted a content analysis using the data obtained from “www.tvcf.co.kr²” for the year of 2008 (from the 1st of January to 31st of December). The selected TV commercials were aired on three main Korean national channels (MBC, SBS, and KBS2)³ and Cables channels were included as well. With this, not only Korean product advertisements but also multinational companies’ product commercials were included. All data was coded with structure and inter-coder reliability was more than 87% for all structured items. The result of study found that variables, such as usage of Korean (Hangeul) brand names, adoption of younger and female celebrities are significantly related to the recent trend of Korean advertising. This study provides a direction for further studies. This study might give implication how the contents of advertising are related to the effectiveness, therefore which issues should be more considered for the contents of future advertising. Future study might examine the issue how Korean society is unique compared to the other societies by considering how customer acceptance, characteristics, and other related social and cultural environmental issues.

Key words: advertising, social and cultural environments, brand name, age, gender, well-being, etc.

¹ The word, BOBOS, is invented by joining bourgeois and Bohemian.

² This website is operated by Adcream. It provides most domestically broadcasted commercials including print ads. It also provides foreign commercials as well.

³ There are four national TV channels in Korea. Among them, KBS 1 does not broadcast commercials ads. Thus, this channel is excluded in this sample.

1. Introduction

1.1. The Analysis of Advertising

Advertising is a complex form of communication that operates with objectives and strategies leading to various types of impact on consumer thoughts, feelings, and actions (Wells et al., 2006), hence to induce positive consumer response (e.g., attitude, brand recognition and recall). The importance of advertising might have been addressed from World War II, when marketing concepts including theories and models have been issued. Previous scholars also posited that marketing began to search for disciplines other than microeconomics and sociology in order to borrow and adopt concept soon after WWII (Sheth and Garrett, 1986). Scholars at this time borrowed concepts and theories from psychology, including social, clinical and general psychology, and also the focus of research and understanding shifted from marketers to consumers (Sheth and Garrett, 1986).

1.1.1. The Role of Advertising

Advertising as integral part of our social and economic systems, has evolved into a vital communication system for both consumers and business (Belch and Belch, 2004). The ability of advertising and related methods to deliver carefully prepared messages to target audiences have given them a major role in the marketing programs of most organization (Belch and Belch, 2004). According to Wells et al., (2006), there are four roles advertising plays in business and society; marketing, communication, economic, and societal roles. Advertising and their related strategies are considered as one of 4Ps (e.g., promotion). However, such strategies have also been investigated as part of the process of integrated marketing communication (IMC), which involves coordinating the various promotional elements and other marketing activities that communicate with a firm's customers (Belch and Belch, 2004).

The communication role of advertising helps to transmit different types of market information to connect buyers and sellers in the market place (Wells et al., 2006). The market information could be any kind of information that people are able to access. Moreover, Wells et al., (2006), mentioned that advertising tends to play an economic role because advertising is seen as a vehicle for helping consumers assess value, through price as well as other information such as quality, location, and reputation. This assessment well defined the role of advertising from the buyers' viewpoint. The consumers can minimize effort and time to search information for a product that they want to purchase. Even in the face of repeat purchase, the consumers simplify his/her decision process by storing relevant information and routinizing his decision process (Howard and Sheth, 1967), which might be from advertising exposure. Therefore, advertising is seen as so persuasive that it decreases the likelihood that a consumer will switch to an alternative product, regardless of the price charged (Wells et al., 2006). In other words, by focusing on other positive attributes, the consumer makes a decision on non-profit benefits such as a psychological appeal (Wells et al., 2006). Advertising also performs societal role. It informs the consumers about new and improved products, helps the consumers compare products and features, and generally keeps the buyers informed about innovations and issues (Wells et al., 2006). Also, it helps people shape an image of themselves by setting up role models that they can identify with and it gives the consumers a way to express themselves in terms of their personalities and sense of style through the things they wear and use (Wells et al., 2006).

Advertisers choose to use advertising to get some benefits from execution of advertising. They are: builds awareness of products and brands; creates a brand image; provides product and brand information; persuades people; provides incentives to take action; provides brand reminders and reinforces past purchases and brand experiences (Wells et al., 2006).

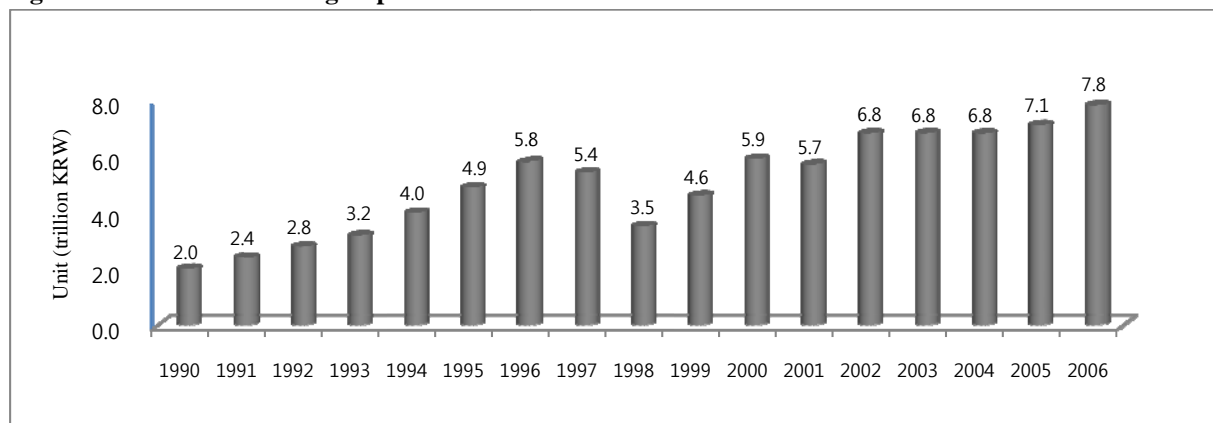
1.1.1. 1. The Role of TV Advertising

There are many channels that the advertising practitioners can use, but among other mass media, TV commercial is a very effective way to deliver information about newly released products. TV is in almost every home (pervasiveness) and advertising on TV is cost-efficient to deliver a mass-media message because it covers mass within a short time (Wells et al., 2006). It also makes a strong impact because it creates strong emotional response by using sight, sound, color and motion (Wells et al., 2006). Such advantages are well appeared in the study of Chung and Szymanski (1997), which experiment on the effectiveness of modality (i.e., visual vs. auditory). They found that people likely to choose the brand when the prior exposure to the brand is visual than when it is auditory.

1.2. The Analysis of Korean Advertising Market

The Korean advertising market has been tremendously growing during the last few years. Total advertising expenditure was 5.9 trillion KRW in 2000 and had reached to 7.8 trillion KRW in 2006 (Jung, Ki-Hyun et al., 2008).

Figure 1. Korean Advertising Expenditure: 1990 ~ 2006



Source: Yearly Advertising Industry in Jung, Ki-Hyun et al., (2008)

From Figure 1, it is noticeable that during 1997 to 1999, Korean advertising market

experienced decrease in advertising expenditure due to financial crisis that swept Asia. (Chung, Girl-Jin, 2007). However, the advertising market got back to track with strong growth soon after. (Chung, Girl-Jin, 2007). According to Korea Broadcast Advertising Corp., (KOBACO, 2007), the biggest reason driving the growth of Korean advertising market is the advent of new media such as IPTV and Cable TV.

Table 1 presents yearly advertising expenditure by medium in Korea from 1995 to 2006. The advertising expenditure on TV had been increased until 2002 but has been gradually decreased by 2006. Instead, the new media (e.g., Cable TV, and Online) appeared as the new market force. Especially, the growth rate of online advertising expenditure is bigger than existing media (i.e., broadcast media, and print media). It is more clearly can be seen from Figure 2. While other media are experiencing up and down during the past decade, online advertising expenditure shows only upward line.

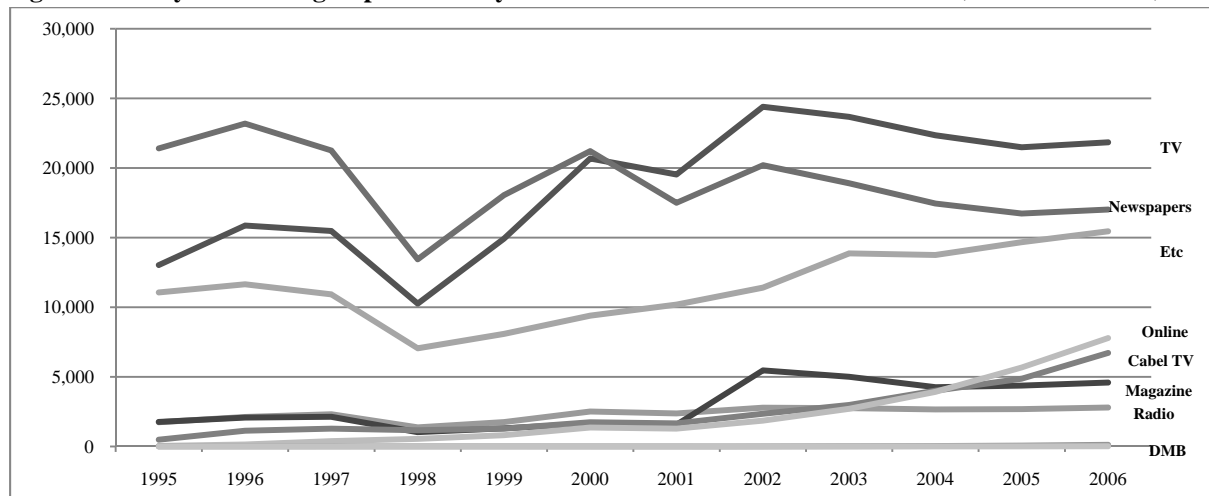
Table 1 . Yearly Advertising Expenditure by Medium (unit: 00 million KRW)

		1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Broadcast Media	TV	13,023	15,866	15,477	10,261	14,921	20,687	19,537	24,394	23,671	22,350	21,492	21,839
	Radio	1,734	2,117	2,314	1,372	1,751	2,504	2,372	2,780	2,751	2,653	2,683	2,799
	Total	14,757	17,983	17,791	11,633	16,672	23,191	21,909	27,174	26,422	25,003	24,175	24,638
Print Media	Newspapers	21,411	23,186	21,261	13,437	18,055	21,214	17,500	20,200	18,901	17,436	16,724	17,013
	Magazine	1,761	2,077	2,130	1,024	1,300	1,634	1,562	5,465	5,006	4,256	4,368	4,591
	Total	23,172	25,263	23,391	14,461	19,355	22,848	19,062	25,665	23,907	21,692	21,092	21,604
New Media	Cable TV	486	1,129	1,282	1,166	1,281	1,736	1,652	2,345	2,975	3,999	4,868	6,721
	Online	40	139	380	537	812	1,360	1,281	1,850	2,700	3,927	5,669	7,790
	Sky Life										31	62	120
	DMB												19
	Total	526	1,268	1,662	1,703	2,093	3,096	2,933	4,195	5,675	7,957	10,599	14,650
ETC (e.g., billboard)		11,058	11,642	10,925	7,049	8,086	9,399	10,192	11,408	13,863	13,749	14,673	15,447
Grand Total		49,513	56,156	53,769	34,846	46,206	58,534	54,096	68,442	69,867	68,401	70,539	76,339

Source: Cheil Communications in Jung, Ki-Hyun et al., (2008)

Figure 2. Yearly Advertising Expenditure by Medium

(unit: 00 million KRW)



Even though, the growth rate of online, as a new advertising channel, has been increased (as shown in Table 1 and Figure2), the role of TV advertising still has been considered as an important tool to deliver messages and to form customer attitudes. A recent research (Rubinson, 2009) result shows that TV advertising appear to be as effective as ever, even possibly increasing in effectiveness in terms of specific marketing objectives. Therefore, examining TV commercials can be regarded as fairly reasonable.

1.3. Scope and Research Purpose

This study investigates cultural and social environment and also other current issues that might affect Korean ads that are also related to consumer well-being. The author of this paper posits that well-being is the recent trend in Korean advertising market. This work primarily examines some stimuli such as brand name, celebrities, gender, and advertising appeals. Those issues have been widely studied by marketing researchers. This paper conducted a content analysis with some quantitative research to investigate the trend of recent Korean advertising. Particularly, the purpose of this study is to investigate 1) how the brand name consists of Korean (Hangeul) or non-Korean words, 2) in what way the advertisers create

brand names 3) how celebrities appear in ads, 4) how the role of gender as a persona is consisted, 5) whether advertisers prefer lower or higher level of aged persona, and 6) whether advertisers prefer rational or emotional appeal. By doing this, the author hopes that this study provides a direction and explanation for further studies. It is expected that this study provides a direction how advertisers should apply situational factors (e.g., social and cultural trends) and also consider short-and-long term effects of such factors. Moreover, this work might offer some insight to understand Korean ads trends for marketers who want to examine the recent Korean advertising market trends.

2. Background of the research

2.1. Trends of Korean Ads

Today, advertising is standing on the center of culture, is leading this era, and is making the current trend (Park, Mun-Soo, 2006). Advertising is an important cultural text in that it is a culture pattern that can quickly and flexibly respond to the public taste and sentiment which change every moment (Lee, Ki-Hyung, 2004). This is the reason that reading context of advertising is one of the most effective ways of understanding one age and beyond (Lee, Ki-Hyung, 2004). However, sometimes, advertising creates new fashion or needs which did not exist before. For example, X generation in 1990s, N generation in 2000s, and BOBOS⁴ culture are created by commercials (Park, Mun-Soo, 2006). Table 2 presents some representative Korean advertising trends and the environment in some specific period.

⁴ The word, BOBOS, is invented by joining bourgeois and Bohemian.

Table 2. Korean Advertising Trend

Period	Advertising Trend	Advertising Environment
1990s	Aiming at world first	Pursue survival tactic and new image in opening domestic market and keen competition
1990	Traditional Creative	Amplified concern on traditional culture and own Korean things
1992	Environmental ads	As environmental issues soar up in the society
1993	New consumption class ads	Advent of new consumers who are sensitive to consumption and fashion
1997	Comic and humorous ads	Public sentiment seeking change in reality and differentiation of product quality
	Old fashion advertising and Appeal to patriotism	Social environment that people want to escape from economically difficult situation due to financial crisis
2000	Illogic ads in N generation's age	Induce interest and curiosity of N generation which have illogical and emotional sentiment
	North Korea related ads	Changing public sentiment toward North Korea due to inter-Korea summit
	Feminist advertising	Changing women's social position and their lead in consumption and economy
	BOBOS life style ads	Relief of young people who are rich and execute rational buying pattern
End of 2000	Bizarre ads	Challenge to moral repression of new generation who raised up in free environment

Source: Park, Mun-Su (2006)

Kim, Hong-Tak (2008) elucidates the characteristics and changes in Korean TV ad during 1995 and 2007. He classified products into twelve categories and more concerned on the correlation between Korean society and advertisement. Kim, Hogn-Tak's (2008) article looked into everyday life through the advertising trend changes in each category. If Park, Mun-Soo's (2006) viewpoint is regarded as to see overall trend in some periods, Kim, Hong-Tak's (2008) study provides more detailed overall trend in those categories he classified. Furthermore, such detailed explanation about social situation might be helpful to see the Korean ad history more closely. There are somewhat differences in each category, but one common thing is that marketers, or companies, are very dependent on big models such as very much famous actor and actress. Table 3 summarized the most representative characteristics and show how society responds to the ads or vice versa in each category (Kim,

Hong-Tak, 2008)

Table 3 . Advertising Characteristics in each Category

Category	Characteristics
1. Information/ Network⁵	<ul style="list-style-type: none"> - Korean society enter into full-blown digital communication phase from 1995 - Before and after 2005, made number of ads and released at the same time - Mobile phone evolved as a toy for adults, named gadget - Embody One source, Multi-Use with a mobile phone and this proves how ad contents influence on other popular culture - Show everyday life of postmodern society which changed the concept of time and space due to the most advanced digital technology - Most ads approach with humorous appeals - 20s in 2000s can be called as TTL class (N generation). From social and cultural aspect, it is impossible to understand the current 20s without communication via mobile phone. In economic view, due to fast growth of mobile phone and mobile service, the new generation got a name forming their identity with Korean marketing viewpoint.⁶
2. Electronics	<ul style="list-style-type: none"> - Focus on premium branding to create high value-added - Companies discard company name and try to communicate with their own brand name - As product quality advance and doing premium marketing, dependence on celebrity more deepened
3. Automobile/ Oil	<ul style="list-style-type: none"> - Try to express performance and dignity as well but hard to find creative ads except driving - In oil ads case, commercial song (CM song) is utilized again, which has not used frequently after 1970s
4. Alcoholic & Non-alcoholic beverage/ Food⁷	<ul style="list-style-type: none"> - This category has one of them which has long history in Korean TV ads - In case of beverage ads, execution of co-marketing with street promotion, internet and cable TV at the same time - Use celebrities and use slapstick comedy approach and hard to find new challenge with respect to creativity
5. Cosmetics	<ul style="list-style-type: none"> - Focus on only showing beautiful face of female celebrities - Ads targeting to male increases, proving that the criterion of manhood changes from macho to 'flower man', male who have pretty face, and it became one of the keyword of popular culture in 2000s - One ad employing a transgender proves that this country changes to more open-oriented society
6. Fashion/ Sports	<ul style="list-style-type: none"> - Fashion is also one of the main ad items from 1970s. It is different from most foreign ads that they more focus on print ads except jeans and sports wear - After IMF there was no fashion item ads in TV due to financial difficulty of nation - Forming 'school uniform ads' category to capture the unique market is also one of the peculiar situations in Korea - One of main characteristics in fashion ads, differing from others, is employing foreign models

⁵ Before, there were three mobile phone brands (Anycall, Cyon, Gulliver) and five mobile communication brands (011, 016, 017, 018, 019). After 2000, mobile phone ads enter into triangular contest among Anycall, Cyon, and SKY. Mobile communication brands also reduced to three – SKT 011, KTF 016 and LGT 019.

⁶ TTL is a service name provided by SK Telecom, targeting to 20s.

⁷ One of the very recent trends is that some local provinces create their own brands for foods or fruits and make ads to publicize. In this sort, the head of the province appear to advertise the brands.

7. Pharmacy	<ul style="list-style-type: none"> - Pharmacy is also one of the biggest items in Korean ad market, but forms of expression have not largely changed. Marketers exaggerate the medical results and they also more emphasize the name of products
8. Finance	<ul style="list-style-type: none"> - Ads in this category greatly increased greatly after IMF. On one level, as Korean stock market experienced bull market in the end 1990s, number of securities enters into the market - In 2000s, bank, card, insurance, and securities release ads almost same number of ads - Introduction of tailored banking service ads and credit card ads which only for high income customers is one evidence that shows the reality of Korean society, the rich-get-richer and the poor-get-poorer - Marketers introduce 'fake documentary' form of ads
9. Corporate Image	<ul style="list-style-type: none"> - Most ads in this category propagate public service ads like feeling. This character is due to the social atmosphere that underscore transparency and moral integrity of companies in post IMF period - Most ads employ emotional approach and attempt to give hope to people
10. Apt/ Construction	<ul style="list-style-type: none"> - Companies put effort to build luxurious branding for apartment they build - Number of ads increased; from July 2005 to June 2006, newly produced ads as many as 97. Thus, it is very difficult to make differentiate the brand name in the market and most of them rely on the fame of celebrities
11. Public Service	<ul style="list-style-type: none"> - Enter into civilian government, number of ads increased⁸ - Many ads receive great praise due to the creativeness by escaping from guide-oriented pattern - Some ads which persuade people to accept the skin colour difference, shows that Korea is not any more a racially homogeneous nation
12. Cable TV⁹	<ul style="list-style-type: none"> - In spite of the number of Cable viewers, there are very few ads considering the medium of ads. Most advertisers are convinced with the effectiveness of TV ads and hence, there is not enough finance to make commercials only for Cable TV - Cable TV ads are divided into two categories – One is extending TV ads from 15 seconds to 30 sec. or 60 sec. The other is Home Shopping ads.

Source: Kim, Hong-Tak (2008)

Kim, Hong-Tak (2008) summarized distinguished factors of ads such as 1) adaptation and application of new technology (e.g., frequent ads related to m-commerce and e-commerce), 2) more of consumer-oriented ads, and 3) changes of advertising appeal (i.e., while visual image were more used, ad copy was decreased).

An important issue of the recent Korean ads that have been frequently addressed by previous researchers is about well-being trend which is still sweeping Korea. Even though, the new

⁸ One of the very recent trends is the advent of city ads to attract investment of companies or to capture travelers. After introduction of Local Government system, each province has to responsible for its own finance.

⁹ Cable TV was introduced in 1995. In 2006, the membership reached to 5 million. In other words, 8 out of 10 household watch Cable TV (Kim Hong-Tak, 2008)

media (e.g., online) contributes to increasing total advertising expenditure from 2003, KOBACO (2007) explicitly explained that well-being trend is another reason of the growth of Korean advertising market. Well-being is used almost everywhere and every time as one of the recent ad themes. Hence this is maybe not a trend anymore but is a part of our life. Nevertheless, it might be interesting to see this trend by testing proposed hypotheses below.

This paper is organized in the following manner. In the first section, it gives overall trends of the recent Korean advertisements with more specific view on Korean TV commercials from 1995 to 2007. Secondly, in the section of conceptual background, the theories and some other background of this study will be presented. Those are divided into three broad branches (brand name, ad persona, and advertising appeal), which are the main concern of this study. In the third section, past literatures regarding those three elements are reviewed. Also, based on the past studies, the research objectives will be proposed. Fourth section will explain how the samples were and collected and coded. Then, results of the hypotheses test will be provided. Lastly, some limitation of this research is discussed and also some more discussion about the result will be conducted.

2.2 Conceptual background

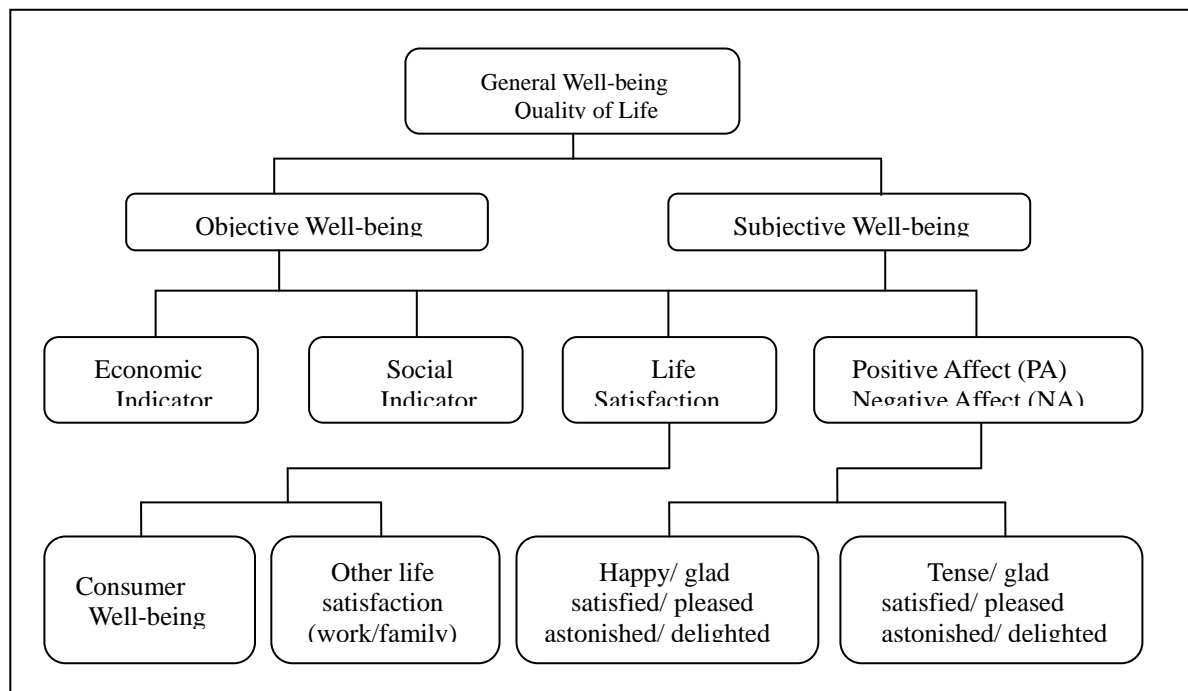
2.2.1. Definition of Well-being

It is not easy to define the concept of well-being in an uniform way because it contains many meanings and there are many indicators that can account the word. World Health Organization (WHO) defines health as ‘Health is a state of complete physical, mental and social *well-being* and not merely the absence of disease or infirmity’. The bibliographic citation for this definition is firstly introduced in the preamble to the Constitution of the WHO as adopted by the International health Conference, New York, in 1946 (WHO website).

It entered into force on 7 April 1948 and the definition has not been amended since 1948 (WHO website). According to Argyle (2001), the meaning of physical well-being is relatively easy to understand and manifest, ‘absence of disease or infirmity’, but the meaning of mental well-being is somewhat obscure. But, it is clear that most people know well what it is (Argyle, 2001). Answers to surveys asking people what they mean by it, people respond that it is a state of joy or other positive emotion, or it is being satisfied with one’s life’. (Argyle, 2001).

2.2.1. 1. Classification of Well-being

Figure 3. Classification of the Concept of Well-being



Source: Lee, Dong-Jin (2007)

Based on many literatures of others and his studies, Lee, Dong-Jin (2007) provides a figure that clearly explains the hierarchy of the concept of well-being. Objective well-being can be measured by some indicators such as income, years of education and length of life, that are economic and social indicators. Subjective well-being (SWB) can be measured by asking how people assess their life (e.g., happy, excited, sad and so on). Diener (1984) suggests that

there are three hallmarks to the areas of SWB: First, it is subjective – it resides within the experience of the individual. Second, it is not just the absence of negative factors, but also includes positive measures. Third, it includes a global assessment rather than only a narrow assessment of one life domain (Diener, 2009).

Because the purpose of this paper is to see cultural aspect via Korean TV ads, it is meaningful to look at how different culture perceives well-being, health or happiness, differently. According to Rapaille (2006), American regards health and happiness as “fulfill one’s mission” such as climbing mountain or cooking for their family. Therefore, Americans believe that being health is the state they can do such activities (Rapaille, 2006). To Chinese, which have similar culture to Korean, well-being means the state of harmony with nature (Rapaille, 2006). Chinese believes that they live in eternal relationship with elements of nature, and health is the harmony with nature (Rapaille, 2006). Meanwhile, within the same cultural region, health is perceived fairly different by Japanese. They consider it is as duty because only when they are healthy, they can physically contribute to their culture, community, and family (Rapaille, 2006). Japanese even feel guilty when they are ill and therefore, washing hand in Japanese culture is not merely to maintain cleanness but also to prevent others to be infected. (Rapaille, 2006). To sum up, the culture code for well-being is shown differently in each country or each culture; ‘movement’, ‘harmony’, and ‘duty’ respectively for American, Chinese and Japanese.

2.2.1.2. Expansion of Well-being Trend

As noted earlier, well-being is formally used in the definition of health by WHO from 1948. According to Kim, Suk-Soo (2006), the origin of the word, however, is not accurately discovered, but it is only guessed that the root is from a strong wind to yoga or meditation

pursued by American hippie in 1960s to 1970s. The situation is continued to the life style of yuppie in '80s and that of bobos in '90s (Kim, Suk-Soo, 2006). Also it is related to Lifestyle Of Health and Sustainability (LOHAS) which was presented by the Natural Marketing Institute (NMI) in 2000. LOHAS is a demographic group forming a market segment related to sustainable living, “green” ecological initiatives, and generally composed a relatively upscale and well-educated population segment (Wikipedia). According to World Watch Institute, the LOHAS market in 2006 was estimated at \$300 billion, approximately 30% of the U.S. consumer market (Wikipedia). According to Korea Rural Economic Institute, the market size of organic food product was 1.8989 trillion KRW in 2007, is 2.8905 trillion in 2009, and is estimated at 4.5341 trillion and 6.1445 trillion by 2015 and 2020 respectively (Kim, Sung-Hyun, 2009). If other health related products are combined, the total market size will be transcending the limit of our thought.

Well-being is one of the recent main Korean ad themes. The word was introduced in Korea since around 2002 and raised the ‘well-being syndrome’ in Korean society (Kim, Hun-Chul, 2004). Since then, it is hard to find any consumer product which does not related to well-being concept or not concern on consumer health. A report wrote a joke, or reality, about well-being boom in Korea as follows. Koreans use ‘well-being home appliances’, live in ‘well-being apartments’, deposit money in ‘well-being savings accounts’, and eat ‘well-being vegetables’ (Na, Woon-Bong, 2007). This assessment explicitly explains the new consumption trend in Korean society.

Taking the explanation of Kim, Hun-Chul (2004), well-being concept was mainly used in foods, especially healthy foods, to give salience of chemical-free, artificial color-free and whole food. Today, however, it is used in advertising of cloth, electronics, and cosmetics and

even in that of construction. Even wire telephone advertising used ‘well-being’ concept by making a point of no electromagnetic waves that come from mobile phones. Today, it does not merely stay syndromic, but became an indispensable part to live healthy lives. One possible reason that well-being syndrome is sweeping Korean society is that Korean may relatively more receptive to the new market trend.

In Korea, it seems that well-being is related to ‘Lookism’ which Oxford dictionary defines as ‘prejudice or discrimination on the grounds of appearance’. Korean seems to believe that being healthy does not only mean physical wellness but also means staying young and looking young compare to their real age. Lee, Don-Jin (2007) also stated that concern on the body and health is expanding to the consideration of physical appearance. A survey result revealed that well-being consumers take a serious view of appearance and this influence to the trend of adornment conducted by men (Lee, Don-Jin, 2007). The respondents answered that physical appearance is also a kind of competitive power even for man (86%), and it is possible to put on makeup or to wear accessories (46%). According to a newspaper article (Song, Tae-Hyung, 2009), men’s cosmetic product market size was 600 billion KRW and this figure is resulted in the fast market growing, more than 15% in every year, since 2003. DHC for Men, launched by a Japanese cosmetic company, sold their products in Korea more than 30 billion KRW during one year, in 2003 (Lim, Jong-Won et al., 2006).

Lee, Yeon-Su (2008) explains that Lookism is a worldwide trend, but is especially deepening in Korea because Korean culture traditionally regards appearance and formality as important. Lookism also affects on recently launched Korean cosmetic products using natural ingredients gained from grain or herb. Advertisements of those products emphasize that the natural ingredients keep skin looking young. According to Eom, Myo-Sub (2008), the

development of visual media (i.e., film and TV) and expanded capitalistic market resulted on the advent of Lookism. Hence, people in society recognize, feel and communicate based on visual form, especially on image (Eom, Myo-Sub, 2008). In the same vein, ‘Shangri-La syndrome’ expanding among seniors, who want to stay young and to enjoy their life, can be easily understood. It seems that such trends come from the belief that aging or old means ugly. To keep pace with this situation or consumers’ new lifestyle, companies try to develop such products and make commercials constantly to give information to make consumers to purchase the product.

2.2.2. Conceptual Background on Brand Name

An effective brand name can enhance awareness and create a favorable image for the product (Aaker, 1991). Regarding on brand name, researchers have considered distinction between brand name recognition and recall and how to maximize brand royalty. Robertson (1989) identified certain desirable properties of effective new brand names (i.e., distinctiveness, easily recalled, easily pronounced etc.)

Kohli and Suri (2000) explained two broad approaches to labeling a product. The first is to create a “meaningful” name, so that the name itself conveys relevant product information (Kohli and Suri, 2000). This can be accomplished by branding that can strengthen the nature of the product (e.g., American Airline, Korean Airline), convey a related abstract image (e.g., Alpine Water, Sunchang Gochujang¹⁰), or it can emphasize one or more of the attributes (e.g.,

¹⁰ ‘Sunchang gochujang’ is a name of made-in Korean capsicum paste product. Sunchang indicates a province name that is very famous for hot pepper, and gochujang means hot red pepper paste. When people hear Alpine, they may imagine something clear image. Like this, when Korea hear ‘Sunchang’, they naturally imagine hot red pepper.

Soft ‘n Dry deodorant, Moogyun Moottae¹¹) (Kohli and Suri, 2000). The second option is to create an “unrelated” name (Kohli and Suri, 2000). This includes words that have little or no connection with the product being name (e.g., Marlboro cigarettes, TwoTwo chicken), or words that have been specifically created and have no dictionary meaning (e.g., Enron, Will¹²)

There are four types of brand name (descriptive, suggestive, arbitrary and coined names), which is followed by Kohli and Suri’s (2000) research. A descriptive brand name describes the product (e.g., “Laser Jet” for a laser printer) (Kohli et al., 2005). A suggestive brand name can be defined as a brand name that conveys relevant attribute or benefit information in a particular product context (Keller et al., 1988). To be suggestive, it must have well-defined associations or meanings that could be seen as relevant in a product setting (Keller et al., 1988). An arbitrary brand name means a common word that can be found in dictionary (e.g., “Cold” juice) (Keller et al., 1988). Lastly, coined brand name is unreal word, naturally unrelated to any product or product category (e.g., Enron) (Keller et al., 1988). In the result of the study, Kohli and Suri (2000) indicated that these classification can be divided into two, meaningful (descriptive and suggestive) and non-meaningful (arbitrary and coined) name because consumer responses showed no difference to descriptive versus suggestive and arbitrary versus coined names.

Second framework is brand-country of production (brand-COP) congruity used in the study of Haubl and Elrod (1999). Sufficient evidence was obtained by previous researchers about product’s COP, typically conveyed as the “made in” information, also serves as signal for

¹¹ ‘Moogyun Moottae’ is a household cleaning product. If translated into English, it means ‘no-germ and no-dirty’.

¹² ‘Will’ is a Korean brand of lactic-acid fermented milk.

product quality, even in a multitribute context (e.g., Johnsson et al., 1985; Maheswaran, 1994). The effect of country of production (COP) on consumers' product evaluations also have been studied extensively (e.g., Peterson and Jolibert, 1995).

Keller (1993) proposed that congruity among different pieces of information about a particular brand may increase the cohesiveness of the brand's image and lead to a more favorable evaluation of the brand by consumers. In contrast, a lack of congruity among brand associations results in a "diffuse" brand image, which may lead to a less favorable evaluation of the brand. (Haubl and Elrod, 1999). Congruity brands typically convey an implicit reference to their home country and tend to be associated with that country in consumers' minds (Samiee, 1994; Thakor and Kohli, 1996) by affecting quality judgments via consumers' confidence in their own ability to correctly assess a product's quality (Haubl and Elrod, 1999). Those researchers' argument was supported by cognitive consistency theory suggesting that consistency among an individual's belief about an object is desirable and associated with positive affect (Heider, 1946). Applied to consumers' product quality judgments, this theory predicts that consumers view congruity between brand and COP as an attractive property. (Haubl and Elrod, 1999).

2.2.3. Conceptual Background on Ad Persona

Many academics have paid attention on celebrity endorsement in advertising (e.g., Sternthal et al., 1978), because employing celebrities helps better recall or recognition of a brand name (Friedman and Friedman, 1979). It is also found that they have power to create image for a product through meaning transfer (McCracken, 1989). Some researchers also have showed that celebrity endorsers influence important advertising effectiveness measures such as attitudes toward the ad, brand, and purchase intention (e.g., Atkin and Block, 1983).

Hall (1984) differentiated culture according to the level of context (high and low) in the communication system (Ferle and Choi, 2005). In a high-context culture (normally Eastern culture), communication is implicit and indirect because members widely share information (Ferle and Choi, 2005). In contrast, in a low-context culture (normally Western culture), communication tends to be explicit and direct because members much less extensive use of similar experiences similar expectations in communication (Ferle and Choi, 2005). According to the application of Ferle and Choi's (2005) study (Albers-Miller and Gelb 1996), advertising in low- context culture normally provides more facts and direct statement, while high-context culture includes more symbolic images and indirect verbal expression such as metaphor, idiomatic phrases and phrases with somatic referents. These characteristics can be understood explicitly by referring Hofstede's (1980) proposition of cultural characteristics: collectivism and individualism. Members in a collectivistic society tend to be grouped and more dependent each other, hence, information is believed to flow more easily between members of the group and message is more implicit (Ferle and Choi, 2005).

Many researchers support that influence of consumers' attitude toward the ad as an important determinant of advertising effectiveness in shaping their opinions (e.g., Shimp, 1981). When people form an opinion via peripheral route, irrelevant information to evaluate a product doesn't matter (Blackwell et al., 2006). Peripheral cues are stimuli devoid of product-relevant information (Blackwell et al., 2006). Hence, as a peripheral cue, employing celebrity in commercials provide irrelevant information to the evaluation of a product by the consumers. However, celebrities make less difficult the implicit means of communication via their symbolic properties without explicitly asserting the message (Ferle and Choi, 2005). Categorized as a collectivist culture with a high-context communication style (de mooji, 1998), Korean commercials may includes more symbolic images and hence, rely more on

celebrities (Ferle and Choi, 2005).

Social comparison theory has described the selection of ad persona. According to Richins (1991), some writers have suggested that advertising affects consumers because they implicitly or explicitly compare themselves with the idealized images and life-style portrayed in ads. Festinger (1954) proposed that human have a motive to evaluate themselves by comparison with others when non social mean are not available (Richins, 1991). Watching TV commercials may offer a chance (or provide a sort of comparison mean) to the consumers to assess themselves (e.g., physical appearance) and their life style by comparing themselves with the ad persona, who are normally highly attractive and stylish. Festinger (1954) suggested three kinds of comparison motives: self-evaluation, self-improvement, and self-enhancement. Self-evaluation indicates that the judgment of value, worth, or appropriateness of one's abilities, opinions, and personal traits (Martin and Gentry, 1997). Self-improvement occurs when an individual attempt to learn how to improve or to be inspired to improve a particular attribute (Martin and Gentry, 1997). Self-enhancement occurs when an individual compares to others who are inferior on the trait, because such comparisons are useful for making one feel better about oneself or one's circumstances (Wood and Taylor, 1991).

According to Diener (1984), social comparison is important in determining subjective well-being, because self-concept includes not only 'past selves' but also 'future or possible selves', celebrities in ads give an idea or incentive of what the consumers might become when they use the advertised product (Wikipedia). This influence maybe more deepened in cosmetic products commercials. For example, while watching ad personas, having beautiful face or slim body and normally both, the consumers may compare their face and body with that of persona and judge themselves (self-evaluation). This self-evaluation can inspire the

consumers to do diet or to buy the advertised product and to expect how their body or face would be changed in the future (self-improvement).

2.2.4. Conceptual Background on Advertising Appeal

Academics provided wide range of definition of culture; they are somewhat broad and abstract definition. Herskovits (1955) defined culture as 'it is the human-made part of the environment' (Triandis, 1994). Some other descriptions of culture are: 'culture is a set of schedules of reinforcement' (Skinner, 1981); 'culture is like a computer program that controls behavior' (Hofstede, 1980); 'culture is the software of the mind' (Hofstede, 1991). Different cultures have different ways of thinking. For example, in most western countries (e.g., U.S.), independence of a grown up single person from her/his family is natural and acceptable situation; however, in some East Asian countries (e.g., Korea), it is not very acceptable especially in case of women. This thought occurs from different perception of seeing one thing differently, different cultural value. Advertisers concern on such differences because values are of central concern in understanding consumer behavior (Carman, 1978; Zhang and Gelb, 1996).

Hofstede (1984) identified four important culture values: uncertainty avoidance, power distance, individualism/collectivism, and masculinity/femininity. Only the final two considered to be self-related (Chang, 2006). 'People in individualistic cultures often give priority to their personal goals, even when they conflict with the goals of important in-groups (but not always), such as the family, work group, or fellow countrymen' (Triandis, 1994). Hence, individuals in this culture are more like self-oriented person. In-groups are determined by similarities in important attributes, proximity, and common threat by outsiders (Triandis, 1994). In contrast, people in collectivist cultures the self defined in terms of membership in

in-group which controls the social behaviors (Triandis, 1994), so individuals in this culture can be defined as other-oriented person. They tend to (1) be concerned about the results of their actions on members of their in-group, (2) share resources with in-group members, (3) feel interdependent with in-group members, and (4) feel involved in the lives of in-group members (Hui and Triandis, 1986).

Advertisers concern on cultural values because they are important variable of understanding, and predicting consumer behavior. Advertising is persuasive when the way of communication approaches to the target consumers via right appeals containing target consumers' value. O'Shaughnessy and O'Shaughnessy (2004) argued that 'whenever something strongly resonates with values, it produces an emotional reaction', in their book *Persuasion in Advertising*. For example, a recent Korean advertising (Bejimill, a soybean milk product) shows how Korean cultural value and advertising approach can be combined. The commercial employs informational approach and contains three kinds of cultural value: (1) the implicit duty of Korean mothers who should care family members' health, (2) Korean's perception about breakfast - traditionally Korean thinks that they have to have breakfast and mothers normally prepare breakfast, and (3) the family value. This ad provides some statistics to be functional advertisement (e.g., the average time consuming for having breakfast, 75% of Korean have milk-sugar indigestion) and emphasizes the product is milk sugar-free.

3. Literature Review and Study Objective

3.1. Previous Korean Studies on Well-being Issues

Studies on well-being issues in Korea have been more vivaciously conducted recently. Many Korean literatures have much more focused on the well-being trend or consumer attitudes

toward well-being (e.g., Kim, Bong-Hyung, 2006; Kim, Ki-Nam et al., 2007; Huh, Kyungok, 2007; Lee, Young-Eun et al., 2007; Cho, Kwang-Ick et al., 2006). Only few studies analyzed the TV advertising that is related to well-being (e.g., Jung, Soo-Jin et al., 2005; Kim, In-Young and Hur, Gyeong-Ho, 2005). In his study of well-being culture, Kim, Suk-Soo (2006) analyzed that the well-being culture aroused from the desire of the moderners to be escaped from suppression of meta-history of mental power and material one. He also indicated that the current well-being culture is the game of body, image, and unconsciousness on the basis of the context of rescue the modern men from reality. The meaning of well-being as a game is that people should enjoy happiness and good health and thus, pursuing wellness should not be a suppression factor that can negatively affect to consumers (Kim, Suk-Soo, 2006). His somewhat pessimistic conclusion, because such 'game' is not purely conducted in our reality, casts to us a question of the need of serious introspection about our way of pursuing well-being life. Some articles share similar view about the recent trends of well-being advertisings.

Well-being context which is appeared in TV ads also have been argued by marketers (Eom, Chang-Ho, 2006; Yang, Ung, 2006; Lee, Hyung-Woo, 2006; Cho, Chang-Yeon, 2006). According to these authors, the current 'well-being violent gale' is going to a wrong way, which only focuses on consumption, and flooded well-being advertisings in market aggravate this situation. For example, Eom, Chang-Ho (2006) made three points quite cynically, but maybe accurately, about the current states of well-being commercials. First, the innate hippie culture was trying to accomplish anti-capitalism, anti-consumption culture, and the cult of nature. Well-being in this time, however, functions as the powerful conformity to consumption rather to stand on anti-consumption. Second, various well-being products and brands must provide pleasure and comfort to consumers. But, to provide such wellness to the buyers (consumers), people of the other side (sellers) have to work desperately. The last irony

he indicated is that something that should not be the subject of consumption became the subject of consumption, such as community. There are also some studies to investigate Korean advertisements that are related to well-being.

A study by Jung, Soo-Jin et al., (2005) conducted a research on consumer attitude toward well-being products, focused on food and drink. Their research showed that consumers are more favorably responded to well-being advertisement than non-well being one. With respect to advertising approach, informational (or rational) advertisement is more preferred than emotional advertisement due to reliability of scientific and logical explanation. On the other hand, Kim, Bong-Hyung's (2006) study showed somewhat different result, which conducted survey with adult 185 female on functional cosmetics. This empirical research showed that there is no clear preference to well-being commercials by the respondents. Moreover, the study result showed that emotionally approached advertising is more preferred than rationally approached one. Also, in case of high-involvement group on well-being is more favorable to well-being advertising than low-involvement group.

3.2. Previous Studies on Brand name

Brand name is related to brand image which is defined by the American Marketing Association as "a mirror reflection of the brand personality or product being; it is what people believe about a brand: their thoughts, feelings, expectations" (Stein, 2004). It also represents product characteristics (e.g., S-Oil), helps consumers to choose a product among many similar products, and also impinge on brand loyalty in the end (although, there are many brand names evoking anti-feeling by customers). Due to the importance, many producers spend a lot of money to label a suitable name to their products and many academics conducted research on brand name.

Studies about brand name and brand name effectiveness have been most widely conducted among marketers because branding influences how consumers perceive the brand or product (i.e. attitude, and recognition). One of the functions of advertising is to increase brand awareness (Lowrey et al., 2003), and what kind of brand name increases memory of consumers is the concern of scholars. Lowrey et al., (2003) studied the association between linguistic properties of the brand names and brand-name memory as a function of brand-name familiarity. The result shows that unusual spelling (e.g., Klip for Clip) leads positive effect on brand-name memory, while blending leads negative effect.

Papers examining on the effectiveness (e.g., recall) of brand name used four categories classified by Patent and Trademark Office; descriptive, suggestive, arbitrary and coined names. Kohli and Suri (2000) propounded new perspective on the classification. They argue that the four categories could be integrated into two groups, meaningful (descriptive and suggestive name) and non-meaningful (arbitrary and coined) (Kohli et al., 2005). A descriptive brand name describes the product (e.g., “Laser Jet” for a laser printer). A suggestive brand name evokes the product’s benefit(s), such as “Diehard” batteries. An arbitrary brand name is a common English word that has no apparent relation to the product category (e.g., “Arrow” shirts). Finally, a coined name is a fictional word, inherently unrelated to any product or product category (e.g., “Enron”) (Cohen, 1986).

A previous study (Meyers-Levy, 1989) on brand name effectiveness is about word and meaningfulness. Lerman and Garbarino (2002) found that word brand name (i.e., the words can be found in dictionary) leads higher recall than non-word brand name. In similar vein, Kohli et al (2005) showed that meaningful brand names continue to be more favorable than non-meaningful one, even after repeated exposure. This study result is consistent with other

studies (e.g., Keller et al, 1998; Kohli et al, 2000). The research showed that brand name explicitly conveying a product benefit (suggestive brand name, e.g., Picture Perfect Television) leads to higher recall of an advertisement and overall liking of brand. To extend, Lee, Yih-Hwai and Ang, Kim-Soon (2003) found that brand name comprising suggestive character compared to non-suggestive lead to higher brand name recall even in ‘arguably more complex language system’, Chinese. If so, marketing practitioners may try to create meaningful brand name to positioning the brand more favorably on consumers’ mind. They are well aware of the importance of positioning of a brand name in this ‘product explosive’ and ‘communication explosive’ society. To be well-positioned on consumers’ mind, making excellently creative advertising is important but at the same time, creating effective brand name is also important

Based on previous studies and on the assumption of that the advertisers of products that are related to well-being, this study examines the correlation between well-being and meaningful brand name because when there are many similar products, brand name effectiveness is more important.

H1a. *In the recent Korean TV commercials, there is a tendency that products which address well-being, tend to prefer to use meaningful brand name (i.e., products that less address well-being prefer to use non-meaningful brand name).*

Another interest in this study with respect to brand name is in the correlation between well-being and Korean (Hangeul) brand name. As noted earlier, brand name is a mirror reflection of a brand personality. Previous researchers observed that brand name is regarded as a source of evaluating quality and other attributes of products (Kohli et al., 2005, Jacoby et al., 1971;

Dodds et al., 1991). Another study by Haubl and Elrod (1995), interaction effects between brand name and COP of unination and binational products have examined. COP typically conveyed as the “made in” information, also serves as a signal for product quality, even in a multitribute context (Johansson et al., 1985; Maheswaran, 1994). The study result of Haubl and Elrod (1995) showed that a brand is manufactured in its home country lifts its quality rating significantly above the level expected based solely on brand and COP main effects.

Brand naming in Korea also is the concern of Korean scholars for a long time. Kim, Gyeong-O (1985) searched into 550 samples of cloth, shoes, electronics, cosmetics and confectionary. According to Park, Su-Kyung’s (2003) research, brand name consisting of a word of foreign origin took account 68.9%, while pure Korean (Hangeul) brand name was only 14%. According to the announcement of the Korean Industrial Property Office in 2002, pure Korean brand name took only 13.3% among total product name (Park, Su-Kyung, 2003). It is especially low in some categories - medical supplies, cosmetics, cloth, and electronics. It is analyzed that companies take advantage of consumer psychology of preference on famous foreign brand names and hence to give salience to luxurious and polish image (Park, Su-Kyung, 2003). On the other hand, pure Korean brand names in some categories are relatively highly selected - restaurant business, groceries, medical service and cosmetology, confectionary (Park Su-Kyung, 2003).

As the past studies (i.e., Kim, Gyeong-O, 1985; Park, Su-Kyung, 2003) showed, companies and advertisers naming a brand with non-Korean name for a long time. This trend, however, seems to have been changing. According to a news article, a department store investigated the brands taking space on the department in 2000 and revealed that Korean (Hangeul) brand name increased 15% compare to the previous year, especially in food brands. A staff working

for the department interpreted this situation as follows; companies emphasize safety of the domestic farm products and children feel easy to pronounce and to remember Korean (Hangeul) brand name than non-Korean brand name (Son, Yeong-Ok, 2000). This is also thought as the influence of frequent trade with other countries especially with China. Korean people generally believe that the domestic farm products are best. Moreover, as many Korean companies penetrate into international market and make well-known the Korean (Hangeul) brand in the world, and therefore, Korean (Hangeul) brand name is more valued with proud among Korean consumers. In case of cosmetic products, many companies recently launch new items for consumption by using traditional producing methods and ingredients. This situation is related to some studies researched previously, which show the language differences much impact consumer information processing (Schmitt, Pan & Tavasooli, 1994), and the study of brand-COP congruity. Hence this study hypothesizes whether there is a correlation between well-being trend and selection of brand name.

H1b. *In the recent Korean TV commercials, there is a tendency that products which address well-being, tend to prefer to use Korean (Hangeul) brand names (i.e. products that less address well-being not to prefer to use Korean in their brand names)*

3.3. Previous Studies on Ad Persona

One another popular theme in the studies of advertisements for a long time is about celebrities in advertising. This is due to the interest of marketers in ‘understanding the perceptual process that operates within the consumers’ and ‘understanding the relationship between particular products or brands and an individual’s self-concept’, i.e., how the consumption of certain products or brands contributes to how others perceive him or her (Baker & Churchill, 1977). A lot of researchers studied the effects of the physically attractive

models on advertising evaluations (e.g., Baker & Churchill, 1977; Caballero & Solomon, 1984; Caballero, Lumpkin & Madden, 1989; Richins, 1991; Brumbaugh, 1993; Goodman, Morris & Sutherlad, 2008). Physical attractiveness is not only important in fictional image (i.e., the images in ad) but it also important in income attainment (Roszell, Kennedy & Grabb, 2001). Baker and Churchill (1977) found that sex and physical attractiveness of an ad model do influence people's evaluations of the aesthetic qualities of an advertisement. But, physical attractiveness of ad models does not solely affect on people's perception of an advertisement but also the personality perceived by the viewers does important role (Brumbaugh, 1993; Till & Busler, 2000)

Some writers focus on the effectiveness of using celebrity endorsement in advertising. Celebrities were broadly defined as "any native or foreign individuals who are famous or widely known to the public" (McCracken 1989; Praet 2002, Choi Sejung Marina et.al, 2005). The reason that marketers make advertisement for a product or brand by bring celebrities is that using celebrities have more effects than non-celebrities on attention, specialty, credibility, and attractiveness (Paek, H, 2005; Park, Jae-Jin et al., 2008), though the celebrities do not always function as the advertisers expected. Those advantages (effects on attention, specialty, credibility and attractiveness) indicate that celebrities do role of establishing brand equity more successfully because such effectiveness that marketers pursue directly related to the brand attitudes. Walker et al, (1992) demonstrated that pairing products with very different celebrities affect subjects' images of those products consistent with the image of the celebrity with which that product had been paired (Till and Shimp, 1998). Moreover, celebrities echo the symbolic meanings and values that are closely tied to the culture in which they have attained their eminence (McCracken 1989), the selection of celebrity endorsers and the creative execution of this advertising strategy may also mirror the fundamental cultural

orientations and values of that society (Choi Sejung Marina et.al, 2005; Biswas, Hussain & O'Donnell, 2009).

According to a cross-cultural comparison research (Choi Sejung Marina et.al, 2005), samples gathered during specific period in 2002, celebrities in the US TV commercials appeared only about 9%, but they appeared in Korean ads more than half (57%) during same period. The reason that Korean TV advertisings more depend on celebrities is interpreted as the cultural characteristics. Korean society is said to be collectivistic cultural nature, Korean consumers are more likely to conform to group norms and follow “mainstream” trends than Americans (Choi Sejung Marina et.al, 2005). This interpretation shares similar thoughts with psychoanalysis represented by Freud and Jung. According to Ryu, Chun-Ryeol (2004), Narcissistic identification and goal-oriented identification appear in advertising frequently. Narcissistic identification is the form of identification following abandonment or loss of an object. For example, a woman who likes her feminine characteristics also likes that of other woman's. Marketers use this form of identification by persuading consumers to purchase particular products to be identifying themselves with groups (Ryu, Chun-Ryeol, 2004). Goal-oriented identification means people want to be a kind of person who has something that the people want to have, so called wannabe effect. One of the reasons that marketers use celebrities in advertising is in this case (Ryu Chun-Ryeol, 2004).

One another possible reason of so many celebrities appeared in Korean TV commercials is that there is no other medium is as effective as TV in publicizing a brand in a short period of time. In addition, it was decided that it would be difficult to quickly raise brand awareness with any method other than using famous celebrities in Korea, a country whose citizens love fame (KOBACO, 2007). Based on the previous research, this study proposes following

hypothesis to be tested.

H2a. *In the recent Korean TV commercials, there is a tendency that products which address well-being, tend to prefer to employ well-known celebrities (i.e., products that less address well-being prefer to employ less-famous or non-celebrities)*

The second interest with respect to advertising persona is in the age level of persona. Based on marketing principles, marketers select an advertising persona who fits to the target consumers to effectively communicate with targeted consumers. According to news articles (e.g., Park, Do-Je, 2007), advertisers of some long-standing Korean products recently change the persona to young models. For example, ‘Gas-Whal-Myung-Su’, an aid to digestion, introduced in market Korean market in 1897, has gradually changed the advertisement model to young celebrities. The company official of this product revealed that changing to young model helps to be escaping from old image of the brand and to imbue the fresh and young brand image to youth consumers and to elderly as well. The company official also informed that the company’s young model strategy is quite successful in influencing positive brand image. A consumer research conducted by the company shows that the evaluation level of ‘new and fresh’ is increased. Demand is also expanding to youth and sales figure is increasing as well (Park, Do-Je, 2007). As this example shows, changing brand image influences on brand equity. Some scholars distinguish brand equity and brand image; Brand equity is a managerial concept. On the other hand, brand image is the perceptual concept of a brand that is held by consumer (e.g. Dobni & Zinkhan, 1990). Biel (1991) also pointed the difference between the two. The former is a ‘financial variable’ (i.e., additional cash flow) and the latter is a ‘consumer or marketing variable’ (Kirmani & Zeithaml, 1993; Biel, 1992). Biel (1992) stated that brand image drives the brand equity, hence they are highly related. Thus,

developing positive brand image greatly influence on building strong brand and brand equity. In terms of sources of the image of a brand, media advertising functions as the main tool for building image, which reflects and forms the brands' gestalt (Biel, 1992). It is no doubtful that a right ad persona can successfully play a role of building brand image. The messages must reach the right audiences. Therefore, those who receive the sales pitch must be of the right age and the right gender (Dyer, 1995).

A study by Choi, Sejung Marina et al., (2005) found that celebrities, in TV commercials, in their thirties comprised the majority of both the Korean and U.S. samples (41% and 34% respectively). The US ads appeared to use people in their forties or older (43%) more than their Korean counterparts (25%). Seventy-five percent of the Korean commercials featured celebrities in their thirties or younger, in contrast to 58% of the US commercials. Hence, the study shows that Korean advertisers or consumers prefer younger persona than older one.

H2b. *In the recent Korean TV commercials, there is a tendency that products which address well-being, tend to prefer to employ younger persona (i.e., products that less address well-being prefer to employ aged persona)*

Gender issues are the last research objective regarding to advertisement persona, in this work. Most studies in this issue have been focused on the role or image of gender in advertising. More specifically, researchers are interested in how women are portrayed in various media. According to extensive research of Wolin (2003) on the past literatures on gender issues, from 1970 to 2002, more than half of studies were about print advertisement (76.9%), following TV commercials (15.4%) and other media (7.7%) respectively. Among them, almost half (46.1%) were trying to figure out gender role stereotyping.

The very beginning of such study in print advertisement, (Courtney and Lockeretz, 1971) found that men were setting in 'working role' (45%), while only 5% of women were described within the same context. Wagner and Banos (1973) followed the previous research and observed that the previous number was increased to 21%; contained various working roles and employed more knowledgeable jobs. The researches on this media, in 1980s, found that the conventional image of women, in advertising, have had declined, but not much (Lyonski, 1983); they were still taking 'traditional occupation' and having less power compare to men (Ruggiero and Weston, 1985); and more women were depicted in economic and social position, though slowly seen over time (Sullivan and O'Connor, 1988). Two cross-national studies of Wiles and Wiles (1995) and Odekerken-Schroder et al., (2002) verified the previous findings of conventional image of gender. The former (Wiles and Wiles, 1995) studied on magazine advertising in Netherlands, Sweden and the USA, and the latter (Odekerken-Schroder et al., 2002) studied on that of UK and Netherland. Both of them found that men were more positioned in working roles than women.

Ortner (1974) stated that 'female role stereotyping in advertising is nearly a universal phenomenon'; however, more recent studies showed somewhat changing images of women in magazine advertisements. Hung and Li's (2006) study conclude that the images of the contemporary woman in published ad contain traditional and modern cultural characteristics. Nam, Kounghae et al.,'s (2007) study also indicated that the image of Korean women in magazine ad is not much stereotypically portrayed. Moreover, Zhang et al., (2009) casted light on the fact that 'there is no gender difference in terms of working role classification and there is high percentage of women being portrayed as product users and in recreational roles in American magazine ads'. Ortner's (1974) argument seems more likely to be outdated statement in recent magazine advertising, at least in some countries and in magazine ads.

It is interesting to examine various phenomenons in TV commercials. A study of Whipple and Courtney (1980) explained that the images and role of women in TV commercials before 1980s were same as the result of magazine ad studies in the same period. The TV monitoring studies found that 1) more than 85% of narration is executed by men; 2) women are shown predominantly as housewives and mothers, while men are shown in at least twice as many occupations; 3) female advertise products by doing family responsibilities, while male give product information but do not use the product and; 4) men are seen as beneficiaries of products used and services performed by women (Whipple and Courtney, 1980). Similar to the researches on magazine advertisement in 1980s, Whipple and Courtney (1980) found 'progressive sex-role portrayals in TV commercials' by indicating some examples: men take part in domestic work, women are described as working housewives, and when women advertise some products (e.g., breakfast-food), it is more effective to use women's voice. Gilly (1988) discovered that there were, overall, still conventional differences between men and women in TV advertisement setting, in U.S. Mexican and Australian ads. However, it is important to note that Australian TV ads showed no significant differences between two sexes in the way of advertising, in the background, 'marital status', or in career position. Unfortunately, even ten years later, the study result was almost same. Whitelock and Jackson (1997) compared the on-air between UK and France and verified the results of past studies. Younger women personas than their counterparts were employed, they were not independent and not illustrated as 'authority figure'. More recent examination (Tan et al., 2002) on TV adverts of Singaporean and Malaysian found similar results with the earlier study findings. More Male were setting in high-level occupations than female in both countries, though more than half (72%) of female persona in Singaporean ads were situating in high-level of professional position.

As shown from the previous findings, sex-role stereotyping is world widely prevailed situation in magazine and TV adverts. Like this, even in web-advertisement which is the fastest growing commercial channel in the world, 'women are portrayed in family and as recreational role' (An, Daechun and Kim, Sanghoon, 2007). Even after several decades since advertising had started to bestow and enforce feminine role to women, such pattern is still used in the current ads. The image of feminine is not revealed but rather hided. If women in commercials indicate family, love and sex, they do not generally indicate work, class, and politics (Hwang, Ji-Yeong, 2004). One common explanation of such study findings about this situation is 'cultural impact'.

Gender and sex both have the sense 'the state of being male or female'; but sex tends to refer to biological differences, while gender tends to refer to cultural or social ones (Oxford dictionary). By the definition, sex is given when people are born, but 'gender is a learned way of behaving in a society', so called socialization (Mayne, 2000). Mayne (2000) stated that because the mass media is the secondary socialization media, people learn the sex-role through continuous exposure to advertising. Advertisers and marketing practioners also have been exposing to many advertisements from their childhood that depicted such stereotyping, and they follow the pattern. However, if advertising is really a 'cultural artifact', why the current marketers still maintain such pattern in commercials, in the present reality of 'changing demographics' (e.g., single family increases, more women are taking high position in many countries)? Why do they make timely-lagged advertisements? Mayne (2000) answered the question. Television advertising uses the format that is tried and tested' not to be failed, and they are representing of strong and powerful capitalist, who are mainly men.

It seems that the conventional image of women and men in advertisements has not

dramatically changed yet; our society is changing, and the role and status of women in family as well. Female consumers, who control or influence 85% of all purchase decisions today and are responsible for \$7 trillion in spending, are putting brands, products and services under even tighter scrutiny than ever before and making sure that every dollar is spend wisely (Whyly, 2009). Similar survey finding was presented in Korea. Cheil Communications, one of the biggest marketing companies in Korea, surveyed ‘Well Integrated New Elder (WINE)¹³, generation. According to the result, decision making ratio by wife is much higher compare to husband in family, 46% and 7% respectively. Moreover, the final decision maker with respect to purchasing products is more likely to be wife than husband, 60% and 37% respectively (Lee, Yeon-Su, 2008). Korea is traditionally paternalistic society and hence, most decisions have been made by husband or man in the past. Such survey result proves that how much Korean society has changed.

‘Marketing to women’ has important meaning in that mother is the person who tends to purchase most household items for family members. In fact, in Korea, the biggest driving force of well-being trend was relatively female consumers, especially who are married (Kim, Mi-Kyung, 2005). Particularly, young housewives (i.e., from late of 20s to early 40s) are highly educated and/or have a job. According to Whyly (2209), with changed lifestyle include diet and health concern, the young female consumers seem to not be willing to skimp on are anything related to health, organic foods, gym memberships, health insurance and stress relief,” Buchanan says, a marketing-to-women consultant. Those consumer segments are more sensitive and were grown up in more economically and materially affluent environment compare to their parent generation. It seems natural that they pursue lifestyle of

¹³ WINE (Well Integrated New Elder) indicates that the people who have escaped from rearing children and enjoy their old age.

health and sustainability (LOHAS). They do not only concern on individual happiness but also concern on social well-being as well. Advertisers may more target to those segments including single female consumers and young housewives. Due to these reasons, the author of this work would like to examine if there is relationship between gender and advertisements that address well-being products or well-being image.

H2c. *In the recent Korean TV commercials, there is a tendency that products which address well-being, tend to prefer to set women in occupation role (i.e., products that less address well-being not to prefer to set women in occupation role)*

Based on the considerations above, the following is hypothesized. The result of this hypothesis might be comparable to the research by Choi Sejung Marina et.al, (2005) that have found impact of gender persona. Choi Sejung Marina et.al, (2005) studied that male and female celebrities appeared evenly in the US commercials, whereas the Korean commercials employed more male celebrities (56%) than females (44%).

H2d. *In the recent Korean TV commercials, there is a tendency that products which address well-being, tend to prefer to employ female persona (i.e., products that less address well-being prefer to employ male persona)*

3. Previous Studies on Advertising Appeals

In addition to the issues such as brand (product) name and its effectiveness, ad persona (e.g., celebrity or gender issue), previous studies have also examined impact of various advertising appeals (e.g., informational vs. emotional appeals). The advertising appeal is the way how advertisement moves toward the consumers to hold their attention and/or to ‘influence their

feelings toward the product, service, or cause' (Lee and Johnson, 1999). According to Plessie et al., (2000), one academic defines ad appeals as 'something that move people, speaks to their wants or needs, and excites their interest'. In that regards, the nature of advertising appeals come from the decision of advertisers or marketers idea in what ways they persuade the consumers to purchase the products. Advertising approach to the consumers can be classified as: 'informational/rational, emotional, combining informational and emotional, teaser, fear, and humor appeal' (Wells et al., 2006). However, most referred way of dividing ad appeals into two broad categories: 'informational/ rational appeals and emotional appeals'. Copeland (1924) provided framework of emotional/rational consumer behavior by identifying that 'people buy products for either rational or emotional reason' (Allbers-Miller & Stafford, 1999). Based on the taxonomy, this work is primarily focuses on emotional/rational advertising appeals. Table 4 provides the different terms used in the past literatures and some characteristics, explained by some of the past writers, of both appeals.

The informational appeal basically explains or gives the information of product characteristics and the functional benefits that the consumers can obtain from the purchasing of the products. In contrast, emotional appeal is basically appealing to the feeling of the consumers by providing some emotional images (e.g., warm, happy). These two terms are varied by some academics (e.g., Ruechelle, 1958: intellectual (logical) vs. emotional; Vaughan, 1980: thinking vs. feeling; Johar & Sirgy, 1991: utilitarian vs. value-expressive).

Table 4. Summary of Advertising Appeals (Information vs. Emotional appeals)

Term	Author	Characteristics
Informational Intellectual (Logical) Rational Cognitive Hard-sell Factual Pertinent Utilitarian Functional Quality oriented	Golden & Johnson (1983):	Thinking appeal is appealing to the rationality of the receiver
	Johar & Sirgy (1991)	Utilitarian strategy involves informing consumers of one or more key benefits that are perceived to be highly functional or important to target consumers An attitude toward utilitarian function is based upon principles of expected reward' (product performance attribute or utilitarian benefits)
	Rossiter et al (1991)	Functional motives are those that can be satisfied by providing information about the product or brand
	Blackwell et al. (2006)	Informational appeals attempts to influence consumers' belief about the advertised product Utilitarian advertising aims to influence consumers' opinions about the advertised product's ability to perform its intended function
	Holbrook (1978)	Factual content is logical, objectively verifiable descriptions of tangible product features
	Aaker & Norris (1982)	Hard-sell copy is defined as reason-why advertising in which product attribute information is presented with no jingles, humor, animation, slice-of-life
Emotional Feeling Transformational Image Soft-sell Evaluative Non-pertinent Value-expressive Hedonic Symbolic	Golden & Johnson (1983)	Feeling appeal is creating a mood and appealing to the emotions
	Johar & Sirgy (1991)	The image strategy involves building a personality for the product or creating an image of the product user An attitude toward value-expressive function involves positive expectancies toward the means of reaching a desired goal (positive demonstration of one's central values and self-concept)
	Rossiter et al (1991)	Transformational motives are those that can be satisfied by the promise to enhance the brand user by effecting a transformation in the brand user's sensory, mental, and social approval
	Blackwell et al. (2006)	Emotional appeals try to influence consumers' feelings about the advertised product Value-expressive appeals attempt to influence consumers' opinions about the advertised product's ability to communicate something about those who use the product
	Holbrook (1978)	Evaluative content consists of emotional, subjective impressions of intangible aspects of the product
	Aaker & Norris (1982)	Soft-sell copy which frequently uses characterization, humor, and other strategies that are quite low in informational content'

The effectiveness of informational and emotional advertising appeals is very controversial issues among academics for a long time. Aaker and Norris (1982) argued that the consumers accept advertising as much more informative because they watch commercials to get information. They concluded the report by suggesting the advertisers to create informative

commercials because the purpose of advertisement is to give 'factual information' to the consumers and hence it is more effective. Golden and Johnson (1983) also found that thinking appeal is generally 'more well liked' by the participants because such advertisement involves 'more information, more useful information and induce more purchase intention'. More recently, Lasky et al., (1995) found that the informational message is better adopted than transformational message when the participants understand the key message. On the other hand, some academics perceived emotional approach as more effective communication method. Liu and Stout (1987) stated that 'audiovisual-plus-emotional message' can be regarded as the most effective mixture for creating positive emotions of the consumers. Hence, the TV commercials (audiovisual medium) can more successfully approach to the consumers when it is produced with emotional message. Also when ad appeals are created to induce emotional impression, more positive reaction occurs (Page et al., 1990) and 'higher levels of recall' (Choi and Thorson, 1983).

Bowen and Challee (1974) argued that both appeals are effective depending on the product type. They conclude that pertinent (informative) advertisement is perhaps creates higher effectiveness for 'high involvement products' because the buyers maybe tend to 'make the required cognitive effort'. On contrast, non-pertinent commercial is more effective for low involvement products 'by building salience through repetition' (Ramaprasad and Hasegawa, 1990). This result is consistent with following academics. Johar and Sirgy (1991) found that 'value-expressive appeals are more effective when the product is perceived to be value-expressive' and 'utilitarian approach is more effective when the product is perceived to be utilitarian' because advertisings are persuasive when the 'user image characteristics of the product and the consumers' self-concept' is matched.

Previous academics try to find the relationship between cultural difference and advertising appeals or message strategy. Albers-Miller and Stafford (1999), investigated Brazil, Taiwan, Mexico and the USA, found that rational appeals are more frequently used for goods compared to services. In the US, advertisers employ informational appeals for both goods and services commercials, while more rational appeals more appeared for goods and emotional appeals more appeared for services. Lepkowska-Whit et al., (2003) found that the US respondents showed more positive response to functional and individualistic appeals in spite of every product type, because 'the affective products satisfies ego-gratification and self-expressive needs that are important to consumer'. In contrast, the Polish counterparts reacted differently depending on the product type. Their research gives implication of the importance of right matching between product type and cultural differences. This is also consistent with the study of Zhang and Gelb (1996), who found that Chinese respondents are more favorable to a collectivistic than to an individualistic appeal; however, they noted that culturally congruent appeal is less effective than product use condition and appeal congruity. Regarding to collectivism and individualism approach, Cho, Bongjin et al., (1999) found that individualism is more frequently founded in the US commercials. However, in Korea, which is regarded as collectivist society, collectivistic appeals were not observed so many as they expected. Also some others examined the relationship between the preferred advertising appeals and cultural masculinity/femininity background. US participants (assessed as masculine society) more favored functional advertising appeals, while Korean and Taiwanese (assessed as feminine society) are more favorable to image advertising (Taylor et al., 1997; Chang, 2006)

Kim Hun-Chul (2004) argues that well-being products more tend to be emotional products that realize consumers' desire or hope rather than the products that solve consumers' problem.

Hence it is more important that emotionally approached design for such products and it is also for branding strategy. This thought continues in the idea of Lee, Dong-Jin (2007) by expanding the changes of consumption value of well-being consumers. Lee Dong-Jin (2007) wrote that the consumers, who purchase products that are related well-being, regard emotional consumption as more important than rational consumption value. It is because that rational consumption value (e.g., functionality, health) is important, but such merit attained by consuming products is conveyed via emotional consumption value (e.g., self-expression, love, filial duty). In addition, as more producers enter to this segment, it is important to establish Brand Relationship Quality through emotional approach.

Based on the previous research, the following is hypothesized.

H3. *In the recent Korean TV commercials, there is a tendency that products which address well-being, tend to prefer to employ emotional appeal (i.e., products that less address well-being prefer to employ informational appeal)*

4. Methodology

Content Analysis

Content analysis is the study of the message itself, and not the communicator or the audience (Kassarjian, 1977). It is the study of the stimulus field (Fearing, 1953). It is useful both in the context of justification for establishing patterns which support existing theories (or fail to support them) and in the context of discovery for establishing patterns on which to formulate new theories (Kolbe and Burnett, 1991). Kassarjian (1977) explained that many scholars (e.g., Berelson, 1952; Kerlinger, 1964) and others agree that the distinguishing characteristics of content analysis are that it must be objective, systematic, and quantitative.

Data Collection

This study collected data from “www.tvcf.co.kr¹⁴” for the year of 2008 (from the 1st of January to 31st of December). To test hypotheses, total 753 commercials were collected in six categories: 1) Beauty 2) Beverage, 3) Electronics 4) Food 5) Health, and 6) Household items/Housing construction. These categories have been included in top ten advertising expense ranking for many years, which is published by advertising yearbook (Jung, Ki-Hyun et al., 2008). The selected TV commercials were aired on three main Korean national channels (MBC, SBS, and KBS2)¹⁵ and Cables channels were included as well. With this, not only Korean product advertisements but also multinational companies’ product commercials were included.

Table 5. Product Categories in Sample

Number	Category	Types of Products Included
1	Beauty	Cosmetics, Body, Hair, and etc (e.g., Synthetic hair)
2	Beverage	Alcoholic : Beer, Traditional liquor (i.e. Bek Se Ju)
		Non-Alcoholic : Coffee, Tea, Carbonated, Functional (e.g., Vita 500), Milk, and Water
3	Electronics	Air conditioner, Refrigerator, Rice cooker, TV, Washing machine, and etc (e.g., Iron)
4	Food	Confectionary, Fruit, Spices, Instant food, Rice and etc (e.g., Cheese)
5	Health	Medicine, Sanitary, and Medical suppliers (e.g., RealPro, a massager)
6	Household/ Housing	Cleaning, Interior, Housing, Furniture, and etc (e.g., Fissler, a kitchen utensils)

Among 753 commercials, 392 commercials were applied to analyze hypotheses for this study and 361 commercials were excluded with the criteria as follows (Table 6).

¹⁴ This website is operated by Adcream. It provides most domestically broadcasted commercials including print ads. It also provides foreign commercials as well.

¹⁵ There are four national TV channels in Korea. Among them, KBS 1 does not broadcast commercials ads. Thus, this channel is excluded in this sample.

Table 6. Exclusion Criteria for Sample

	Exclusion Criteria
Duplicated	- When there are several commercials for a product having exactly same setting, same copy, and same persona. Then only one ad was selected.
Persona	- If a commercial has no main model, that is a commercial employs persona who are aged from children to aged people
	- If a commercial employs more than two main personas having different sex
	- If a commercial employs more than two main personas with same sex but age difference between the two is too big (i.e., higher aged persona and lower aged persona were shown in one ad)
	- If a commercial has no human persona, that is animated or showing scenery or product only
	- If a commercial employs infant or children, to consider gender issues Persona age should be between 15 – 70, in fact there was no main model who are aged above 70
Target	- If a commercial targets children or infant, to consider gender issues
Event	- If a commercial is specifically aired for an event (e.g., Olympic)
Some ads	- If a commercial is corporate ad, then it is excluded
Event	- If a commercial is specifically aired for an event (e.g., Olympic, Promotion)

Coding Procedure

Before coding the samples, it had to be defined the scope of well-being product. Lee, Dong-Jin (2007) provided three types of well-being industry. First, the industry or product that helps maintain health such as functional health foods, organic foods, nutrition suppliers, and diet-concern products. Second category is the industry that is related to fitness, yoga, alternative medicine (i.e., oriental medicine), and naturopathy. Third, the industry that is related to social well-being such as environmentally friendly products as such the product using recycled bottles and not contain environment destruction component. Table 7 is the summary of coding procedure.

Table 7. Summary of Coding Procedures

Related Hypothesis	Subject	Coding	Intercoder Reliability
H1a	Meaningful brand name vs. Non-meaningful brand name	Meaningful = 1 Non-meaningful = 0	93%
H1b	Korean (Hangul) brand name vs. Non-Korean brand name	Korean (Hangul) brand name = 1 Non-Korean brand name = 0	95%
H2a	Well-known celebrities vs. Less-famous or non-celebrities	Well-known celebrities = 1 Less-famous = 0	99%
H2b	Persona age high vs. Persona age low	Persona age high = 1 Persona age low = 0	99%
H2c	Occupation vs. Non-occupation	Occupation = 1 Non-occupation = 0	87%
H2d	Male persona vs. Female persona	Male persona = 1 Female persona = 0	100%
H3	Informational appeal vs. Emotional appeal	Informational appeal = 1 Emotional appeal = 0	89%

Table 8 is the criteria that were used to classify stimulus to be tested.

Table 8. Criteria for Sample Classification

Related Hypothesis	Criteria	Supported References
H1a	Meaningful brand name (descriptive and suggestive brand name) : Descriptive - Describes the product : Suggestive – Conveys relevant attribute or benefit information well-defined associations or meanings that could be seen as relevant in a product setting	Kohli et al., (2005)
	Non-meaningful brand name (arbitrary and coined brand name) : Arbitrary – Common word that can be found in dictionary : Coined – Fictional word Unrelated to any product or product category	Keller et al., (1988)
H1b	Korean (Hangul) brand name : Purely consisted of Hangul name Contains number with Hangul name Contains foreign word because there is no Korean word (e.g., olive) Contains foreign word or English letter because it describes some component of the product (e.g., Danahan RG2)	

	<p>Non-Korean brand name</p> <p>: Purely consisted of English or other language Contains number with English or other language Contains Hangul but other parts of name can be translated in Korean (e.g., Friends Grape Oil, the producer used Hangul for Grape Oil)</p>	
H2a	<p>Well-known celebrities</p> <p>: Celebrities were broadly defined as “any native or foreign individuals who are famous or widely known to the public” A wide variety of celebrities such as actors/actresses, music artists, entertainers, sports figures, fashion models, broadcasters, and CEOs Otherwise, persona is classified as less-famous or non-celebrities</p>	<p>McCracken (1989)</p> <p>Choi et al., (2005)</p>
H2b	<p>Persona age high</p> <p>: If the age of persona is above 45</p> <p>Persona age low</p> <p>: If the age of persona is below 45 The persona age is between 15-75, hence the mean is 45 In case of well-known person, it was possible to get age information from internet. In case of less-famous or non-celebrity, coders judge their level of age on the basis of face appearance</p>	
H2c	<p>Occupation</p> <p>: If the ad is set in office If the persona is having social meeting with work companies If the persona (in case of celebrity) is set in his/her real job If it is imaginable that the persona have a job (e.g., he/she just got back wearing a suit home) If the narration or written copy explains that he/she is on the way office or home Otherwise, it is assumed that they do not have a job</p>	
H2d	<p>Male persona</p> <p>: The persona is absolutely man If the male persona is shown with children, the children is disregarded</p> <p>Female persona</p> <p>: The persona is absolutely woman If the female persona is shown with children, the children is disregarded</p>	
H3	<p>Informational appeal</p> <p>: Appealing to the rationality of the receiver Informing consumers of one or more key benefits that are perceived to be highly functional or important to target consumers Providing information about the product or brand Factual content is logical, objectively verifiable descriptions of product features Ads that does not contain animation, humor, slice-of life</p> <p>Emotional appeal</p> <p>: Creating a mood and appealing to the emotion Building a personality for the product or creating an image of the product user Contents consist of emotional, subjective impressions Use characterization, humor, and other strategies that are quite low in informational content</p>	<p>Golden & Johnson (1978)</p> <p>Johar & Sirgy (1991)</p> <p>Rossiter et al., (1991)</p> <p>Holbrook (1978)</p> <p>Asker & Norris (1982)</p>

5. Results

Chi-square analysis has been applied to test hypotheses.

Well-being Product and Meaningful Brand Name

Table 9. Frequencies of Meaningful and Non-meaningful Brand Name

(n=392)	Meaningful Brand Name		Non-Meaningful Brand Name	
Well-Being	Percent	Frequency	Percent	Frequency
	26	101	20	78
Non-well being	Percent	Frequency	Percent	Frequency
	27	105	27	108

The first research question was to examine the correlation between well-being products and meaningful name. It was expected that product that address well-being tend to use meaningful name (i.e., suggestive or descriptive) because those names provide more detailed information about the product characteristics to the consumers. However, the hypothesis was not supported, with p value 0.1868, though more than half (53%) of the sample employ meaningful brand name. This result may due to the reason that many advertisers of products that are related to well-being tend to use ‘word brand name’ that can be found in dictionary because it is easier than creating descriptive or suggestive names. Particularly, Korean (Hangeul) brand names employ some word brand name (i.e., word that can be found in dictionary) or coined brand name frequently (e.g., *Sum*, *Raemian*)

Well-being Product and Korean (Hangeul) Names

Table 10. Frequencies of Korean (Hangeul) and Non-Korean Brand Name

(n=392)	Korean (Hangeul) Brand Name		Non-Korean Brand Name	
Well-Being	Percent	Frequency	Percent	Frequency
	21	80	25	99
Non-well being	Percent	Frequency	Percent	Frequency
	8	32	46	181

The second research purpose was to see if products that address well-being tend to prefer to use Korean (Hangeul) brand names or not. As expected, the research result shows that advertisers of well-being related products tend to use Korean (Hangeul) brand names. The hypothesis was accepted with p value 0.0001. Overall, among 392 samples, only 29% use Korean (Hangeul) brand name and the rest of the (71%) use English names or compound words. Similar to the previous research, Korean (Hangeul) brand names are more frequently used in groceries, and confectionary, housing construction in the samples. On the other hand, in other categories (e.g., medical supplies, cosmetics, and electronics), words of foreign origin were shown more frequently.

Well-being Product and celebrities

Table 11. Frequencies of Celebrity and Non-celebrity

(n=392)	Celebrity		Non-celebrity	
Well-Being	Percent	Frequency	Percent	Frequency
	29	114	17	65
Non-well being	Percent	Frequency	Percent	Frequency
	35	137	19	76

The third research objective was to investigate whether the advertisers of well-being product tend to employ more famous person as a persona. However, the hypothesis was rejected with p value 0.9162. This is quite large number. However, overall, more than half (64%) of the total sample employs celebrities to advertise their product and only 36% were shown with less-famous or non-celebrity persona. Such percentage is consistent with the result of Choi Sejung Marina et al.,’s (2005) study, which found 57% of Korean TV commercials were advertised by celebrities.

Well-being Product and Younger Persona

Table 12. Frequencies of Aged and Young Persona

(n=392)	Aged Persona		Young Persona	
Well-Being	Percent	Frequency	Percent	Frequency
	8	32	38	147
Non-well being	Percent	Frequency	Percent	Frequency
	4	17	50	196

The objective of the fourth research was to examine if the advertisers of well-being product tend to employ younger person as a persona or not. The chi-square test result accepted this hypothesis with p value 0.0035. As shown from Table 13, only 12% in the sample employ aged persona for their products. On the other hand, most (88%) of the samples were shown with young persona which is similar to Choi Sejung Marina et al.,’s (2005) study, which revealed 75 % of young persona was shown in the Korean TV ads.

Well-being Product and Occupational Setting of women

Table 13. Frequencies of Female Persona in Working Role

(n=249)	Female Persona in work role		Female Persona in non-work role	
Well-Being	Percent	Frequency	Percent	Frequency
	4	10	45	113
Non-well being	Percent	Frequency	Percent	Frequency
	9	21	42	105

The fifth research objective was to examine if the advertisers of well-being product tend to set women persona in occupational role or not. The chi-square test accepted this hypothesis significant at 10% ($p = 0.0542$). This result indicates that though marketers not so significantly set women in working related background, but they relatively to do so. For this

study, the commercials which employed woman persona were selected, and hence the total sample sized was decreased from 392 to 249. Among them, eighty-seven percent of samples set women in family setting or set with other women in a home setting. Only 13% of the sample set women in office or in similar settings. Though this figure is quite low, women were described in high positions (e.g., women in a very big and nice office alone or directly name her social position).

Well-being Product and Female Persona

Table 14. Frequencies of Male and Female Persona

(n=392)	Male Persona		Female Persona	
Well-Being	Percent	Frequency	Percent	Frequency
	14	56	31	123
Non-well being	Percent	Frequency	Percent	Frequency
	22	87	32	126

The purpose this hypothesis was to see if there is a tendency that the marketers of well-being product prefer to employ female persona for well-being products. This hypothesis is accepted with p value 0.0580. Female persona was shown in more than half (63%) in this sample. This result is quite different from the study result of Choi Sejung Marina et al.,’s (2005), which found only 44% of female persona.

Well-being Product and Advertising Appeals

Table 15. Frequencies of Informational and Emotional Advertising Apple

(n=392)	Informational Appeal		Emotional Appeal	
Well-Being	Percent	Frequency	Percent	Frequency
	31	119	15	60
Non-well being	Percent	Frequency	Percent	Frequency
	29	114	25	99

The last objective hypothesized that there is a tendency that products which address well-being tend to employ emotional appeals. The chi-square test accepted this proposition with p value 0.0100. Overall, informational advertising (60%) is more shown in the sample, while 40% employ emotional approach. This test result supports the argument of Kim, Hun-Chul (2004). He stated that because well-being products more tend to be motional products that realize consumers' desire or hope, hence the advertisers should emotionally approach to the consumers. Also, Lee, Dong-Jin (2007) stated that the consumers who purchased well-being products consume the value of the product not the product itself.

Table 9 is the summary of the hypotheses test results.

Table 16 . Summary of Hypotheses Test Results

Hypothesis	Statement	p value	Result
H1a	In the recent Korean TV commercials, there is a tendency that products which address well-being, tend to prefer to use meaningful band names (i.e., products that less address well-being prefer to use non-meaning brand names)	0.1868	Rejected
H1b	In the recent Korean TV commercials, there is a tendency that products which address well-being, tend to prefer to use Korean (Hangeul) brand names (i.e., products that less address well-being not to prefer to use Korean in their brand names)	0.0001***	Accepted
H2a	In the recent Korean TV commercials, there is a tendency that products which address well-being, tend to prefer to employ well-known celebrities (i.e., products that less address well-being prefer to employ less-famous or non-celebrities)	0.9162	Rejected
H2b	In the recent Korean TV commercials, there is a tendency that products which address well-being, tend to prefer to employ younger persona (i.e., products that less address well-being prefer to employ aged persona)	0.0035***	Accepted
H2c	In the recent Korean TV commercials, there is a tendency that products which address well-being, tend to prefer to set women in occupation role (i.e., products that less address well-being not to prefer to set women in occupation role)	0.0542*	Accepted
H2d	In the recent Korean TV commercials, there is a tendency that products which address well-being, tend to prefer to employ female persona (i.e., products that less address well-being prefer to employ male persona)	0.0580*	Accepted
H3	In the recent Korean TV commercials, there is a tendency that products which address well-being, tend to prefer to employ emotional appeal (i.e., products that less address well-being prefer to employ informational appeal)	0.0100***	Accepted

***Significant at 1%

*Significant at 10%

6. Discussion

Many researchers found that meaningful name (i.e., suggestive and descriptive) is more effective to influence on consumers' mind (e.g., Kohli et al., 2005) by inducing favorable attitude toward the brand. Moreover, some of non-meaningful brand name is quite successfully positioned in consumers' mind for a long time (e.g., Coca-Cola). In case of Korea, *Raemian* or *Xi*, apartment brands by Samsung and LG respectively, are good examples. Those brands are very much favored among Korean consumers. It seems that the matter of success or fail of a brand not solely depend on the brand name category (i.e., meaningful or non-meaningful), but it may rather depends on how marketers position the brand on the consumers' mind by employing various marketing strategies.

As noted earlier, the products related to well-being (especially food products) are given Korean (Hangeul) names because it gives more familiar image to the consumers because Korean naturally perceive the meaning of Korean (Hangeul) brand name more easily, and hence they may recall such products more easily than the products with foreign brand name. Brand-COP congruity also can be one reason of this research result. Korean normally believes that traditional ingredient (especially for food) is best element for their health. For example, when a tofu is named with pure Korean word, it is more likely to give more familiar and reliable images to the consumers. As some researchers stated that marketers, who create ads for well-being products, should approach to the consumers more emotionally, pure Korean (Hangeul) brand name may come close to the consumers' mind more successfully because language is one of cultural aspect. That is only well understood who live in and who have learned the culture for a long time.

The effectiveness of celebrity endorser has been noticed by many researchers. As fall in the

category of high-context culture and collectivism, many advertisers in Korea prefer to employ celebrities to impact on consumers. The study result of this work, however, does not support the hypothesis. Several reasons may be able to explain this result. Particularly, in health and food category, most well-being products with less-famous persona tend to employ the president of local government (especially in case of many fruit ads). Second, some of the well-being products are advertised by multinational companies, which tend not to use celebrities within samples. Those companies may create standard advertising that can be aired wherever they launched. This is very cost effective method, but it seems that this strategy is only workable when the company had already built strong brand name. A company has a strong brand name means that consumers recall and recognize the brand and find such products with less risk and uncertainty. The third reason is that some of well-being products were aired on cable TV. Some companies employ celebrities for advertisements that are aired on main TV channels but they also employ less-famous or non-celebrities when the advertisement was aired on cable TV.

As many previous researchers revealed that women are still portrayed as housewife doing housework in many Korean TV commercials. However, it should be considered that one cannot firmly judge that the housewives in ads have no job. If it is possible, it should be able to regard the male persona in ads doing housework have no job. They (both men and women persona) may in a vacation or the background of ads is holiday. The author of this work would like to see such setting is showing the changing culture of Korea. More men in young generation are doing housework in these days. Also, it is possible to assume that the marketers regard housewives as a 'super mom', who pursues perfect life balance between their work and family care. In the same vein, the reason of many young housewives are shown in ads can be understood in that regard. A previous study by Cho, Bongjin et al. (1999),

also stated that Korean TV commercial had a strong “youth orientation” in its commercials in 1995. This statement may support the situation of favoring young personas by advertisers in the recent Korean TV commercials. Young (especially single and married female) consumers tend to be more sensitive to a new fashion and interested in diet and health.

Regarding to advertising appeal, it seems that well-being related products are more addressed using emotional appeal in the recent Korean TV commercials. However, it is suggested that such marketing strategy should be designed in the context of situation where the company or the brand is in.

The results of this study may give insights for further researchers. Many research academics have investigated TV commercials for a long time. Further, this study added other issue to reflect current trend which is well-being. This study may be helpful to future research to examine the relationship between well-being and other stimuli that influence on consumers’ attitude and behavior.

When consider the relation between advertising and culture of a society, it should be examined how the members of the society consume and not the consumption itself. Because, purchasing is the action involving cognitive process which shows in what the members of the society weigh – that is one of cultural aspect. As a marketing strategy, the preference of Korean (Hangeul) brand name, female and young personas in the recent Korean advertisings can be thought as the Korean consumers do consumption of sensibility. One of the reasons that the recent Korean advertising particularly that addresses well-being involves consumption of sensibility is that the current generation was grown up in the materially abundant age. The parent generation (i.e. baby boomers) focused on work to make their life

opulent, but the current generation consumes sensibility for the same reason. This indicates that the wellness have different meaning in different generation. For example, health was the necessary condition to earn money for the previous age, but it is indispensable condition for the current people to enjoy their life.

If an ad is the communication between consumers and advertisers, consumption can be regarded as the mutual understanding among the consumers. Because, the moderners live in an age of consumption, hence, they may feel difficult to have communication with people without consumption. They do shopping together and communicate while consuming coffee or other beverages. There is the reason that numerous Korean marketers emphasize word of mouth as a marketing strategy. Also, this is because the Korean consumers are grown up or growing within collectivistic culture which represents the high degree of information sharing among the members.

This study has limitation. The samples did not cover all the advertisements that were aired in 2008. In addition, recent advertising that was aired in other years have not been investigated. Moreover, this study could not examine all advertising covering entire product categories. By applying more statistical analysis and other qualitative analytical tools, the study should enhance the validity and reliability.

7. Conclusion

Contents of advertising have been developed based on various study fields, such as psychology, economic, and sociology. Moreover, contents of advertising have also been strongly reflected by current issues that have paid attention by customers. This study posits that the case of Korean advertising is not exceptional. Various studies have investigated the

issues of current Korean advertising by considering societal and cultural changes. A previous study by Wells et al. (2006) addressed that there are four roles advertising plays in business and marketing, communication, economic, and societal roles. By examining cultural, social environment, and marketing issues, this study examines the relationship of variables, such as brand name, age, and gender in Korean ads that are also related to consumer well-being. The author of this paper posits that well-being is the recent trend in Korean advertising market. Those issues have been widely studied by marketing researchers. This paper conducted a content analysis with some quantitative research (e.g., chi-square analysis) to reveal the recent Korean advertising trend. Particularly, the purpose of this study is to investigate 1) how the brand name consists of Korean (Hangeul) or non-Korean words, 2) in what way the advertisers create brand name, 3) how celebrities appear in ads, 4) how the sex ratio as a persona is consisted, 5) whether advertisers prefer lower, or higher, level of aged persona, and 6) whether advertisers prefer rational or emotional appeal.

This study shows that the advertisements that address well-being tend to use Korean (Hangeul) brand names. It is consistent with the previous study of brand-COP congruity. Consumers valued the brand that is produced within the country. It seems that Korean consumers particularly tend to prefer well-being products with Korean (Hangeul) brand name when it is attached with food. They strongly believe that the natural environment of Korea gives better surrounding for natural products (e.g., organic food). Another important issue is the more number of younger personas are shown in TV commercials. Some established companies employ young persona to give young and fresh image to the consumers, and this strategy was quite successful (e.g., *Bacchus*, a Korean drink). Employing young persona for a product advertisement may approach to the consumers with the hope of changing brand image from outdated to fashionable. By doing this, established companies can target the

young consumers who will be the future buyers. With this the study also found that emotional appeals are more favored approach by advertisers for well-being products.

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