THE EFFECT OF INDIVIDUAL DIFFERENCES ON A MULTIDIMENSIONAL STRUCTURE OF ATTITUDE TOWARD THE ADVERTISEMENT: UTILITARIAN, HEDONIC AND INTERESTINGNESS DIMENSIONS

by

EUNSUN LEE

Under the Direction of Spencer F. Tinkham

ABSTRACT

This study examines individual differences (i.e., self-monitoring, need for cognition and self-schema separateness-connectedness) as potential antecedents of global Attitude toward the ad (Aad) and the conceptual definitions of Aad (i.e., unidimensional and multidimensional) employed in previous research (Muehling and McCann 1993). The result of factor analysis shows there are three dimensions (i.e., utilitarian, hedonic and interestingness) in Aad. Even though individual differences were not found to be significant predictors of global Aad, the results of hierarchical multiple regressions show that some interesting patterns do exist. Depending on advertising message strategy (i.e., hedonic and utilitarian ads) and product types (i.e., feel, think and neutral products), predictions of global attitude toward the ad vary, particularly with respect to order of inclusion in the model.

INDEX WORDS: Attitude toward the Ad, Individual Differences, Product Type, Advertising Message Strategy, Conceptual definition of Aad, Attitudinal Dimensions of Aad, Consumer Behavior

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EUNSUN LEE

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EUNSUN LEE

Major Professor:	Spencer F. Tinkham
Committee:	Joseph R. Dominick James Hamilton

Electronic Version Approved:

Maureen Grasso
Dean of the Graduate School
The University of Georgia
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DEDICATION

For

My Parents,

My Grand Parents,

My Family

&

Sung-Ah Park

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TABLE OF CONTENTS

Page

LIST OF TABLES

Page

LIST OF FIGURES

Page

CHAPTER I

INTRODUCTION

> "…traditional measurements of advertising effectiveness based on recall and persuasion have neglected the role of the self in message processing, and that the self should be viewed as a key component in any analysis of consumer persuasion (Wang and Mowen 1997)."

In the past three decades, the two of the most frequently studied topics in studying consumer behavior have been individual differences (Aaker 1999; Haugtvedt, Petty & Cacioppo 1992; Shavitt, Lowery & Han 1992; Wang, Bristol, Mowen and Charkraborty 2000) and attitude toward the advertisement (Aad) (Laczniak and Teas 2002; Muehling and McCann 1993; Olney, Holbrook and Batra 1991).

For consumer researchers the goal is to identify individual difference variables that distinguish large groups of people from each other. Such personality variables apply most directly to the development of promotional strategy (Mowen 1995). Actually, consumer segmentation strategies are often based on specific psychological variables. For instance, consumers may be segmented in terms of their needs and motivations, personality, perceptions, learning, and level of involvement (Schiffman & Kanuk1994). To persuade consumers successfully, it is crucial to understand who they are.

Since 1980, Aad has received increasing attention because researchers have thought Aad directly impacts brand attitude and influences consumers' beliefs about the product's attributes and benefits (Brown and Stayman 1992). In fact, it is impossible to imagine any consumer research project that does not include the measurement of some aspect of consumer attitudes. An outgrowth of this widespread interest in consumer attitudes is increased reporting of attitude toward the ad research in the consumer behavior literature (Schiffman & Kanuk1994).

Statement of Problem

This study examines individual differences (i.e., self-monitoring, need for cognition and self-schema separateness-connectedness) as potential antecedents of global Aad and the conceptual definitions of Aad (i.e., uni-dimension and multi-dimension) employed in previous research (Muehling and McCann 1993).

Through an extensive review of literature in advertising and consumer behavior, it is difficult to find a study that examines Aad in terms of individual differences. Attitude functions (utilitarian and value expressive) were examined with self-monitoring and attitude (Shavitt, Lowery & Han 1992). Need for cognition was studied in information processing (Haugtvedt, Petty & Cacioppo 1992). Additionally, self-schema separateness-connectedness was examined in cross-cultural settings (Wang, Bristol, Mowen and Charkraborty 2000). Even though researchers suggest that individual differences should be considered as the important antecedents of Aad (Muehling & McCann 1993; Zinkhan

& Martin 1983), few subsequent studies have examined the relationship between individual differences and Aad.

The conceptual definition of Aad has been a controversial issue (Muehling & McCann 1993; Lanzniak & Teas 2002). While some researchers view Aad as a unidimensional concept that is identified as an overall evaluation of an ad (e.g., Gardner 1987; Lutz 1985), others have suggested that it is a more complex construct, with a multidimensional structure (Laczniak & Teas 2002; Olney, Holbrook & Batra 1991). From this viewpoint, Muehling and McCann (1993) suggested that future attention should be devoted to the definitional issue, "Should Aad be viewed as unidimensional or multidimensional in nature?" to enhance our understanding of Aad and its role in ad processing and persuasion. Additionally, use of multiple-item scales to measure Aad might be expected to result in stronger relationships than the use of single-item measure because they should be more reliable (Brown & Stayman 1992). This study examined Aad as a multidimensional structure of Aad based on three attitudinal components – hedonism, utilitarianism, and interestingness.

Purpose of Study

The objective of this study is to examine Aad, providing additional support for the notion that it is multidimensional, and to determine the relative influence of individual factors proposed to impact these attitudes.

Consistent with the first purpose, appropriate items was generating for measuring Aad as a multidimensional structure. Many items have been suggested as scales measuring the hedonic, utilitarian and interestingness dimensions of attitude, toward services, products or activities, but not the advertisements. In this study, global Aad was decomposed into three dimensions (i.e., hedonic, utilitarian and interestingness dimensions) and was examined. The second purpose was achieved by testing each relationship between global ad; individual differences (i.e., self-monitoring, need for cognition and self-schema separateness-connectedness) and multi-dimensional structure of Aad. Multiple two-way interactions are considered in addition to the individual differences and attitudinal dimensions, considered as direct predictors.

The following chapter details the theoretical background for this study, including attitude toward the advertisement and individual differences. The research questions are also presented.

CHAPTER II

LITERATURE REVIEW

Attitude toward the Advertisement

According to Bohner and Wanke (2002), attitude is defined as "a summary evaluation of an object of thought. An attitude object can be anything a person discriminates or holds in mind." From this viewpoint, Aad can be defined as a summary evaluation of an advertisement. In the review of literature, Aad, conceptualized broadly as liking of an advertisement, has been regarded by some as the best indicator of advertising effectiveness (Haley and Baldinger 1991; Brown and Stayman 1992). MacKenzie, Lutz and Belch (1985) defined Aad in their study as a "predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion."

A Conceptual Definition of Aad: Unidimensional and Multidimensional

Most attitude researchers in psychology adopted a one-dimensional definition of attitude as a summary evaluation. Even though they assume that attitudes may encompass affective, behavioral and cognitive responses, they think these three response classes are not necessarily separable from each other and do not necessarily represent three independent factors (Bohner and Wanke 2002). Some consumer behavior

researchers said attitudes refer to affect or general evaluative reaction, and trends in recent years have linked the concept to feelings rather than cognition (Mowen 1995). Through a review of literature in studying Aad, it is clear that most researchers used four or five items to measure Aad (Lutz & Belch 1983; Mackenzie, Lutz & Belch 1986; Muehling 1987; Olson &Sentis 1983).

However, most attitudes do not serve just a single purpose but may be multi functional and have multiple types of determinants that constitute separable dimensions. Some attitudes are more affectively determined whereas others may be more cognitively determined. Therefore, for some attitudes, or for some people, affective components may be better predictors of overall attitudes while for others cognitive components work better (Haddock & Zanna 1998).

Since Shimp (1981) suggested that Aad might be comprised of multiple dimensions, a few researchers have tried to support his suggestion with empirical evidence. Olney, Holbrook and Batra (1991) proposed that Aad is probably multidimensional instead of considering it as unidimensional and it may be comprised of hedonic, utilitarian, and interestingness dimensions. Muehling (1987) provided the result that Aad was explained by the two dimensions, both of which were nearly equally important and highly significant. Mitchell & Olson (1981) showed that unidimensional Aad was not enough to account for the evaluative variance of Aad. Additionally, Laczniak and Teas (2002) showed that unidimensional measures of Aad might inflate the observed relationship between brand attitude and purchase intension under high-involvement conditions.

Multidimensional Structure of Aad: Hedonism, Utilitarianism and Interestingness

There have been at least eight dimensions included in various conceptual definitions of Aad, such as affective, cognitive, emotional, hedonic, utilitarian, interesting, claim-related, and nonclaim related[1]. The present study will look at three specific components in Aad to examine the conceptual definition of Aad: hedonic, utilitarian, and interestingness.

According to Maclnnis and Jaworski's proposed model (1989) of information processing from advertisements, types of needs are the first step in the model to decide whether its receiver will process the information in the advertisement or not. They define it as "requirements for something essential or desirable that is lacking (P.2)." It is true that types of needs are the crucial starting points to process information in the advertisement and it is important whether he/she has the need to do it or not, before considering whether the receiver processes it cognitively or emotionally. Maclnnis and Jaworski (1989) identified two general consumer needs: utilitarian and expressive needs (social expressive and experiential needs[2]) based on past research.

Additionally, Bartra and Ahtola (1990) proposed two basic reasons why consumers have attitudes in purchasing goods and services and performing consumption behaviors: hedonic and utilitarian reasons. They are not mutually exclusive, and tend to be evaluatively consistent. These two dimensions in attitudes toward goods and services

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[1] From the psychological viewpoint, attitudes may encompass affective, behavioral and cognitive responses. Hedonic and utilitarian components come from consumer behavior studies.

[2] Maclnnis and Jaworski (1989) identify experiential needs as "the desires to consume products for their cognitive or sensory stimulation (P.3)." Hedonic and

were adapted to Aad study. Tinkham and Weaver-Larisy (1994) suggested that global evaluations of political advertisements are likely to be determined by a two-dimensional structure, utilitarian and hedonic dimensions. Additionally, Olney, Holbrook and Batra's (1991), one more component, interestingness was added to the two components of Aad in the study of consumer responses to advertising.

Utilitarian attitude components evaluate the ad on how useful it is, such as the usefulness or significance of its content regarding attributes or utilitarian benefits that the advertisement provides. Consumers tend to be attracted to the advertisements that supply relevant facts and figures. Hedonic attitude components are related to the consumer's experience of pleasure and happiness with the advertised product or service that the advertisement shows (Bartra & Ahtola 1990; Tinkham & Weaver-Larisy 1994). That is, consumers attend to the advertisements that make them feel good and serve their pleasure needs. They are most likely to the advertisements that are associated with good times, enjoyments, and happiness. Interestingness attitude components are related to emotional arousal status and curiosity that the advertisement rouses (Olney, Holbrook and Batra 1991).

Individual Differences

Over the years, psychologists have proposed many different definitions of personality. One of the best from the consumer researcher's point of view states, "Personality is the distinctive patterns of behavior, including thoughts and emotions, that

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aesthetic aspects of consumption are also included in the needs.

characterize each individual's adaptation to the situations of his or her life (Mowen 1995)." Additionally, Kassarjian (1971) wrote, "purchasing behavior, media choice, innovation, segmentation, fear, social influence, product choice, opinion leadership, risk taking, attitude change, and almost anything else one can think of have been linked to personality (p.409)." Therefore, some researchers believe that personality may be very important and powerful predictor for consumer attitudes and behaviors in choosing media and brand, or purchasing product (Hong & Zinkhan 1995).

Over the years, diverse theories have developed regarding personality in psychology: psychoanalytic theory, trait theory, cognitive personality theories, and the self-concept theory (Mowen 1995). Among these theories, self-monitoring from self-concept theory and need for cognition from cognitive personality theories are the most studied personality traits by consumer researchers and seem to offer a great deal of promise for understanding consumer behavior (Aaker 1999; Haugtvedt, Petty & Cacioppo 1992; Shavitt, Lowery & Han 1992). Recently, self-schema separateness-connectedness was recognized as an engrossing individual difference in cross-cultural consumer behavior studies (Wang, Bristol, Mowen and Charkraborty 2000).

However, there has been no study that was examined the relationship between these three well-known individual differences and Aad. Therefore, in this study, the three variables – self-monitoring, need for cognition and self-schema separateness-connectedness will be examined in terms of Aad.

Self-Monitoring

The self-concept represents the "totality of the individual's thoughts and feelings having reference to himself as an object" (Rosenberg 1979). People evaluate themselves in this objective approach: who he or she is. Since they have a need to behave consistently with their self-concepts, evaluating and perceiving themselves shapes part of the basis for their personalities. These consistent behaviors help them to maintain their self-esteem and give them predictability in interactions with others and environments (Mowen 1995). In addition, understanding how self-concept is related to these behaviors is useful for marketers in predicting their attitudes and behaviors in the market place. For example, Belk's study (1988) showed that possessions play very important roles in establishing a person's identity, "who I am."

Self-monitoring is one of scales related to self-concept in consumer behavior and is assessed by a self-report measure containing 25 items (see Appendix A). Self-monitoring could be characterized as self-observations and self-control guided by situational cues to social appropriateness (Snyder, 1974; Snyder, 1979). According to Snyder (1974, 1979), people have the abilities to adapt to social relationships or activities and to manage or control their image and their impression to be perceived favorably by others. He proposed that the degree of control the ability to mange one's image varies across individuals.

High self-monitors are identified by their relatively high scores on the Self-Monitoring Scales (Snyder, 1974). They are very interested in whether their behaviors are proper or not in a social context, and they are very sensitive to their behaviors and

expressions as judged by others. By monitoring their verbal and nonverbal expressions, high self-monitors are tailoring their behavior to fit social and interpersonal considerations of situational appropriateness. They may be especially attentive to and influenced by advertising messages that convey information about the images that they acquire and project by virtue of using particular consumer products. In other words, to the extent that an advertisement allows high self-monitors to perceive that a given product has the potential to be used to create of enhance an image, they should react favorably to it (Snyder & DeBonno, 1989).

On the other hand, low self-monitors are identified by their relatively low scores on the Self-Monitoring Scales (Snyder, 1974). They do not care about how their expressions and behaviors are judged by others, and they tend to lack social skills. Instead, these individuals tend to guide their behavioral choices based on information from relevant inner sources, such as attitudes, feelings and dispositions. Low self-monitors are more concerned that their behavior in social contexts be an accurate reflection of their underlying inner sources. Therefore, they may be particularly responsive to advertisements that feature appeals to a product's quality (Snyder & DeBonno, 1989).

Need for Cognition

Cognitive personality theory focuses on identifying individual differences in how consumers process and react to information. Among the personality variables in the theory, need for cognition is particularly relevant to understanding the persuasion process

(Mowen 1995). Need for cognition refers to the extent to which an individual intrinsically enjoys performing effortful information-processing-related activities (Stayman & Kardes 1992).

The Need for Cognition Scale has been validated with a variety of techniques in several studies (Haugtvedt, Petty & Cacioppo 1992). This variable is assessed by a self-report measure containing 18 items (see Appendix A), although longer and shorter form have been developed. Individuals high in need for cognition tend to engage in and to enjoy effortful thinking across situations and topics, whereas individuals low in need for cognition are generally unwilling to expend much cognitive effort, unless forced to do so under situational pressure (Bohner & Wanke 2002). Thus, individuals low in need for cognition are viewed as cognitive misers who dislike effortful cognitive actions only when such actions are necessary for obtaining desired extrinsic rewards (Stayman & Kardes 1992).

Self-Schema Separateness-Connectedness

Self-schema separateness-connectedness (SC) reflects an individual's self-perception in relation to others and is assessed by a self-report measure containing 9 items (see Appendix A). Wang, Bristol, Mowen and Chakraborty (2000) defined separateness-connectedness as "the degree to which an individual perceives others as an extension of self or the self as distinct form others (P.107)".

Markus and Oysermen (1988) suggested, the separateness-connectedness construct has been conceptually related to the way people interpret "who am I" and what

it means to be a "self." A "separated" person has a sense of independence and perceives him/herself as an individual who is distinct from others: that is, "I am me." A "connected" person has a sense of interdependence and sees him/herself as the continuation of others, or sees others as an extension of the self (i.e., "I am a part of others."). The connected individual has greater empathy toward others and views important others as "part" of the self.

Wang and Mowen (1997) suggested that advertising copy appeals can be developed that are consistent with the self-schema separateness-connectedness by showing how a brand can fit with the lifestyle and self-image of the targeted audience. In cross-cultural studies, it was found that separated themes in advertising appeals are more likely found in ads targeted toward Western audiences, whereas connected themes are more likely found in ads targeted to Eastern audiences (Wang et al. 2000). Thus, if ad-appeal is congruent with consumers' own self-schema separateness-connectedness, consumers will prefer an advertised brand.

Research Questions

As stated above, individual differences have been examined as predictors of advertising effectiveness (Haugtvedt, Petty & Cacioppo 1992; Shavitt, Lowery & Han 1992; Wang and Mowen 1997). However, there has been no study to indicate directly the influence of individual differences on Aad. In this study, the most frequently individual difference variables that have been studied in consumer behavior and

advertising literatures were examined: self-monitoring, need for cognition and self-schema separateness-connectedness.

Secondly, Aad was examined in terms of attitude dimensions. Even though there has been no consistent conceptual definition of Aad, there have been various studies to decompose Aad into several dimensions (Laczniak and Teas 2002; Muehling 1987; Olney, Holbrook and Batra 1991; Shimp 1981). This study examined that Aad was decomposed into three dimensions, hedonic, utilitarian and interestingness dimensions.

Finally, if Aad was composed into the three dimensions, it is possible to assume that they predict responses to advertising message strategies. This study examined that the dimensions in Aad make a distinction to predict responses to advertising message strategies and for different types of products.

Specifically, this study asks three research questions:

R1: Is Aad a multidimensional structure (i.e., utilitarian, hedonic and interestingness)?

R2: Are individual differences (i.e., self-monitoring, need for cognition and self-schema separateness-connectedness) predictors of Aad?

R3: Do the dimensions of Aad predict global Aad? If so, are they differentiated across advertising message strategies or types of advertised products?

The following chapter details the methods used in this study, including experimental design, subjects, stimuli development, pretest, and procedures and measurements.

CHAPTER III

METHOD

Experimental Design

As a factorial experiment, the design may be distended as a 2 (self-monitoring: high self-monitor vs. low self-monitor) X 2 (need for cognition: high need for cognition vs. low need for cognition) X 2 (self-schema separateness-connectedness: self-schema separateness vs. self-schema connectedness) X 3 (product: jean vs. inexpensive watch vs. headache remedy) X 3 (attitudinal dimensions: hedonic dimension vs. utilitarian dimension vs. interestingness). Self-monitoring, need for cognition, and self-schema separateness-connectedness are between-subject measures (based on median split) measured before the main experiment, whereas products and attitudinal dimensions are within-subject variables manipulated in the experiment.

Dependent variable is global attitude toward the ad and independent variables are individual differences (self-monitoring, need for cognition and self-schema separateness-connectedness), attitudinal dimensions (utilitarian, hedonic and interestingness), and product type (think, feel and neutral).

Participants

This study involved 123 undergraduate students who were enrolled in an introductory advertising course at the University of Georgia. Their ages ranged from 18 to 30 years, with a mean of 20.97 and 75.6 % were female (30 males and 93 females). They participated to obtain extra credit for their course. All participants were told that this research is to help assessing attitudes toward advertisements.

Stimuli Development

Product Category

Three criteria – involvement, think-feel, and usage for participants- were considered in selecting products to use in this experiment. Overall, to avoid biased evaluations on a specific product category, the three product categories were diversely chosen based on a comprehensive communication model, the FCB Grid that Foote, Cone and Belding explored and developed (Ratchford, 1987; Vaughn, 1986). The Grid dimensionalizes consumers' attitudes toward products in terms of two dimensions, "involvement" and "think-feel." The grid has been considered a very useful grid for strategic discipline and creative stimulation during advertising planning.

In this study, first, to eliminate or control the effect of involvement on subject's attitude toward the ad, the chosen product categories are located in the middle of the involvement dimension of the FCB Grid where the product categories are neither high nor low involvement. Since the product categories are placed in the middle of low and high involvement, it is possible to assume that they are somehow relevant and important.

Level of involvement for the three product categories was also directly measured in the experiment. According to prior research on the FCB Grid, motor oil, insecticides, headache remedies, dry bleach, suntan lotion, inexpensive watches, toothpaste, chicken, jeans, wine (for self) and family steak restaurants are located in this neutral area of the involvement dimension in the area (Ratchford 1987).

Second, to eliminate or control for possible feel-think effects on participants' attitudes, each product category tested was located on a different area of this dimension. If dominantly think or feel product categories had been used in the experiment, it is possible that results would be biased. Therefore, a representative from each of three product categories – think (motor oil, insecticide, and headache remedy), feel (wine for self, greeting card and jeans), and neutral (toothpaste, inexpensive watch and ground coffee) - was chosen for this study.

Third, participants needed to have some experience and interest in the product categories being seen in order to be willing and able to process information in the ads. Based on the three criteria, headache remedy, inexpensive watch and jean were selected for their U.S. college student sample.

Advertisements

Two criteria were used to select the ads that were used as experimental stimuli in this study. First, to remove any confounding due to prior brand attitude or prior attitude toward the ad, seven hypothetical brand names were chosen and embedded in advertisements that should not have been previously seen. Second, the chosen print

advertisements had to be both informative and emotional in nature to elicit hedonic, utilitarian and interestingness responses related to the study constructs.

Based on these criteria, 15 potential print advertisements were selected from 200 advertisements that had appeared on Korean popular magazines, "Ecole" and "GQ"[3] (but that, in the author's opinion, did not appear distinctly "Korean" in nature).

To select the final set of test stimuli, the Korean print advertisements for jeans, inexpensive watches, and headache remedies were pretested to assess whether they meet all pertinent criteria.

Pretest

Participants

The pretest involved 14 undergraduate students (3 males and 11 females) who were juniors or seniors in Advertising and enrolled in an Advertising Management course at the University of Georgia. They received extra courses credit for their voluntary participation. Since they were familiar with product typologies in advertising such as think-feel products in the FCB Grid and attitude toward the ad, they were qualified to participate in this pretest. However, the pretest procedure involved an instructional review of relevant concepts.

[3] "Ecole" is published targeting to young female college students and "GQ" is published in a Korean version recently targeted to young male college students.

Product Categories

The pretest participants were told to read the following definition:

Think product: Logical, objectively verifiable descriptions of tangible product features.
Feel product: Emotional, subjective impressions of intangible aspects of the product.
After the instruction, they rated each product category on five 7-point scales ranging from think to feel in think-feel items:

1. Decision is mainly logical or objective/ Decision is not mainly logical or objective
2. Decision is based mainly on functional facts/ Decision is not based mainly on functional facts
3. Decision is not based on a lot of feeling/ Decision is based on a lot of feeling
4. Decision does not express one's personality/ Decision does express one's personality
5. Decision is not based on looks, taste, touch, smell or sound/ Decision is based on looks, taste, touch, smell or sound.

These scales, which included both feel and think product evaluative content, were selected based on a review of existing research (Ratchford, 1987; Vaughn, 1986).

Advertisements

Before rating the 15 potential test advertisements on 7-point scales (hedonic/utilitarian), pretest subjects were told to read the following definition:

Utilitarian dimension: Utilitarian aspect of an attitude toward a behavior relates to usefulness, value and wiseness of the behavior as perceived by the consumers. Utilitarian needs are defined as desires of consumers to correct basic instrumental problems such as filling a car's gas tank or removing a spot from a rug. Utilitarian component of attitude toward an ad relates to narrowly its information's usefulness or significance on product performance attributes or utilitarian benefits that the advertisement provides.

Hedonic dimension: Hedonic aspect relates to pleasure experienced or anticipated from the behavior. Hedonic consumption of products and services is based primarily on the desire to experience pleasure and happiness. Hedonic component of attitude toward an ad

relates to the consumer's experience of pleasure and happiness with the advertised product or service that the advertisement shows.

After the instruction, participants rated each advertisement on 7-point scales: Hedonic/ Utilitarian. In completing the scale, subjects were reminded that the hedonic dimension is not opposite of the utilitarian dimension. Rather, they were asked to judge with respect to which dimension is dominant or whether to ad is the advertisement closer to one than the other is.

Product Categories: Manipulation check

The product manipulation was used to control differences in the effect of think-feel products in Aad. As expected, Jeans (pretest mean = 5.54) is a feel product, inexpensive watch (pretest mean = 3.97) is a neutral product, and headache remedy (pretest mean = 1.96) is a think product. The differences are significant at .001 (Table 1). Therefore, the three products were used in the main experiment.

TABLE 1
Product Paired T-Test in Pretest

Pairs	t	df	Sig. (2-tailed)
Jean – Watch	5.636	13	.000***
Watch - Headache	4.631	13	.000***
Jean - Headache	9.296	13	.000***

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

Advertisements

The ad manipulation was used to create differences in eliciting explicit hedonic or utilitarian dimensions of Aad. In jean ads, BNX (pretest mean = 4.86) was utilitarian and Maxio (pretest mean = 1.86) was hedonic ad. In inexpensive watch ads, Wpot (pretest mean = 5.71) was utilitarian and Lloyd (pretest mean = 3.00) was hedonic ad. In headache remedy, Panon (pretest mean = 6.29) was utilitarian, and Pensal (pretest mean = 5.0) was hedonic ad. Even though the mean differences among the product categories are not clear, the mean differences between the ads in each product category are significant at .001 (Table 2). That is, the one's mean in the same product category is relatively different to the other. The chosen hedonic advertisements focused emotional experience of pleasure and happiness with the advertised product (for example, 'The Most Beautiful Line. For Women, More Beautiful Line. New Women's Maxio.' in Maxio). The chosen utilitarian advertisements contained the information's usefulness or significance regarding product performance attributes or utilitarian benefits (for example, 'Polished steel bezel frames the silver colored dial with silver tone hands and hour markers… $49.99' in Wpot) (See Appendix C).

TABLE 2
Ads Paired T-Test in Pretest

Pairs	t	df	Sig. (2-tailed)
Bnx – Maxio	8.261	13	.000***
Lloyd – Wpot	-6.202	13	.000***
Pensal - Panon	-3.798	13	.002**

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

Procedures and Measurements

This study was conducted through both a survey and an experiment. An extra credit was given to the students who participated in this study. To get an extra credit, volunteers were asked to complete the following four steps:

1. Participants downloaded a test booklet that would take 5-10 minutes to fill out following their instructor's in-class direction at home.
2. Participants returned the completed questionnaire to the researcher by the deadline.
3. Participants were contacted via e-mail again to arrange the time to participate in the next session of the study.
4. At the appointed time, participants went to the assigned room to participate in the study. During the session, they viewed each test an advertisement (a hard copy that the researcher provided in a test booklet). The order of exposure was substantially rotated to control the order effect in viewing the advertisements in the experiment. After each exposure, respondents completed rating scales for the ad just seen.

Survey

At the beginning of a regularly scheduled class, its instructor made an announcement about this study. Before participating to the experiment, respondents voluntarily downloaded and returned their own questionnaires that contained three trait measurement scales - self-monitoring, need for cognition, and self-schema separateness-connectedness - from its class website. After reading the directions, the participants were asked to answer each of 52 statements by circling or writing the appropriate number.

The three scales are briefly described below (Handbook of Marketing Scales, 1999):

1. *Self-Monitoring Scale* The scale consists of 25 true-false items. Negatively worded items are reverse scored such that higher scores reflect higher self-monitoring. Labels for each item or situation were "True or Mostly True" and "False or Not Usually True." Five factors were assumed to underlie the original development of items: (a) concern with the social appropriateness of one's self-presentation, (b) attention to social comparison information as cues to appropriate self-expression, (c) the ability to control and modify one's self-presentation and expressive behavior, (d) the use of this ability in particular situations, and (e) the extent to which the person's self-presentation is cross-situationallly consistent or variable (Snyder 1974, p. 529). Items are scored 0 or one and summed such that scores range from 0 to 25.
2. *Need for Cognition* An 18-item short from for assessing need for cognition was proposed and validated by Cacioppo, Petty, and Kao (1984). In this study, the short version was used and it was scored on 5-point scales ranging from *extremely uncharacteristic* to *extremely characteristic.*
3. *Separateness-Connectedness (SC) scale* This scale has nine items scored on 5-point scales ranging from *does not describe me at all* to *describes me very well*. Although two factors were found for the SC scale, item scores were summed over all nine items and then averaged to form an SC score that can range from 1 to 5. A higher score is indicative of a "separated" schema.

After returning their test booklets, participants were contacted via e-mail to schedule their appointment time for the main experiment. The advertisement booklets had seven advertisements – two jeans ads, two inexpensive ads, and three headache remedy ads. The brands in the ads were different from each other. Each ad contained a headline, a four-color picture and product information that stressed variously brand attributes, consequences or feelings (depending on message treatment). The within-subjects manipulation varied the ad content for each product (hedonic/utilitarian).

Experiment

Participants individually participated in the experiment. Upon entering the laboratory, each participant was greeted, seated and told the introductory instructions. The moderator told them they would be looking at seven print advertisements and answering questions about them. Next, advertisement booklets and questionnaires were distributed. The questionnaires contained global and diagnostic items for the measurement of attitude toward the ad and scales for measuring the location of various products on the FCB grid (Ratchford, 1987; Vaughn 1986). After the directions, the participants were asked to rate each advertisement followed by product category ratings.

Attitude toward the Ad Subjects' Aad scores were selected from mean summated ratings on thirty-four 7-point semantic differentiated scales (Figure 1). Twenty-three items that measured hedonic and utilitarian dimensions were adapted from Spangenberg, Voss and Crowley's HED/UT Scale items (1997). Four items of interestingness

dimension were adapted from Olney, Holbrook and Bartra's Assessment Items (1991). Finally, through review of the literature, two items of purchase intention and four items of global Aad were added.

Hedonic Dimensions	**Utilitarian Dimensions**
Not Fun/ Fun	Useful/ Useless
Not Delightful/ Delightful	Practical/ Impractical
Not Sensuous/ Sensuous	Functional/ Not Functional
Not Thrilling/ Thrilling	Helpful/ Unhelpful
Not Funny/ Funny	Beneficial/ Harmful
Unpleasant/ Pleasant	Handy/ Not Handy
Not Playful/ Playful	Efficient/ Inefficient
Dull/ Exciting	Unproductive/ Productive
Not Happy/ Happy	Problem Solving/ Not problem Solving
Enjoyable/ Unenjoyable	Effective/ Ineffective
Cheerful/ Not Cheerful	Necessary/ Unnecessary
Amusing/ Not Amusing	
Interestingness	
Interesting/ Not Interesting	
Makes me curious/ Does not make me curious	
Not boring/ Boring	
Keeps my attention/ Does not keep my attention	
Interesting/ Not Interesting	
Purchase Intention	
Makes others buy the advertised product/ Does not make others buy the advertised product	
Makes me buy the advertised product/ Does not make me buy the advertised product	
Global Attitude toward the Advertisement	
Bad/ Good	Favorable/ Unfavorable
Poor Quality/ Good Quality	Dislike quite a lot/ Like quite a lot

FIGURE 1
Items for Attitude toward the Advertisement

Product Based on FCB Grid ((Ratchford, 1987; Vaughn, 1986), three items of involvement, two items of think and three items of feel were used to verify the location on the Grid of the three products that used for this sample of respondents (Figure 2).

Involvement		• Very important decision/ very unimportant decision • Decision requires a lot of thought/ decision requires little thought • A lot to lose if you choose the wrong brand/ little to lose if you choose the wrong brand
Think/Feel	Think	• Decision is not mainly logical or objective/ decision is mainly logical or objective • Decision is based mainly on functional facts/ decision is not mainly on functional facts
	Feel	• Decision express one's personality/ decision does not express one's personality • Decision is based on a lot of feeling/ decision is based on little felling • Decision is based on looks, taste, touch, smell or sound/ decision is not based on looks, taste, touch, smell or sound

FIGURE 2
Items for Product Category

The following chapter details the data analysis used for this study, including to Reliabilities and Validities of Measures, Manipulation Checks, Factor Analysis, Hierarchical Regressions and ANCOVA.

CHAPTER IV

DATA ANALYSIS

Reliabilities and Validities of Measures

Independent Variable

The individual differences were recoded following the instructions in Handbook of Marketing Scales (1999) and each unweighted sum of the items was divided by each total number of items. The mean score of self-monitoring is 13.83 and its Cronbach's alpha is .65. In this study, the short form of need for cognition was used. Its mean score is 3.58 and it has Cronbach's alpha of .67. Self-schema separateness-connectedness is 3.32 and it has Cronbach's alpha of .45[4].

Attitudinal dimensions were analyzed by factor analysis to purify the items in predicting attitude toward the ad. The hedonic and utilitarian items used in this study were adapted from Spangenberg, Voss and Crowley's HED/UT Scale items (1997). Four items used to measure the interestingness dimension were adapted from Olney, Holbrook and Bartra's Assessment Items (1991). It should be noted, however, that these scales (making up the first twenty-three items) were designed to measure attitude toward

[4] Its source was "The Separateness-Connectedness Self-Schema: Scale Development and Application to Message Construction" (Wang, Chen Lu, and John C. Mowen, 1997). Their Cronbach's alpha was .73. Even though in this study, the measure of internal consistency of the nine SC items indicated an unacceptable level of reliability (Nunnally, 1978), this scale was used because it has been employed to measure SC in

services, products or activities. Thus, it is necessary to purify the items to make them be more appropriate to this study with its focus on Aad. After factor analysis and item deduction, three highly loaded composites of items in each component are derived, are used in the next phrase of the data analysis (See Table 6).

Following Ratchford's (1987) scale instructions about FCB Grid, three items of involvement, two items of think and three items of feel were used to verify the location on the Grid of the three products that were rated by this sample of respondents. Five think-feel items were recoded directionally from think (1) to feel (7) and involvement ranged from 1 (low involvement) to 7 (high involvement). The five items' unweighted sum of think-feel items was divided by the total number of items, and it formed a scale having a Cronbach's alpha of .50[5]. In addition, the mean of three involvement items produced a Cronbach's alpha of .72.

Dependent Variable

The primary dependent variable in this study is global attitude toward the ad (Aad). Across the six ads, mean attitude toward the ad varied from a low of 2.93 to a high of 5.96 on a seven-point semantic differential scale ranging from 1 to 7. Four items measured global Aad: Bad/ Good, Favorable/ Unfavorable, Poor Quality/ Good Quality, and Dislike quite a lot/ Like quite a lot. The four items' unweighted sum of the items was

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several previous studies.

[5] In Ratchford's (1987) "New Insights about the FCB Grid," think-feel items' raw data had Cronbach alphas of .50. He calculated a moderated alpha using his formula to increase its reliability. However, in this study, raw data was used to yield the reported Cronbach alpha.

divided by the total number of items forming a scale with a Cronbach's alpha of .88. The least liked ad was the Pensal ad (mean = 3.29), scoring significantly lower than the five other ads ($t = 6.00$; $p<.05$). The most liked ad was the Lloyd ad (mean = 5.61), scoring significantly higher than all others in the series ($t = -2.78$: $p<.05$).

Manipulation Checks

Order Effect

Using one-way ANOVA, whether the order of the advertisement measures influenced the global attitude toward the ad was examined. As participants rated six advertisements in about twenty minutes, they might differently rate the last advertisement from the first one due to boredom and fatigue on some other maturation effect. Further, they may exhibit reactive effects to multiple tests on treatments. Therefore, the order of presenting the advertisements to them was systematically rotated.

In three composite product scores, forty-one participants rated the advertisements in the order of jeans, headache remedy and inexpensive watch (mean = 4.34). Another forty-one participants rated products in the order of inexpensive watch, jeans and headache remedy (mean = 4.25). The rest of them rated the ads in the order of headache remedy, inexpensive watch and jeans (mean = 4.47). One-way ANOVA results indicate that order does not yield a significant main effect (Table 3). Consequently, participants did not exhibit significant order effects.

TABLE 3
ANOVA Summary Table in Three Products

Source	SS	df	MS	F	Sig.
Between Groups	1.061	2	.531	1.336	.267
Within Groups	47.665	120	.397		
Total	48.727	122			

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

Next, the order of the advertisement measures influenced the global Aad in jeans was separately examined across three orders. In jeans, forty-one participants rated the advertisements in the order of jeans, headache remedy and inexpensive watch (mean = 4.55). Another forty-one participants rated products in the order of inexpensive watch, jeans and headache remedy (mean = 4.60). The rest of them rated the ads in the order of headache remedy, inexpensive watch and jeans (mean = 5.03). One-way ANOVA results indicate that order yields a significant main effect, F (2, 120) = 4.136, p<.05 (Table 4). Consequently, participants exhibited significant order effects.

TABLE 4
ANOVA Summary Table for Feel Product (Jeans)

Source	SS	df	MS	F	Sig.
Between Groups	5.539	2	2.769	4.136	.018*
Within Groups	80.358	120	.670		
Total	85.897	122			

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

In headache remedy, forty-one participants rated the advertisements in the order of jeans, headache remedy and inexpensive watch (mean = 3.67). Another forty-one participants rated products in the order of inexpensive watch, jeans and headache remedy (mean = 3.88). The rest of them rated the ads in the order of headache remedy,

inexpensive watch and jeans (mean = 3.73). One-way ANOVA results indicate that order does not yield a significant main effect (Table 5). Consequently, participants did not exhibit significant order effects.

TABLE 5
ANOVA Summary Table for Think Product (Headache Remedy)

Source	SS	df	MS	F	Sig.
Between Groups	.961	2	.480	.428	.653
Within Groups	134.531	120	1.121		
Total	135.492	122			

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

In inexpensive watch, forty-one participants rated the advertisements in the order of jeans, headache remedy and inexpensive watch (mean = 5.30). Another forty-one participants rated products in the order of inexpensive watch, jeans and headache remedy (mean = 4.74). The rest of them rated the ads in the order of headache remedy, inexpensive watch and jeans (mean = 5.19). One-way ANOVA results indicate that order yields a significant main effect, $F(2, 120) = 5.248$, $p<.01$ (Table 6). Consequently, participants exhibited significant order effects.

TABLE 6
ANOVA Summary Table

Source	SS	df	MS	F	Sig.
Between Groups	7.333	2	3.666	5.248	.007**
Within Groups	83.840	120	.699		
Total	91.173	122			

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

Product Categories

In the main experiment, the same think-feel items that were used in the pretest were used, but three involvement items were added to potentially control the effect of involvement on global Aad. As expected, Jeans (mean = 5.02) is a feel product, inexpensive watch (mean = 3.91) is a neutral product, and headache remedy (mean = 2.21) is a think product (1 = think and 7 = feel). The differences are significant at p<.001 (Table 7).

TABLE 7
Product Paired T-test

Pairs	t	df	Sig. (2-tailed)
Jean - Watch	11.550	122	.000***
Jean - Headache	16.456	122	.000***
Watch - Headache	4.532	122	.000***

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

In addition to the think- feel product placement, level of involvement for the three product categories was directly examined in the main experiment. As mentioned before, to eliminate or control the effect of involvement on subject's attitude toward the ad, the chosen product categories are located in the middle of the involvement dimension of the FCB Grid where the product categories are neither high nor low involvement. Since the product categories are located in the middle of low and high involvement, it is possible to assume that they are moderately relevant and important.

Participants rated each product category on three 7-point scales:

1. Very unimportant decision/ Very important decision
2. Decision requires little thought/ Decision requires lot thought

3. Little to lose if you choose the wrong brand/ Lot to lose if you choose the wrong brand

These scales were selected based on a review of existing research (Ratchford, 1987; Vaughn, 1986).

As expected, jeans (mean = 4.67), inexpensive watch (mean = 3.02) and headache remedy (mean = 4.47) are located means in the middle of involvement range (1-7). That is, involvement was controlled properly as intended in the selection of product categories.

Consequently, a plot of product means on the involvement and think-feel scales derived for this study is presented in Figure 3 for the three products (Ratchford, 1987).

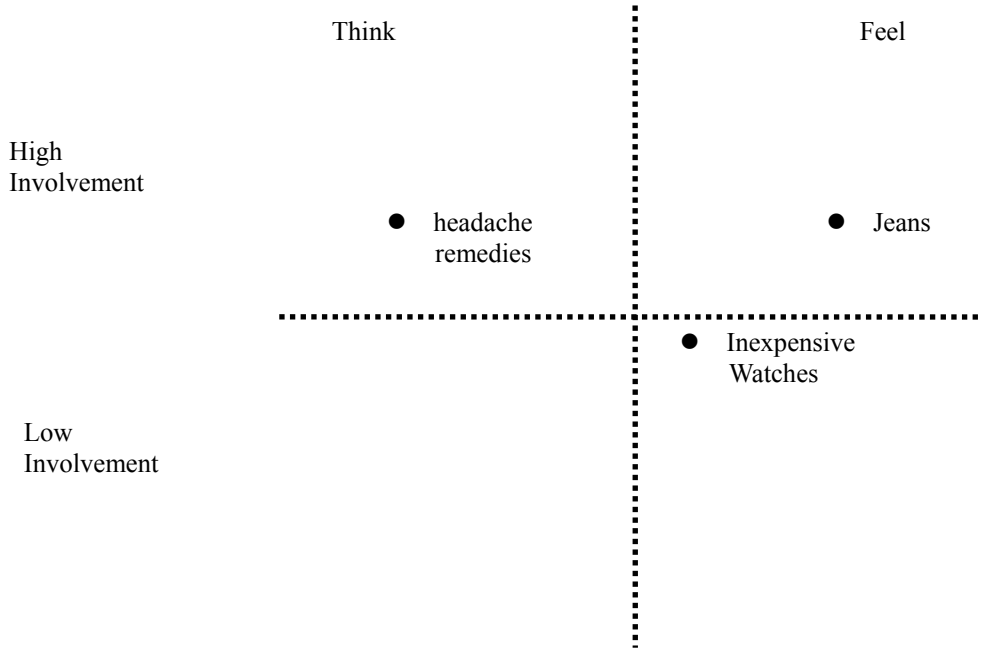

FIGURE 3
Product Categories in the FCB Grid

Figure 3[6] shows that the three product categories are located in the same place as they are in the FCB Grid. Thus, these data provided evidence indicating that the product manipulation was successful.

Advertisements

For those ads classified as utilitarian from the pretest, the mean of utilitarian factor scores in the final study (mean = 5.18) is greater than the mean of hedonic factor scores (mean = 3.62). For hedonic ads, the mean of hedonic factor score (mean = 5.03) is greater than the mean of utilitarian factor scores (mean = 4.54). The differences between both means are significant at p<.001 (Table 8).

TABLE 8
Advertisements Paired T-test

Pairs	t	df	Sig. (2-tail)
Hedonic ads: utilitarian factor - hedonic factor	-7.843	122	.000***
Utilitarian ads: utilitarian factor - hedonic factor	21.079	122	.000***

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

Thus, these data provided evidence indicating that the manipulation of advertisement message content was successful.

[6] As Ratchford (1987) did in his study, the location of each product category was decided by each product's means on the involvement and think-feel scales.

Factor Analysis

Since the factors were correlated with each other[7], a principal-component factor analysis with promax rotation resulted in three factors, which were named "utilitarian," "hedonic," and "interestingness." (Ahtola 1985; Batra and Ahtola 1990; Olney, Holbrook and Bartra 1991; Spangenberg, Voss and Crowley 1997). The following criteria were used to evaluate and determine the three factors: (1) eigenvalue, (2) variance, and (3) scree plot, (Mertler and Vannatta 2002).

1. A number of items were eliminated from component scores due to low communalities. They are: Sensuous (.54), amusing (.53), necessary (.59), delightful (.68), handy (.66), playful (.66), productive (.63), problem solving (.64), practical (.68), thrilling (.64), funny (.63), fun (.66), and attention (.65). Note that all these communalities are less than .70[8].
2. Three components account for 75% of total variance.
3. Three components are within the sharp descent, before eigenvalues level off.

These criteria indicate a three-component solution is appropriate.

After rotation, the first component accounts for 55.73% of the total variance in

[7] Component Correlation Matrix in Principal Component Analysis with Promax

Component	1	2	3
1	1.000	.615	.556
2	.615	1.000	.573
3	.556	.573	1.000

[8] The HED/UT Scale items that Spangenberg, Voss and Crowley (1997) developed were designed to measure the hedonic and utilitarian dimensions of attitude toward a product, service, or activity. Therefore, some differences between items appropriate for attitude toward the ad and attitude toward a product, service or activity might be expected. For instance, the item, "handy" might not be suitable to apply to a measure attitude toward the ad.

the original variables, the second component accounts for 10.71% and the third components explains for 8.69%. Table 9 presents the rotated oblique loadings for each component.

Component I, Utilitarian dimensions of Aad, clearly has more rational or thoughtful items. Items with high loading are included functional, beneficial, efficient, helpful, useful and effective. Component II, Hedonic dimension, is characterized by pleasurable emotional or affective item: happy, cheerful, pleasant and enjoyable. Finally, Component III, Interestingness dimension was related to an emotional arousal status: curious, interesting, not boring and exciting.

TABLE 9
Principal Component Factor Analysis for Twenty-eight Items of Attitude toward the Ads

Attributed Evaluated	Component			Communality
	I (Utilitarian)	II (Hedonic)	III (Interesting)	
Functional	.92	-.14	.05	.72
Beneficial	.90	.15	-.28	.79
Efficient	.85	-.05	.07	.73
Helpful	.84	-.12	.15	.74
Useful	.82	.04	.02	.73
Effective	.60	.18	.21	.71
Happy	-.14	1.06	-.15	.74
Cheerful	-.05	.86	.08	.74
Pleasant	.35	.69	-.18	.75
Enjoyable	.14	.58	.28	.75
Curious	-.02	-.33	1.00	.83
Interesting	.06	.07	.81	.76
Not Boring	-.09	.26	.67	.75
Exciting	-.06	.37	.64	.76
Total Variance	7.802	1.500	1.212	
% of Variance	55.7%	10.7%	8.7%	

To assess levels of internal reliability, Cronbach's alpha was calculated for each of the three components. The results (Component I = .92, Component II = .88,

Component III = .86) indicate high levels of internal consistently for each of the three factor scores. Accordingly, scores on each component are used in all subsequent analyses.

Hierarchical Regressions

Hierarchical multiple regression was conducted to determine which independent variables (i.e., self-monitoring, need for cognition, self-schema separateness-connectedness; utilitarian, hedonic and interestingness dimensions[9]) are direct predictors of global attitude toward the ad. In addition, all possible two-way interactions were tested to reveal any moderating effects between pairs of predictions.

$$
\begin{aligned}
Y = a &+ b_1x_1 + b_2x_2 + b_3x_3 && \Rightarrow \text{Individual Differences} \\
&+ b_4x_4 + b_5x_5 + b_6x_6 && \Rightarrow \text{Attitudinal dimensions} \\
&+ b_7(x_1*x_2) + b_8(x_1*x_3) + b_9(x_2*x_3) && \Rightarrow \text{Individual Differences' Interactions} \\
&+ b_{10}(x_4*x_5) + b_{11}(x_4*x_6) + b_{12}(x_5*x_6) && \Rightarrow \text{Attitudinal dimensions' Interactions} \\
&+ b_{13}(x_1*x_4) + b_{14}(x_1*x_5) + b_{15}(x_1*x_6) && \Rightarrow \text{ID1 X ADs} \\
&+ b_{16}(x_2*x_4) + b_{17}(x_2*x_5) + b_{18}(x_2*x_6) && \Rightarrow \text{ID2 X ADs} \\
&+ b_{19}(x_3*x_4) + b_{20}(x_3*x_5) + b_{21}(x_3*x_6) && \Rightarrow \text{ID2 X ADs}
\end{aligned}
$$

Y = Global Attitude toward the Ad
x_1= Self-Monitoring
x_2 = Need for Cognition
x_3 = Self-schema Separateness-Connectedness
x_4 = Utilitarian Dimension
x_5 = Hedonic Dimension
x_6 = Interestingness Dimension

FIGURE 4
Specifications of Overall Regression Model

Figure 4 presents the overall regression model used in this study. Each of individual differences, attitudinal dimensions, interaction terms among individual

[9] Each unweighted sum of the items was divided by each total number of items.

differences, interaction terms among attitudinal dimensions, and interactions between individual differences and attitudinal dimensions were entered in five blocks. Within each block, stepwise inclusion was specified.

In the first block, three individual difference items (i.e., self-monitoring, need for cognition, and self-schema separateness-connectedness) were specified. From the review of literature, individual differences have been documented as powerful predictors of advertising effectiveness. They were, thus, entered in the first block (Aaker 1999; Haugtvedt, Petty & Cacioppo 1992; (Hong & Zinkhan 1995; Shavitt, Lowery & Han 1992; Wang, Bristol, Mowen & Charkraborty 2000). As the items for attitudinal dimensions were derived from established scales (Spangenberg, Voss and Crowley 1997), it was reasonable to assume that these dimensions would also prove to be influential predictors of global attitude toward the ad. Thus, the second block had attitudinal dimensions (i.e., utilitarian, hedonic and interestingness dimensions) (Bartra and Ahtola 1990; Olney, Holbrook and Batra 1991; Spangenberg, Voss and Crowley 1997). Other possible interactions were entered in the third, fourth and fifth blocks[10]. Thus, there were total of five blocks to examine the influence of individual differences and attitudinal dimensions on global attitude toward the ad in a specific order with the method of stepwise selection within blocks.

This general hierarchical model was tested for the composite scores across the set of six ads (Comprehensive Model); for each message strategy (Utilitarian and Hedonic);

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[10] The third block: individual difference X individual difference
The fourth block: attitude dimension X attitude dimension
The fifth block: individual difference X attitude dimension

for each product type (Think, Neutral and Feel); as well as for each of the six test ads, considered separately.

Comprehensive Model

Regression results indicate an overall model of three predictors (hedonic, interestingness and utilitarian dimensions) that significantly predict global attitude toward the ads, R^2_{adj} = .649, F (3,119) = 76.13, p<.001. This model accounted for 64.9% of variance in global attitude toward the ad. A summary of the regression model is presented in Table 10. In addition, coefficients relating each predictor of the dependent variable are presented in Table 11.

TABLE 10
Model Summary for Comprehensive Analysis

Model	R	R^2	R^2_{adj}	Std. Error of the Estimate
1. Hedonic Dimension	.718	.516	.512	.4416
2. Interestingness Dimension	.785	.616	.610	.3947
3. Utilitarian Dimension	.811	.657	.649	.3745

TABLE 11
Coefficients for Comprehensive Analysis

Model		B	β	t
1	Hedonic Dimension	.750	.718	11.351***
2	Hedonic Dimension	.484	.463	6.392***
	Interestingness Dimension	.402	.407	5.609***
3	Hedonic Dimension	.339	.325	4.162***
	Interestingness Dimension	.318	.322	4.443***
	Utilitarian Dimension	.290	.287	3.782***

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

As indicated in Table 11, the hierarchical regression suggests one independent variable set (hedonic, interestingness and utilitarian dimensions) significantly contributed

to the explained variance in the dependent variable, global attitude toward the ad. Any direct effects of individual differences and any interaction effects were not statistically significant and these variables were excluded.

Utilitarian Model

Regression results indicate an overall model of three predictors (interestingness, utilitarian and hedonic dimensions) that significantly predict global attitude toward the utilitarian advertisements, $R^2_{adj} = .698$, $F(3,119) = 95.07$, $p<.001$. This model accounted for 69.8% of variance in global attitude toward the ad for this message strategy. A summary of the regression model is presented in Table 12. In addition, coefficients for each predictor of the dependent variable are presented in Table 13.

TABLE 12
Model Summary in the Utilitarian Analysis

Model	R	R^2	R^2_{adj}	Std. Error of the Estimate
1 Interestingness Dimension	.707	.500	.495	.6022
2 Utilitarian Dimension	.829	.687	.682	.4783
3 Hedonic Dimension	.840	.706	.698	.4658

TABLE 13
Coefficients for Utilitarian Analysis

Model		B	β	t
1	Interestingness Dimension	.649	.707	10.992***
2	Interestingness Dimension	.458	.499	8.814***
	Utilitarian Dimension	.490	.480	8.475***
3	Interestingness Dimension	.353	.385	5.555***
	Utilitarian Dimension	.434	.425	7.229***
	Hedonic Dimension	.200	.201	2.744**

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

As indicated in Table 13, the hierarchical regression suggests one independent variable set (interestingness, utilitarian and hedonic dimensions) significantly accounted for the explained variance in the dependent variable, global attitude toward the ad in the utilitarian ads. Any direct effects of individual differences and any interaction effects were not statistically significant and these variables were excluded.

Hedonic Model

Regression results indicate an overall model of three predictors (utilitarian, hedonic and interestingness dimensions) that significantly predict global attitude toward the hedonic advertisements, $R^2_{adj} = .664$, $F(3,119) = 81.325$, $p<.001$. This model accounted for 66.4% of variance in global attitude toward the ad in for this message strategy. A summary of the regression model is presented in Table 14. In addition, coefficients relating each predictor of the dependent variable are presented in Table 15.

TABLE 14
Model Summary in Hedonic Analysis

Model	R	R^2	R^2_{adj}	Std. Error of the Estimate
1. Utilitarian Dimension	.717	.514	.510	.5011
2. Hedonic Dimension	.790	.624	.618	.4426
3. Interestingness Dimension	.820	.672	.664	.4150

TABLE 15
Coefficients for Hedonic Analysis

Model		B	β	t
1	Utilitarian Dimension	.692	.717	11.312***
2	Utilitarian Dimension	.480	.497	7.394***
	Hedonic Dimension	.401	.398	5.923***
3	Utilitarian Dimension	.395	.409	6.151***
	Hedonic Dimension	.309	.307	4.599***
	Interestingness Dimension	.274	.271	4.184***

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

As indicated in Table 15, the hierarchical regression suggests one independent variable set (utilitarian, hedonic and interestingness dimensions) significantly increased the explained variance in the dependent variable, global attitude toward the ad in the hedonic ads. Any direct effects of individual differences and any interaction effects were not statistically significant and these variables were excluded.

Think Product Model

Regression results indicate an overall model of three predictors (utilitarian, interestingness, and hedonic dimensions) that significantly predict global attitude toward the ads for think product category, $R^2_{adj} = .724$, $F(3,119) = 103.973$, $p<.001$. This model accounted for 72.4% of variance in global attitude toward the ad for think products. A summary of the regression model is presented in Table 16. In addition, coefficients relating each predictor to the dependent variable are presented in Table 17

TABLE 16
Model Summary for Think Product Analysis

Model	R	R^2	R^2_{adj}	Std. Error of the Estimate
1. Utilitarian Dimension	.735	.541	.537	.7170
2. Interestingness Dimension	.829	.687	.682	.5944
3. Hedonic Dimension	.851	.724	.717	.5607

TABLE 17
Coefficients for Think Product Analysis

Model		B	β	t
1	Utilitarian Dimension	.811	.735	11.941***
2	Utilitarian Dimension	.517	.469	7.529***
	Interestingness Dimension	.489	.466	7.487***
3	Utilitarian Dimension	.448	.406	6.682***
	Interestingness Dimension	.366	.350	5.326***
	Hedonic Dimension	.295	.250	3.978***

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

As indicated in Table 17, the hierarchical regression suggests one independent variable set (utilitarian, interestingness and hedonic dimensions) significantly accounted for the explained variance in the dependent variable, global attitude toward the ad in the think product category. Any direct effects of individual differences and any interaction effects were not statically significant and these variables were excluded.

Feel Product Model

Regression results indicate an overall model of three predictors (hedonic, utilitarian and interestingness dimensions) that significantly predict global attitude toward the ads in feel product category, $R^2_{adj} = .707$, $F(3,119) = 99.288$, $p<.001$. This model accounted for 70.7 % of variance in global attitude toward the ad for feel products. A summary of the regression model is presented in Table 18. In addition, coefficients relating each predictor to the dependent variable are presented in Table 19.

TABLE 18
Model Summary for Feel Product Analysis

Model	R	R^2	R^2_{adj}	Std. Error of the Estimate
1 Hedonic Dimension	.765	.585	.582	.5428
2 Utilitarian Dimension	.833	.694	.689	.4679
3 Interestingness Dimension	.845	.715	.707	.4539

TABLE 19
Coefficients for Feel Product Analysis

Model		B	β	t
1	Hedonic Dimension	.705	.765	13.059***
2	Hedonic Dimension	.496	.537	8.765***
	Utilitarian Dimension	.373	.401	6.545***
3	Hedonic Dimension	.379	.410	5.570***
	Utilitarian Dimension	.314	.337	5.315***
	Interestingness Dimension	.210	.223	2.916**

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

As indicated in Table 19, the hierarchical regression suggests one independent variable set (hedonic, utilitarian and interestingness dimensions) significantly contributed the explained variance in the dependent variable, global attitude toward the ad for feel products. Any direct effects of individual differences and any interaction effects were not statistically significant and these variables were excluded.

Neutral Product Model[11]

Regression results indicate an overall model of three predictors (hedonic, interestingness and utilitarian dimensions) that significantly predict global attitude toward the ads for neutral product category as well as a significant two-way interaction between the utilitarian and hedonic dimensions (UTxHE), $R^2_{adj} = .712$, $F(3,119) = 76.362$, $p<.001$. This model accounts for 71.2 % of the variance in global attitude toward the ad for neutral product. A summary of the regression model is presented in Table 20. In addition, coefficients for each significant predictor of the dependent variable are presented in Table 21.

As indicated in Table 21, the hierarchical regression suggests one independent variable set (hedonic, interestingness and utilitarian dimensions) significantly contributed to the explained variance in the dependent variable, global attitude toward the ad in neutral product. Also, one interaction from block 4 set significantly accounted to the variance. Any direct effects of individual differences and other interaction effects were not statically significant and these variables were excluded.

[11] Neutral products are defined as not think and not feel product in this study.

TABLE 20
Model Summary for Neutral Product Analysis

Model	R	R^2	R^2_{adj}	Std. Error of the Estimate
1 Hedonic Dimension	.778	.605	.602	.5457
2 Interestingness Dimension	.834	.695	.690	.4815
3 Utilitarian Dimension	.843	.710	.703	.4710
4 UTxHE	.849	.721	.712	.4640

TABLE 21
Coefficients for Neutral Product Analysis

Model		B	β	t
1	Hedonic Dimension	.807	.778	13.609***
2	Hedonic Dimension	.525	.506	7.441***
	Interestingness Dimension	.375	.405	5.952***
3	Hedonic Dimension	.445	.429	5.853***
	Interestingness Dimension	.301	.325	4.405***
	Utilitarian Dimension	.195	.191	2.529*
4	Hedonic Dimension	-.108	-.104	-.402
	Interestingness Dimension	.305	.329	4.531***
	Utilitarian Dimension	-.309	-.301	-1.250
	UTxHE	.108	.944	2.145*

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

MAXIO Model: Hedonic Ad for Feel Product

Regression results indicate an overall model of three predictors (hedonic, utilitarian and interestingness dimensions) that significantly predict global attitude toward the hedonic advertisements for feel products, R^2_{adj} = .706, F (3,119) = 98.492, p<.001. This model accounts for 70.6 % of variance in global attitude toward the hedonic advertisements for feel products. A summary of the regression model is presented in Table 22. In addition, coefficients relating each predictor to the dependent variable are presented in Table 23.

That is, these products are located in middle of think-feel dimension on FCB Grid.

As indicated in Table 23, the hierarchical regression suggests one independent variable set (hedonic, utilitarian and interestingness dimensions) significantly accounted the explained variance in the dependent variable, global attitude toward the hedonic advertisements for the feel products. Any direct effects of individual differences and any interaction effects were not statistically significant and these variables were excluded.

TABLE 22
Model Summary in Hedonic Ad for Feel Product Analysis

Model	R	R^2	R^2_{adj}	Std. Error of the Estimate
1. Hedonic Dimension	.767	.589	.585	.7518
2. Utilitarian Dimension	.835	.696	.691	.6485
3. Interestingness Dimension	.844	.713	.706	.6333

TABLE 23
Coefficients for the Analysis of Hedonic Model for the Feel Product

Model		B	β	t
1	Hedonic Dimension	.719	.767	13.157***
2	Hedonic Dimension	.506	.539	8.807***
	Utilitarian Dimension	.401	.400	6.529***
3	Hedonic Dimension	.418	.446	6.406***
	Utilitarian Dimension	.374	.373	6.143***
	Interestingness Dimension	.168	.169	2.611***

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

BNX Model: Utilitarian Ad for Feel Product

Regression results indicate an overall model of three direct predictors (interestingness, hedonic, utilitarian dimensions) and a two-way interaction between the hedonic and the interestingness dimensions, HExIN that significantly predict global attitude toward the utilitarian advertisements for feel products, R^2_{adj} = .75.7, F (3,119) = 96.088, p<.001. This model accounts for 75.7% of variance in global attitude toward the

ad. A summary of the regression model is presented in Table 24. In addition, coefficients relating each predictor of the dependent variable are presented in Table 25.

As indicated in Table 25, the hierarchical regression suggests one independent variable set (interestingness, hedonic and utilitarian dimensions) significantly increased the explained variance in the dependent variable, global attitude toward the utilitarian advertisements for feel product. Also, one interaction from block 4 set significantly accounts to the variance. Any direct effects of individual differences and other interaction effects were not statistically significant and these variables were excluded.

TABLE 24
Model Summary in Utilitarian Ad for Feel Product Analysis

Model	R	R^2	R^2_{adj}	Std. Error of the Estimate
1. Interestingness Dimension	.790	.625	.622	.7740
2. Hedonic Dimension	.844	.712	.707	.6813
3. Utilitarian Dimension	.868	.753	.746	.6336
4. HExIN	.875	.765	.757	.6202

TABLE 25
Coefficients for the Analysis of the Utilitarian Ad for the Feel Product

Model		B	β	t
1	Interestingness Dimension	.724	.790	14.196***
2	Interestingness Dimension	.438	.478	6.687***
	Hedonic Dimension	.458	.430	6.011***
3	Interestingness Dimension	.363	.397	5.755***
	Hedonic Dimension	.349	.327	4.650***
	Utilitarian Dimension	.273	.265	4.446***
4	Interestingness Dimension	.646	.705	5.006***
	Hedonic Dimension	.569	.533	4.955***
	Utilitarian Dimension	.258	.251	4.271***
	HExIN	-7.025E-02	-.483	-2.493*

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

PENSAL Model: Hedonic Ad for the Think Product

Regression results indicate an overall model of three predictors (interestingness, utilitarian and hedonic dimensions) that significantly predict global attitude toward the hedonic ad for think products, R^2_{adj} = .682, F (3,119) = 88.208, p<.001. This model accounts for 68.2% of the variance in global attitude toward the hedonic ad for think products. A summary of the regression model is presented in Table 26. In addition, coefficients relating each predictor of the dependent variable are presented in Table 27.

TABLE 26
Model Summary in Hedonic Ad for Think Product Analysis

Model	R	R^2	R^2_{adj}	Std. Error of the Estimate
1. Interestingness Dimension	.728	.531	.527	.9693
2. Utilitarian Dimension	.816	.665	.660	.8219
3. Hedonic Dimension	.831	.690	.682	.7946

TABLE 27
Coefficient for the Analysis of the Hedonic Ad for the Think Product

Model		B	β	t
1	Interestingness Dimension	.720	.728	11.695***
2	Interestingness Dimension	.494	.500	8.036***
	Utilitarian Dimension	.500	.432	6.949***
3	Interestingness Dimension	.407	.411	6.168***
	Utilitarian Dimension	.461	.399	6.525***
	Hedonic Dimension	.215	.191	3.066**

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

As indicated in Table 27, the hierarchical regression suggests one independent variable set (interestingness, utilitarian and hedonic dimensions) significantly contributed to the variance in the dependent variable, global attitude toward the hedonic ad for think product. Any direct effects of individual differences and any interaction effects were not statistically significant and these variables were excluded.

PANON Model: Utilitarian Ad for Think Product

Regression results indicate an overall model of two direct predictors (utilitarian, and hedonic dimensions) that significantly predict global attitude toward the utilitarian ad for think products, as well as a significant two-way interaction between utilitarian and interestingness dimensions (UTxIN), R^2_{adj} = .771, F (3,119) = 137.703, p<.001. This model accounts for 77.1% of the variance in global attitude toward the utilitarian ad for think product. A summary of the regression model is presented in Table 28. In addition, coefficients relating each predictor to the dependent variable are presented in Table 29.

TABLE 28
Model Summary in Utilitarian Ad for the Think Product Analysis

Model	R	R^2	R^2_{adj}	Std. Error of the Estimate
1. Utilitarian Dimension	.763	.583	.579	.9165
2. Hedonic Dimension	.836	.699	.694	.7811
3. UTxIN	.881	.776	.771	.6766

TABLE 29
Coefficients for the Analysis of the Utilitarian Ad for the Think Product

Model		B	β	t
1	Utilitarian Dimension	.907	.763	12.999***
2	Utilitarian Dimension	.674	.567	9.821***
	Hedonic Dimension	.481	.394	6.826***
3	Utilitarian Dimension	.382	.322	5.105***
	Hedonic Dimension	.220	.180	2.993*
	UTxIN	7.503E-02	.485	6.398***

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

As indicated in Table 29, the hierarchical regression suggests one independent variable set (utilitarian and hedonic dimensions) significantly accounted the explained variance in the dependent variable, global attitude toward the utilitarian ad for think product. Also, one interaction from block 4 set significantly accounted to the variance.

Any direct effect of individual differences, interestingness dimensions and other interactions are not statistically significant and these variables were excluded.

LLOYD Model: Hedonic Ad for Neutral Product

Regression results indicate an overall model of three predictors (interestingness, hedonic and utilitarian dimensions) that significantly predict global attitude toward the hedonic ad for neutral products, $R^2_{adj} = .760$, $F(3,119) = 129.883$, $p<.001$. This model accounted for 76.0 % of variance in global attitude toward the hedonic ad for neutral products. A summary of the regression model is presented in Table 30. In addition, coefficients relating each predictor to the dependent variable are presented in Table 31.

TABLE 30
Model Summary in Hedonic Ad for the Neutral Product Analysis

Model	R	R^2	R^2_{adj}	Std. Error of the Estimate
1. Interestingness Dimension	.767	.588	.584	.6451
2. Hedonic Dimension	.845	.713	.709	.5401
3. Utilitarian Dimension	.875	.766	.760	.4900

TABLE 31
Coefficients for the Analysis of the Hedonic Ad for the Neutral Product

Model		B	β	t
1	Interestingness Dimension	.671	.767	13.136***
2	Interestingness Dimension	.432	.493	7.990***
	Hedonic Dimension	.473	.448	7.254***
3	Interestingness Dimension	.261	.298	4.414***
	Hedonic Dimension	.408	.386	6.740***
	Utilitarian Dimension	.328	.330	5.171***

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

As indicated in Table 31, the hierarchical regression suggests one independent variable set (interestingness, hedonic and utilitarian dimensions) significantly contributed

to the explained variance in the dependent variable, global attitude toward the hedonic ad for neutral products. Any direct effects of individual differences and any interaction effects were not statically significant and these variables were excluded.

WPOT Model: Utilitarian Ad for Neutral Product

Regression results indicate an overall model of three predictors (hedonic, interestingness and utilitarian dimensions) that significantly predict global attitude toward the utilitarian ads for neutral product, as well as a significant two-way interaction between self-monitoring and self-schema separateness-connectedness (SMxSC), R^2_{adj} = .693, F (3,119) = 69.927 p<.001. This model accounts for 69.3 % of variance in global attitude toward the utilitarian ads for neutral products. A summary of the regression model is presented in Table 32. In addition, coefficients relating each predictor of the dependent variable are presented in Table33.

TABLE 32
Model Summary in Utilitarian Ad for the Neutral Product Analysis

Model	R	R^2	R^2_{adj}	Std. Error of the Estimate
1. Hedonic Dimension	.746	.556	.553	.8261
2. Interestingness Dimension	.790	.625	.619	.7629
3. Utilitarian Dimension	.831	.691	.683	.6952
4. SMxSC	.839	.703	.693	.6842

As indicated in Table 33, the hierarchical regression suggests one independent variable sets (hedonic, interestingness, and utilitarian dimensions) significantly contributed to the explained variance in the dependent variable, global attitude toward the utilitarian ad of neutral products. Also, one interaction from block 4 set significantly

accounted to the variance. Any direct effects of individual differences and any interaction effects were not statically significant and these variables were excluded.

TABLE 33
Coefficients in the Analysis of the Utilitarian Ad for the Neutral Product

Model		B	β	t
1	Hedonic Dimension	.780	.746	12.320***
2	Hedonic Dimension	.498	.476	5.935***
	Interestingness Dimension	.340	.376	4.679***
3	Hedonic Dimension	.307	.293	3.593***
	Interestingness Dimension	.358	.396	5.399***
	Utilitarian Dimension	.330	.308	5.048***
4	Hedonic Dimension	.298	.285	3.544***
	Interestingness Dimension	.377	.416	5.720***
	Utilitarian Dimension	.343	.320	5.311***
	SMxSC	-1.036E-02	-.113	-2.208*

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

Summary of Hierarchical Regression Model

Table 34 presents a summary of the twelve hierarchical multiple regression analyses. Even though no significant direct prediction for individual differences (i.e., self-monitoring, need for cognition and self-schema separateness-connectedness) was observed, Table 34 indicates that some interesting patterns do exist. Depending on advertising message strategy (i.e., hedonic and utilitarian ads) and product types (i.e., feel, think and neutral products), predictions of global attitude toward the ad vary, particularly with respect to order of inclusion in the model. For instance, for utilitarian ads, interestingness dimension is a dominant predictor, whereas utilitarian dimension is dominant one for hedonic ads. In Chapter 5, these results of hierarchical multiple regressions will be explained in detail.

The interactions (i.e., HExUT for neutral product, HExIN in the analysis of utilitarian ad for feel product, UTxIN in the analysis of utilitarian ad for think product and SMxSC in the analysis of utilitarian ad for neutral product) are examined to observe their interaction patterns using ANCOVA.

TABLE 34
Summary of Twelve Hierarchical Regression Analyses of Global Attitude toward the Ad

	Step Entered											
Significant Direct Predictors	CO	UT	HE	TH	FE	NE	H/F	U/F	H/T	U/T	H/N	U/N
Utilitarian Dimension	**3**	**2**	**1**	**1**	**2**	**3**	**2**	**3**	**2**	**1**	**3**	**3**
Hedonic Dimension	**1**	**3**	**2**	**3**	**1**	**1**	**1**	**2**	**3**	**2**	**2**	**1**
Interestingness Dimension	**2**	**1**	**3**	**2**	**3**	**2**	**3**	**1**	**1**		**1**	**2**
Significant Interactions	CO	UT	HE	TH	FE	NE	H/F	U/F	H/T	U/T	H/N	U/N
HExIN								**4**				
UTxIN										**3**		
UTxHE						**4**						
SMxSC												**4**
R^2_{adj}	.649	.698	.664	.717	.707	.712	.706	.757	682	.771	.760	.703

Note: Co: Comprehensive Ads / UT (or U): Utilitarian Ads / HE (or H): Hedonic Ads / TH (or T): Think Product / FE (or F): Feel Product / NE (or N): Neutral Product

ANCOVA: Significant of Interactions

ANCOVA was conducted to examine the forms of each significant interaction variable in the hierarchical regression analyses.

Neutral Product

A one-way ANCOVA was conducted for global attitude toward the ad for neutral products. Since the interaction between utilitarian and hedonic dimensions was shown to be a significant variable in the regressions, their interaction was examined in ANCOVA only to observe the form of their interaction pattern. Independent variable consists of interaction terms between utilitarian and hedonic dimensions[12]. The covariates are hedonic, utilitarian and interestingness dimensions that were founded as the predictors of the dependent variable in the result of hierarchical regression (See Table 34).

Interaction of factors was first analyzed by creating a line plot, which demonstrates the interaction pattern (see Figure 5) and ANCOVA results indicate a significant interaction between hedonic and utilitarian dimensions, $F = (9, 113) = 25.102$, $p<.001$, partial $\eta^2 = .667$ was significant, consistent with the regression results. Figure 6 shows that the combined effect of utilitarian and hedonic dimensions is positively associated with global attitude toward the ad beyond their positive additional effects, considered separately. When significant direct predictors are entered as covariates, the interaction term still exhibits a significant positive slope. That is, whereas individuals

[12] The interaction score was calculated by utilitarian scores times hedonic scores. Since the variable was quantitative, to run it using ANCOVA this should be categorical variable. Thus, they were categorized into ten groups. Making ten categories is to

who rated low utilitarian and hedonic factors do not like the advertisement for neutral products, individuals who like the advertisement rated high both of the dimensions.

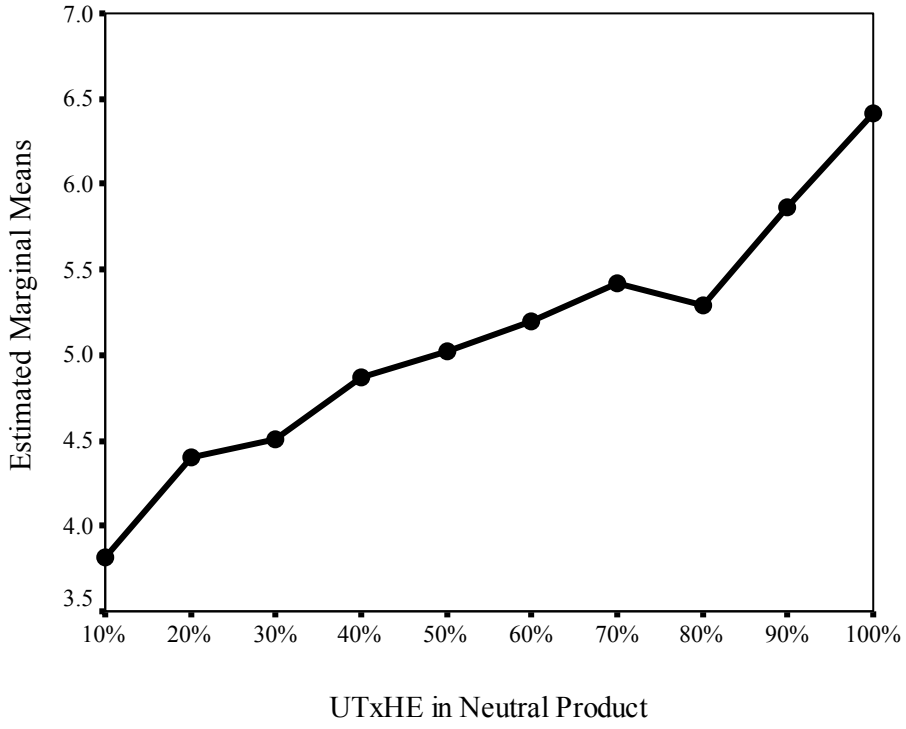

FIGURE 5
Line Plot of Interaction between Utilitarian and Hedonic Dimensions
As a predictor of Global Aad for Neutral Product Ad

BNX: Utilitarian Ad in Feel Product

A one-way ANCOVA was conducted on global attitude toward the ad in utilitarian of feel product. Since the interaction between interestingness and hedonic dimensions was shown as a significant variable in regression, their interaction was only examined in

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observe the variable's change in detail. They were recoded from 1 and 10.

ANCOVA to observe their interaction patterns. Independent variable consists of interaction terms between interestingness and hedonic dimensions[13]. The covariates are hedonic, utilitarian and interestingness dimensions that were founded as the predictors of the dependent variable in the result of hierarchical regression (See Table 34).

The form of the interaction is evident in the line plot, which demonstrates a positive slope (see Figure 6).

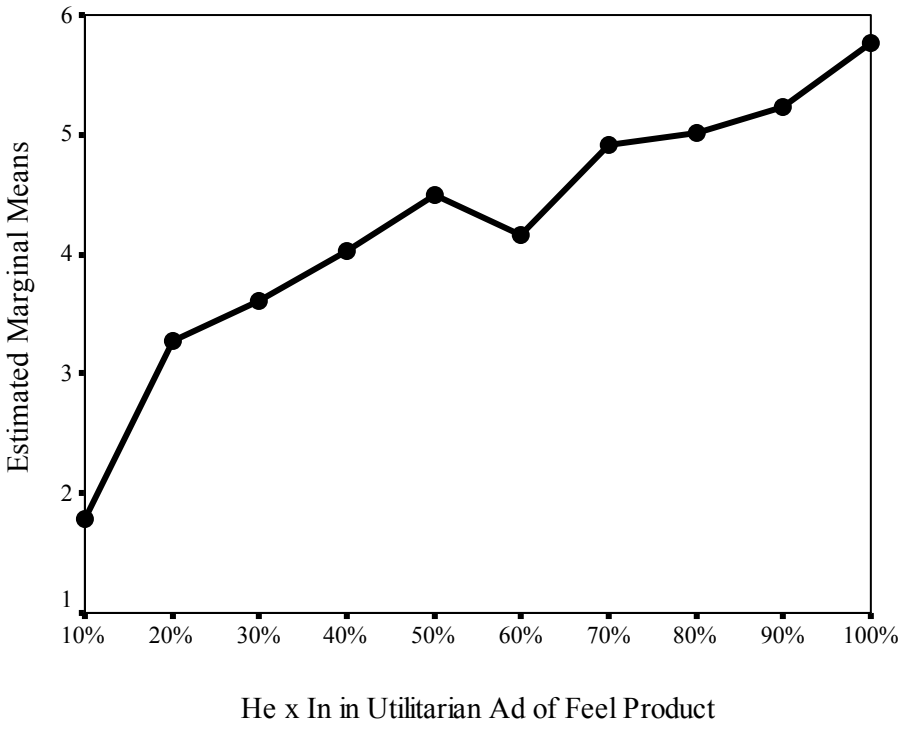

FIGURE 6
Line Plot for Interaction between Hedonic and Interestingness Dimensions for Global Attitude toward the Ad in Utilitarian ad for the Feel Product

The ANCOVA results also indicate that the interaction between interestingness and utilitarian dimensions, $F = (9, 113) = 35.319$, $p<.001$, partial $\eta^2 = .738$ is significant,

[13] Recoded as a decile score, assigned values 1 to 10.

inconsistent with the regression results. That is, unlike the result of hierarchical multiple regressions (β=-.483), the interaction pattern of hedonic and interestingness dimensions is positively interrelated: whereas individuals who rated low interestingness and hedonic factors do not like the utilitarian advertisement for feel product, individuals who like the advertisement rated high both of the dimensions.

Panon: Utilitarian Ad for the Think Product

A one-way ANCOVA was conducted on global attitude toward the utilitarian ad for the think product, entering all significant direct predictors as covariates. Since the interaction between the utilitarian and interestingness dimensions was shown to be a significant variable in the regression analysis, their interaction was examined in the ANCOVA only to observe the form of the interaction pattern. The independent variable consists of the interaction terms, for the utilitarian and interestingness dimensions[14]. The covariates are hedonic and utilitarian dimensions, which were founded to be the predictors of the dependent variable in hierarchical regression model (See Table 34).

The form of the interaction of factors is first analyzed by creating a line plot, which demonstrates a positively sloped interaction pattern (see Figure 7) and also by the ANCOVA results, which indicate that the interaction between interestingness and utilitarian dimensions, $F = (9, 113) = 39.803$, $p<.001$, partial $\eta^2 = .760$ is significant, consistent with the regression results.

[14] Recoded as a decile score, assigned values 1 to 10.

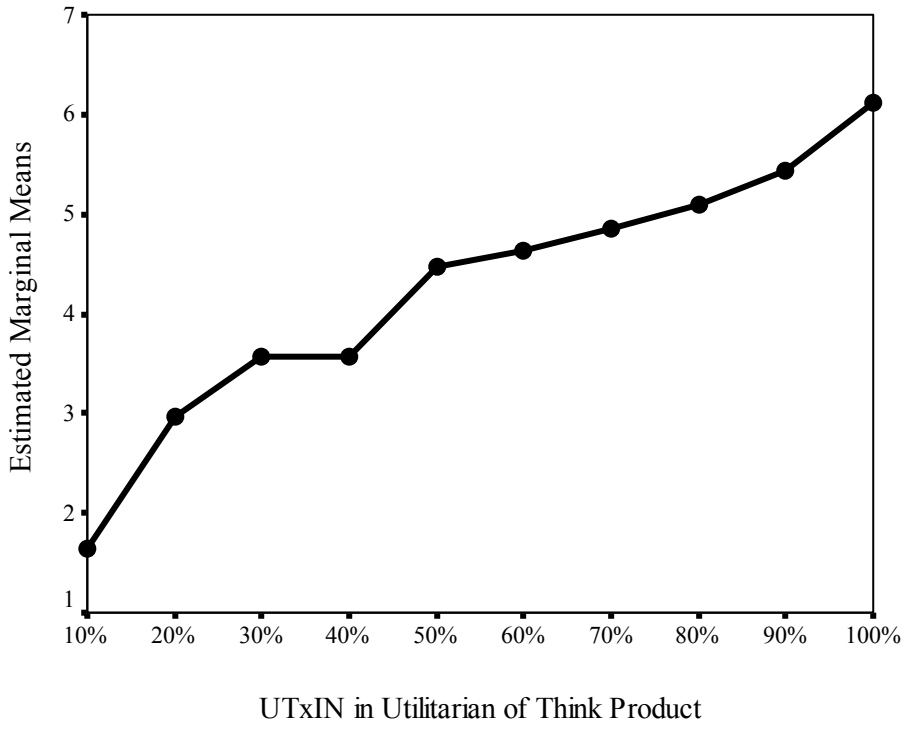

FIGURE 7
Line Plot for Interaction between Utilitarian and Interestingness Dimensions for Global Attitude toward the Ad in Utilitarian ad for the Think Product

That is, whereas people who rated low utilitarian and interestingness factors do not like the utilitarian advertisement for think product, people who like the advertisement rated high both of the dimensions.

Wpot: Utilitarian Ad for the Neutral Product

A one-way ANCOVA was conducted on global attitude toward the utilitarian ad for the neutral product. Since the interaction between self-monitoring (SM) and self-schema separateness-connectedness (SC) dimensions was shown as a significant variable in the regression, their interaction is examined in the ANCOVA only to observe the form of the

interaction pattern. The independent variable consists of the interaction terms between SM and SC[15]. The covariates are hedonic, utilitarian, hedonic and interestingness dimensions that was founded to be the predictors of the dependent variable in hierarchical regression analysis (See Table 34).

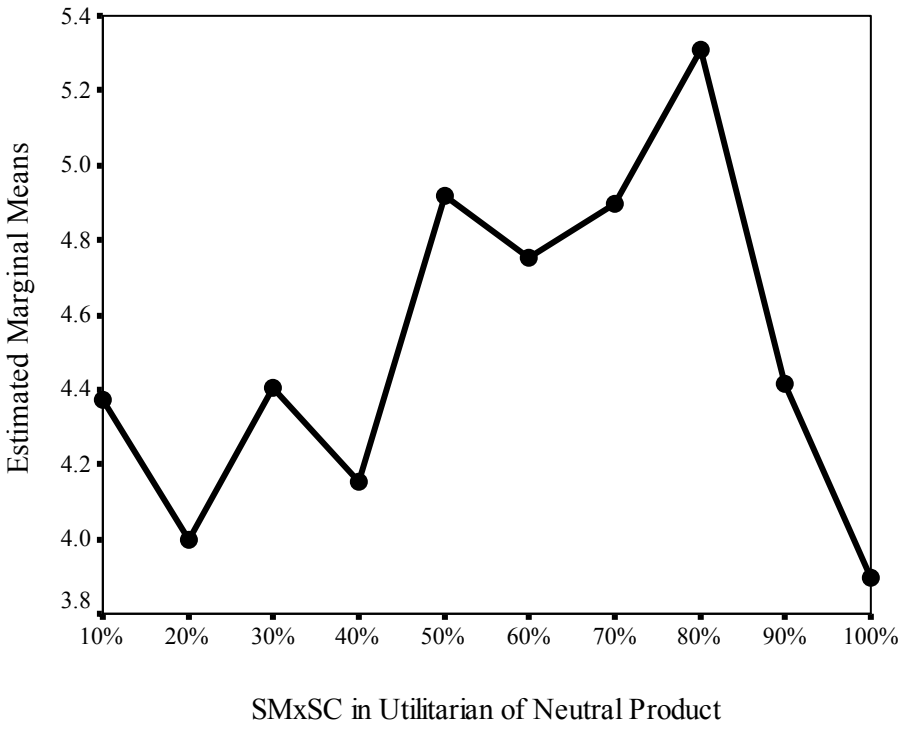

FIGURE 8
Line Plot for Interaction between SM and SC
for Global Attitude toward the Ad in Utilitarian ad for Neutral Product

Interaction of the two factors was first analyzed by creating a line plot, which demonstrates a curvilinear form for the interaction pattern (see Figure 8). The ANCOVA results indicate the relationship between the recoded SM and SC interaction term and the dependent variable was not significant. However, the metric two-way interaction

[15] Recoded as a decile score, ranging from 1 to 10.

between SM and SC was found to be a significant predictor of global attitude toward the utilitarian advertisement for the neutral product in the hierarchical multiple regressions. Additionally, the plots suggest there are mean differences among pairs of score across the ten groups. Thus, the post-hoc test, LSD was conducted.

Table 35
LSD: Multiple Mean Comparisons in SMxSC

(I) SMxSC	(J) SMxSC	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower	Upper
2.00	8.00	-1.3077	.4818	.008**	-2.2622	-.3532
4.00	8.00	-1.1538	.4720	.016*	-2.0890	-.2186
5.00	10.00	1.0208	.4913	.040*	4.745E-02	1.9942
7.00	10.00	1.0000	.4913	.044*	2.661E-02	1.9734
8.00	4.00	1.1538	.4720	.016*	.2186	2.0890

Note: *** indicates significance at p<.001. ** indicates significance at p<.01. * indicates significance at p<.05

Table 35 shows there are some mean differences in high and low SMxSC scores. That is, connected people scoring low in self-monitoring and separated people scoring high in self-monitoring do not like utilitarian ads for neutral product. Those eight greatest global liking are in the 5^{th} to 8^{th} decide of the range of the interaction term.

CHAPTER IV

DISCUSSION AND CONCLUSION

This chapter summarizes findings from this study, discusses implications for advertising practitioners and researchers, notes limitations and makes suggestions for future study.

Discussion

This study is explored for the potential antecedents, including individual differences (i.e., self-monitoring, need for cognition and self-schema separateness-connectedness) and attitudinal dimensions of Aad. In addition, these variables are examined across advertising message strategies and types of products.

R1: Multidimensional Structure in Global Aad

A principal component factor analysis with promax rotation was conducted to determine what underlying attitudinal dimensions exist for global Aad. The result shows that global attitude toward the ad is multidimensional structure. The analysis produced a three-component solution, which was evaluated and determined with the following criteria: (1) eigenvalue, (2) variance, and (3) scree plot. These criteria indicate a six-component solution explaining 75 percent of the common variance. This solution was

appropriate. Consequently, 14 items with high loadings on one of the first three components were included, and 13 items[16] were not included due to low communalities. Labels for the dimensions were chosen based on the three attitudinal dimensions that Olney, Holebrook and Batra (1991) used in their study. Consequently, underlying attitudinal dimensions, utilitarian, hedonic and interestingness dimensions, exist for global Aad.

Dimension I, the utilitarian dimension, was identified by evaluation of the ad as being functional, beneficial, efficient, useful, and effective. Ahtola (1985) wrote that the utilitarian aspect of attitude toward an object relates to the object's usefulness and value as perceived by consumer. According to Hu (2000), utilitarian criteria refer to the usefulness or performance-related attributes. Therefore, Dimensions I clearly represents this utilitarian dimension.

Dimension II, the hedonic dimension, was depicted by happy, cheerful, pleasant and enjoyable. According to Random House Webster's College Dictionary, the word, "hedonic" is defined as "characterized by pleasure (p.602)." Hedonic criteria concern the experiential affect associated with an object and may range from emotion (pleasure, happiness and fun) to symbolic or value-expression (self-concept and self-expression) (Hu 2000). Therefore, Dimensions II is identical with the definition of "hedonic."

Dimension III, the interestingness dimension, was identified by items such as curious, interesting, not boring and exciting. Interestingness has been used in attitude

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[16] Sensuous (.54), amusing (.53), necessary (.59), delightful (.68), handy (.66), playful (.66), productive (.63), problem solving (.64), practical (.68), thrilling (.64), funny (.63), fun (.66), and attention (.65)

studies as part of a multi-item measure of global attitude toward the ad (Olney, Holebrook and Batra 1991). Additionally, the effect of interestingness on liking was observed by Berlyne (1960). The items such as curious, interesting and not boring are consistent with the items that the previous research provided (Olney, Holebrook and Batra 1991). However, this study found one new item, exciting, which was not found in the previous studies. Consequently, this result shows that global attitude toward the ad is multidimensional structure.

R2: Individual Difference as a Predictor for Aad

Hierarchical multiple regressions were conducted to examine the predictors of global Aad with individual differences (self-monitoring, need for cognition and self-schema separateness-connectedness) in the first block. Since the three individual differences have been powerful predictors for advertising effectiveness (Aaker 1999; Haugtvedt, Petty & Cacioppo 1992; Shavitt, Lowery & Han 1992; Wang and Mowen 1997), it was expected that they would predict global Aad. This is not the case when they are considered as direct predictors.

Two-way interaction between self-monitoring and self-schema is a significant predictor for attitude toward the utilitarian advertisement for neutral product. The interaction pattern shows that, after controlling for direct attitudinal predictors, connected people with low scores in self-monitoring and separated people with high scores in self-monitoring do not like utilitarian ads for neutral product. Except for the SMxSC interaction for the utilitarian advertisements for the neutral product, all other regressions

results exhibit no direct and indirect effect of individual differences on global Aad. Thus, their role as direct predictors on moderators is not supported.

R3-1: Relationship between Attitudinal Dimensions and Global Aad

Hierarchical multiple regressions were conducted to determine the effect of attitudinal dimensions (i.e., utilitarian, hedonic and interestingness dimensions) on global Aad for the six advertisements. This comprehensive model accounts the 64.9 % of variance in global attitude toward the six advertisements. Therefore, the utilitarian, hedonic and interestingness dimensions are powerful predictors of global attitude toward the ad.

The result shows the hedonic dimension is the dominant predictor of Aad and interestingness and utilitarian dimensions follow that order. It may be concluded that attitude toward the advertisement is largely explained by evaluation on the hedonic dimensions.

The two-dimensional structure (i.e., utilitarian and hedonic dimensions) underlying global attitude toward advertisements is consistent with that observed in consumer research (Batra & Ahtola 1990; Tinkham & Weaver-Lariscy 1994). In Tinkham and Weaver-Lariscy's (1994) study, the explained variance over the ten moderated multiple regression analyses ranges from a low of 39 % to a high a 61 %.

In this study, the additional dimension, interestingness, increased the explained variance. It shows that interestingness is also an influential predictor for global Aad. Therefore, this finding suggests that global attitude toward the ad is likely to be

determined not by a unidimensional evaluative structure but rather a multidimensional structure. Note, however, that the multidimensional structure was observed to be oblique.

R3-2: Relationship between Attitudinal Dimensions and Type of Advertisements

Hierarchical multiple regressions were conducted to determine the effect of dimensions (i.e., utilitarian, hedonic and interestingness dimensions) on Aad across 2 types of advertisements (utilitarian and hedonic advertisements).

The utilitarian model accounts for 69.8 % of the variance in global attitude toward the utilitarian advertisement. Specially, utilitarian, hedonic and interestingness dimensions are powerful predictors of global attitude toward the utilitarian advertisement. The result shows the interestingness dimension is a dominant predictor of Aad, and the utilitarian and hedonic dimensions follow in order.

The result shows that attitude toward the utilitarian advertisement is largely explained by the interestingness dimension, perhaps because the effortful information in the utilitarian ad demanded more arousal than in hedonic advertisement in order to process it cognitively.

The hedonic model accounts for 66.4 % of the variance in global attitude toward the hedonic advertisement. In this model, the utilitarian, hedonic and interestingness dimensions are powerful predictors of global attitude toward the hedonic advertisement. The result shows the utilitarian dimension has a dominant effect on Aad, and hedonic and interestingness dimensions follow in order. It may be concluded that utilitarian dimension largely accounts for attitude toward the utilitarian advertisement. This is a

counterintuitive variance in the evaluation of a pattern, suggested that hedonic appeal depends strongly on how useful it is perceived to be.

R3-3: Relationship between Attitudinal Dimensions and Type of Products

Hierarchical multiple regressions were conducted to determine the effect of dimensions (i.e., utilitarian, hedonic and interestingness dimensions) on Aad across 3 types of products (think, feel and neutral products).

The think product model accounts for 71.7 % of the variance in global attitude toward the ad for think products. In this model, utilitarian, hedonic and interestingness dimensions are powerful predictors of global attitude toward the ad for think products. As expected, the result shows the utilitarian dimension has a dominant effect on Aad, and interestingness and hedonic dimensions follow in order. It may be concluded that attitude toward the ad for think products is largely explained by the utilitarian dimension. Since think products are closely related to their usefulness in consumers' minds, global evaluation of ads for think product is based powerfully on how positive its utilitarian attributes are judged to be.

The feel product model accounts for 70.7 % of the variance in global attitude toward the ad for feel products. The utilitarian, hedonic and interestingness dimensions are powerful predictors of global attitude toward the ad for feel products. As expected, the result shows the hedonic dimension to be a dominant influence on Aad, and utilitarian and interestingness dimensions follow in order. It may be concluded that the hedonic dimension largely accounts for attitude toward the ad for feel product. This result shows

that feel products are easily associated with pleasant experiences, linked with the products.

The neutral product model accounts for 71.2 % of the variance in global attitude toward the ad for neutral products. In this model, utilitarian, hedonic and interestingness dimensions are powerful direct predictors of global attitude toward the ad for neutral products. Additionally, a two-way interaction between the utilitarian and hedonic dimensions is evident, with a potential evaluations on both dimensions positively related to global Aad, beyond that explained by additive effects alone. The result shows the hedonic dimension is a dominant influence on Aad, and interestingness and utilitarian dimensions, follow in order. The interaction effect was considered only after the direct effects. It may be concluded that hedonic dimension largely accounts for attitude toward the ad for neutral products.

The result of regressions for comprehensive advertisements and for neutral products shows that if product differences and type of advertisement are controlled, the hedonic dimension is the dominant predictor to global Aad. This general finding is consistent with the idea that consumers do not want to process advertisements in an effortful way and that they do not pay much attention to ads in general. Thus, they tend to place greater priority on whether advertisements give pleasure rather than on their usefulness for decision making. However, this general tendency requires qualification when product and message strategy factors enter into the analysis.

Implications for Advertising Researchers

As stated above, a unidimensional conceptualization of Aad was not enough to account for the evaluative variance of Aad. In Tinkham and Weaver-Lariscy's (1994) study, two dimensions, utilitarian and hedonic dimensions, were examined as predictor of global attitude toward the ten political advertisements. They found that the explained variance over the ten moderated multiple regression analyses ranges from a low of 39 % to a high a 61 %. However, in this study examining global attitude toward six advertisements using three dimensions (i.e., utilitarian, hedonic and interestingness dimensions) as predictors, the adjusted variance over the six regression analyses ranges from a low of 68.2% to a high a 77.1%. This result shows Aad should be considered as a multidimensional structure.

A second implication for researchers is that the type of product is a more influential factor on Aad than variations advertising message strategies. In this study, the advertisement for the feel and think products produced regression results exactly as expected: the hedonic dimension was dominant for feel products and the utilitarian dimension was dominant for think products. However, the utilitarian and hedonic advertisements did not produce differential results: the dominant predictor of the hedonic advertisements was the utilitarian dimension and the dominant predictor of the utilitarian advertisement was the interestingness dimension. This regression result shows that the type of product is a more powerful factor on the Aad predictive model is than advertising message strategy. Additionally, the explained variance of Aad for think (71. 7 %) and feels product (70.7 %) is higher than the variance of attitude toward the utilitarian ad

(69.8 %) and hedonic ad (66.4 %). In the updated and completed FCB Grid, Ratchford (1987) translated the think side of the grid into products bought for utilitarian needs, where the main focus lies on functional performance and which are cognitively processed and evaluated. The feel side was interpreted to represent products where the drive for purchase is ego gratification, social acceptance and sensory stimulation (Claeys, Swinnen & Abele, 1995). That is, think-feel products can be characterized by utilitarian and value-expressive motives, respectively, for procession information in advertisements. Furthermore, consistent with previous research on attitude functions that are associated with particular products (Shavitt 1990; Shavitt, Lowrey & Han 1992), the type of product strongly influences both the functional content of subjects' attitude descriptions and the ads that they believe are appropriate. Therefore, in conducting experiments or surveys that focus on the role of Aad, attention should be paid to the product that the researcher uses in his/her study.

Implications for Advertising Practitioners

Advertising is increasingly competing for consumer attention in the competitive market place. As advertising budgets increase, brand selections flourish, and the consumer is surrounded by product claims from the media, marketing practitioners and advertising agencies must become increasingly aware of the communication values of their advertising messages.

In such a complicated market, there are several things that advertising practitioners should consider. First, consumer research projects should use multiple items

in measuring their attitude toward the ad, as both a means if accounting for variance and diagnosing determinants of global evaluations. Second, product type is very important factor in creating effective advertising campaign. If the advertised product is think product, advertising practitioners should entice consumers' utilitarian motives using a predominantly utilitarian advertising message strategy in the advertising campaign. On the other hand, it is very reasonable that hedonic motives are important drives for feel product. For neutral products, with both think and feel aspects, the synergistic effect of a combined think and feel strategy should not be overlooked.

Limitations

Some limitations should be noted. First, since this study was conducted with college student sample, the results cannot be generalized to the consumer as a whole. According to Brown and Stayman (1992), student samples can be expected to be more homogenous and tend to yield higher correlations than do non-student samples. Thus, the use of student subjects appears to have an upward-biasing effect on the strength of some relationships. This effect is a limiting condition on the generalizability of results generated from student samples.

Second, attitudinal dimensions mediated the relationship between individual differences and the global attitude toward the advertisement. If the regressions had been run with separate attitudinal dimensions as dependent variables and individual differences as independent variables, the results suggest that individual differences are direct predictors of specific attitudinal dimensions (e.g., self-monitoring is a predictor of the

utilitarian dimension). This means that the effects of individual differences on global attitude toward the ad are fully mediated by attitudinal dimensions, precluding the observation of any direct effects on global Aad and only limited mediating effects.

Finally, it is hard to say that utilitarian ads and hedonic ads exactly represent the intended own character in the visual and verbal context of the test advertisements. Since the stimuli advertisements that were used in this study were adapted from Korean Magazine, it is possible to control the verbal content to match each strategy, utilitarian or hedonic. However, it is more difficult to isolate its visual content to each separately. Even though the manipulation check showed that participants considered utilitarian ads to be utilitarian strategies and hedonic ads as hedonic ones, it is not clear that they consider visual and verbal contents at the same time. Further, product type seems to confound ad strategy perceptions in that the utilitarian vs. hedonic difference scores tapped difference positions of the scale range.

Suggestions for Future Study

First, since self-schema separateness-connectedness was recognized as an engrossing individual difference in cross-cultural consumer behavior studies (Wang, Bristol, Mowen and Charkraborty 2000), it is very worthy to study of Aad cross-culturally. It could be assumed that depending on their culture, people may be respond to different attitudinal dimensions (i.e., utilitarian, hedonic and interestingness dimensions) in evaluative advertisements.

Second, media could be a possible factor affecting determinants of global Aad. Depending on types of media, people may respond to different dimensions (i.e., utilitarian, hedonic and interestingness). For instance, the Internet seems more likely to be associated with the utilitarian dimension than television is, due to inherent characteristics in the medium or its audience (e.g., interactivity, level of attention).

Finally, further examination of the role of individual differences is justified. While this thesis tested their direct and moderating role, evidence suggests that they are more likely direct determinants not of global Aad but of the underlying attitudinal dimensions. Thus, their impact on global Aad may be mediated by those evaluative dimensions. Additional analysis of possible complex interactions between product type and message strategy is also an appropriate area of further investigation.

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APPENDICES

APPENDIX A: TESTBOOKLET

Advertising Study
Summer 2003

Thank you for participating in this study of advertising! All of your responses throughout the study will be completely confidential. Thank you for your cooperation. I hope you will enjoy participating!

Please tell me about you. Everything is confidential. Your personal information will be helpful to figure out who you are for your extra credit. Also, you should answer your frequently used e-mail address to make appointment for the second part of this project. Please print.

Name: _____

Student Number: _____

You are _____male or _____female (check one).

E-mail Address _____

You age? _____ Your race? _____

What is your intended major or area of study?_____

Please tell me your possible time to participate to the second session, experiment in this study. I have reserved #203 in Journalism and Mass Communication Building from May 27 to May 29.

Please, check you two possible times to complete your participation.

Time/Dates	Tuesday, May 27	Wednesday, May 28	Thursday, May 29
1:00			
2:00			
3:00			
4:00			

- The experiment will be punctually started every hour on the hour from 1 until 4 P.M.
- Since there is limit to experimental material, no more than ten people could participate to the same time slot. Thus, I will assign the people who return their completed test booklet early to their best time first.
- After returning your completed test booklet, I will let you know your appointment time via e-mail within at least two days. If you do not receive e-mail after two days, please e-mail me at eunsunlee@aol.com.
- To earn extra credit, you should complete this test booklet and attend to the experiment.

PART 1

INSTRUCTION: The statements below concern your personal reactions to a number of different situations. No two statements are exactly alike, so consider each statement carefully before answering. IF a statement is TRUE or MOSTLY TRUE as applied to you, circle the "T" next to the question. If a statement is FALSE or NOT USUALLY TRUE as applied to you, circle the "F" next to the question.

(T) (F) 1. I find it hard to imitate the behavior of other people.

(T) (F) 2. My behavior is usually an expression of my true inner feelings, attitudes, and beliefs.

(T) (F) 3. At parties and social gatherings, I do not attempt to do or say things that others will like.

(T) (F) 4. I can only argue for ideas which I already believe.

(T) (F) 5. I can make impromptu speeches even on topics about which I have almost no information.

(T) (F) 6. I guess I put on a show to impress or entertain people.

(T) (F) 7. When I am uncertain how to act in a social situation, I look to the behavior of others for cues.

(T) (F) 8. I would probably make a good actor.

(T) (F) 9. I rarely seek the advice of my friends to choose movies, books, or music.

(T) (F) 10. I sometimes appear to others to be experiencing deeper emotions than I actually am.

(T) (F) 11. I laugh more when I watch a comedy with others than when alone.

(T) (F) 12. In groups of people, I am rarely the center of attention.

(T) (F) 13. In different situations and with different people, I often act like very different persons.

(T) (F) 14. I am not particularly good at making other people like me.

(T) (F) 15. Even if I am not enjoying myself, I often pretend to be having a good time.

(T) (F) 16. I'm not always the person I appear to be.

(T) (F) 17. I would not change my opinions (or the way I do things) in order to please someone else or win their favor.

(T) (F) 18. I have considered being an entertainer.

(T) (F) 19. In order to get along and be liked, I tend to be what people expect me to be rather than anything else.

(T) (F) 20. I have never been good at games like charades or improvisational acting.

TURN THIS PAGE. PLEASE CONTINUE.

PART 1 (CONT')

INSTRUCTION: The statements below concern your personal reactions to a number of different situations. No two statements are exactly alike, so consider each statement carefully before answering. IF a statement is TRUE or MOSTLY TRUE as applied to you, circle the "T" next to the question. If a statement is FALSE or NOT USUALLY TRUE as applied to you, circle the "F" next to the question.

(T) (F) 21. I have trouble changing my behavior to suit different people and different situations.

(T) (F) 22. At a party, I let others keep the jokes and stories going.

(T) (F) 23. I feel a bit awkward in company and do not show up quite as well as I should.

(T) (F) 24. I can look anyone in the eye and tell a lie with a straight face (if for a right end).

(T) (F) 25. I may deceive people by being friendly when I really dislike them.

TURN THIS PAGE. PLEASE CONTINUE.

PART 2

INSTRUCTION: For each of the statements below, please indicate to what extent the statement is characteristic of you. If the statement is extremely uncharacteristic of you (not at all like you) please write a "1" to the left of the question; if the statement is extremely characteristic of you (very much like you) please write a "5" next to the question. Of course, a statement may be neither extremely uncharacteristic nor extremely characteristic of you; if so, please use the number in the middle of the scale that describes the best fit. Please keep the following scale in mind as you rate each of the statements below: 1 = extremely uncharacteristic; 2 = somewhat uncharacteristic; 3 = uncertain; 4 = somewhat characteristic; 5 = extremely characteristic.

_____1. I would prefer complex to simple problems.

_____2. I like to have the responsibility of handling a situation that requires a lot of thinking.

_____3. Thinking is not my idea of fun.

_____4. I would rather do something that requires little thought than something that is sure to challenge my thinking abilities.

_____5. I try to anticipate and avoid situations where there is likely chance I will have to think in depth about something.

_____6. I find satisfaction in deliberating hard and for long hours.

_____7. I only think as hard as I have to.

_____8. I prefer to think about small, daily projects to long-term ones.

_____9. I like tasks that require little thought once I've learned them.

_____10. The idea of relying on thought to make my way to the top appeals to me.

_____11. I really enjoy a task that involves coming up with new solutions to problems.

_____12. Learning new ways to think doesn't excite me very much.

_____13. I prefer my life to be filled with puzzles that I must solve.

_____14. The notion of thinking abstractly is appealing to me.

_____15. I would prefer a task that is intellectual, difficult, and important to one that is somewhat important but does not require much thought.

_____16. I feel relief rather than satisfaction after completing a task that required a lot of mental effort.

_____17. It's enough for me that something gets the job done; I don't care how or why it works.

_____18. I usually end up deliberating about issues even when they do not affect me personally.

TURN THIS PAGE. PLEASE CONTINUE.

PART 3

INSTRUCTION: For each of the statements below, please indicate to what extent the statement describes you. If the statement does not describe you at all please write a "1" to the left of the question; if the statement describes you very well please write a "5" next to the question. Of course, a statement may neither describe you at all nor describe you very well; if so, please use the number in the middle of the scale that describes the best fit. Please keep the following scale in mind as you rate each of the statements below: 1 = does not describe you at all; 2 = does not describe somewhat; 3 = uncertain; 4 = describes somewhat; 5 =describes you very well.

_____1. I often find that I can remain cool in spite of people around me being excited.

_____2. I enjoy the way I am rather than the way other people would like me to be.

_____3. To become an adult means to become myself and to be distinct from others.

_____4. I feel more comfortable having someone to rely on rather than dealing with my problems alone.

_____5. I will stick to my own opinions if I think I am right, even if I might lose popularity with others.

_____6. I have my own privacy, which I would never share even with my closest family members or partner.

_____7. There should be a clear boundary between me and others, even with my parents, spouse, and closet friends.

_____8. I would like to solve my personal problems by myself, even if someone else can help me.

_____9. Most of the time, I do not get involved in other people's personal problems.

THANK YOU FOR YOUR PARTICIPATION.
Be sure to bring your completed test booklet back
to the BOX next to the room # 213 in Journalism Building by this Friday, May 23.
After returning, you will receive an e-mail to confirm your appointment time for the second session of this study within 7 days.
When you complete the both sessions, your professor will give EXTRA CREDIT.

APPENDIX B: MAIN QUESTIONNAIRE

Thank you for participating in this study of advertising!
All of your responses throughout the study will be completely confidential.

You will rate seven international advertisements during this experiment.
Please tell us what you think or feel about them.

Each advertisement has two pages of the questionnaire.
Before moving to the next advertisement,
make sure that you completed two pages per each ad.

Thank you for your cooperation.
We hope you will enjoy participating!

AD#1

On the rating scales below place a check mark (✓) in the space that best describes your opinion about the advertisement you just saw.

The advertisement I just saw…

Not Fun _____:_____:_____:_____:_____:_____:_____ Fun

Useful _____:_____:_____:_____:_____:_____:_____ Useless

Interesting _____:_____:_____:_____:_____:_____:_____ Not Interesting

Bad _____:_____:_____:_____:_____:_____:_____ Good

Practical _____:_____:_____:_____:_____:_____:_____ Impractical

Not Delightful _____:_____:_____:_____:_____:_____:_____ Delightful

Not Sensuous _____:_____:_____:_____:_____:_____:_____ Sensuous

Makes me curious _____:_____:_____:_____:_____:_____:_____ Does not make me curious

Functional _____:_____:_____:_____:_____:_____:_____ Not Functional

Sensuous _____:_____:_____:_____:_____:_____:_____ Not Sensuous

Poor Quality _____:_____:_____:_____:_____:_____:_____ Good Quality

Not Thrilling _____:_____:_____:_____:_____:_____:_____ Thrilling

Favorable _____:_____:_____:_____:_____:_____:_____ Unfavorable

Helpful _____:_____:_____:_____:_____:_____:_____ Unhelpful

Not Funny _____:_____:_____:_____:_____:_____:_____ Funny

Unpleasant _____:_____:_____:_____:_____:_____:_____ Pleasant

Makes others buy the advertised product. _____:_____:_____:_____:_____:_____:_____ Does not makes others buy the advertised product.

TURN THIS PAGE. PLEASE CONTINUE. RATING AD#1.

AD#1

The advertisement I just saw…

Beneficial _____:_____:_____:_____:_____:_____:_____ Harmful

Handy _____:_____:_____:_____:_____:_____:_____ Not Handy

Efficient _____:_____:_____:_____:_____:_____:_____ Inefficient

Not Playful _____:_____:_____:_____:_____:_____:_____ Playful

Dislike quite a lot _____:_____:_____:_____:_____:_____:_____ Like quite a lot

Unproductive _____:_____:_____:_____:_____:_____:_____ Productive

Problem Solving _____:_____:_____:_____:_____:_____:_____ Not problem Solving

Dull _____:_____:_____:_____:_____:_____:_____ Exciting

Not boring _____:_____:_____:_____:_____:_____:_____ Boring

Not Happy _____:_____:_____:_____:_____:_____:_____ Happy

Enjoyable _____:_____:_____:_____:_____:_____:_____ Unenjoyable

Effective _____:_____:_____:_____:_____:_____:_____ Ineffective

Cheerful _____:_____:_____:_____:_____:_____:_____ Not Cheerful

Necessary _____:_____:_____:_____:_____:_____:_____ Unnecessary

Amusing _____:_____:_____:_____:_____:_____:_____ Not Amusing

Keeps my attention _____:_____:_____:_____:_____:_____:_____ Does not keep my attention

Makes me buy the advertised product. _____:_____:_____:_____:_____:_____:_____ Does not make me buy the advertised product.

STOP…. PLEASE TURN TO NEXT AD IN YOUR BOOKLET AND LOOK AT IT. THEN TURN THIS PAGE

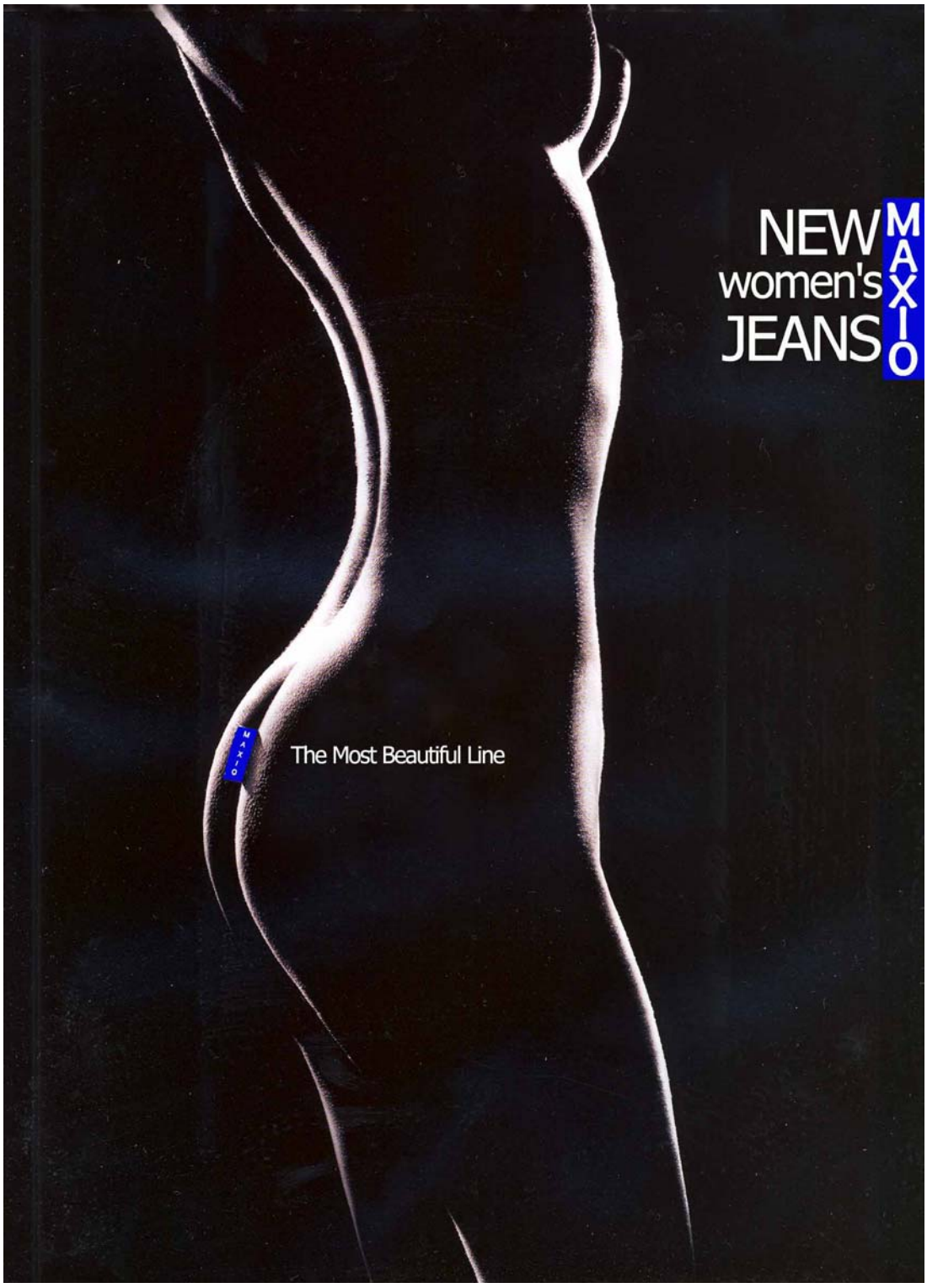
You are going to rate products in general.
On the rating scales below place a check mark (✓) in the space that best describes your opinion about the product category as a whole.
Imagine you purchase the following products,
please rate them without thinking about the advertisements that you saw before.

Jeans

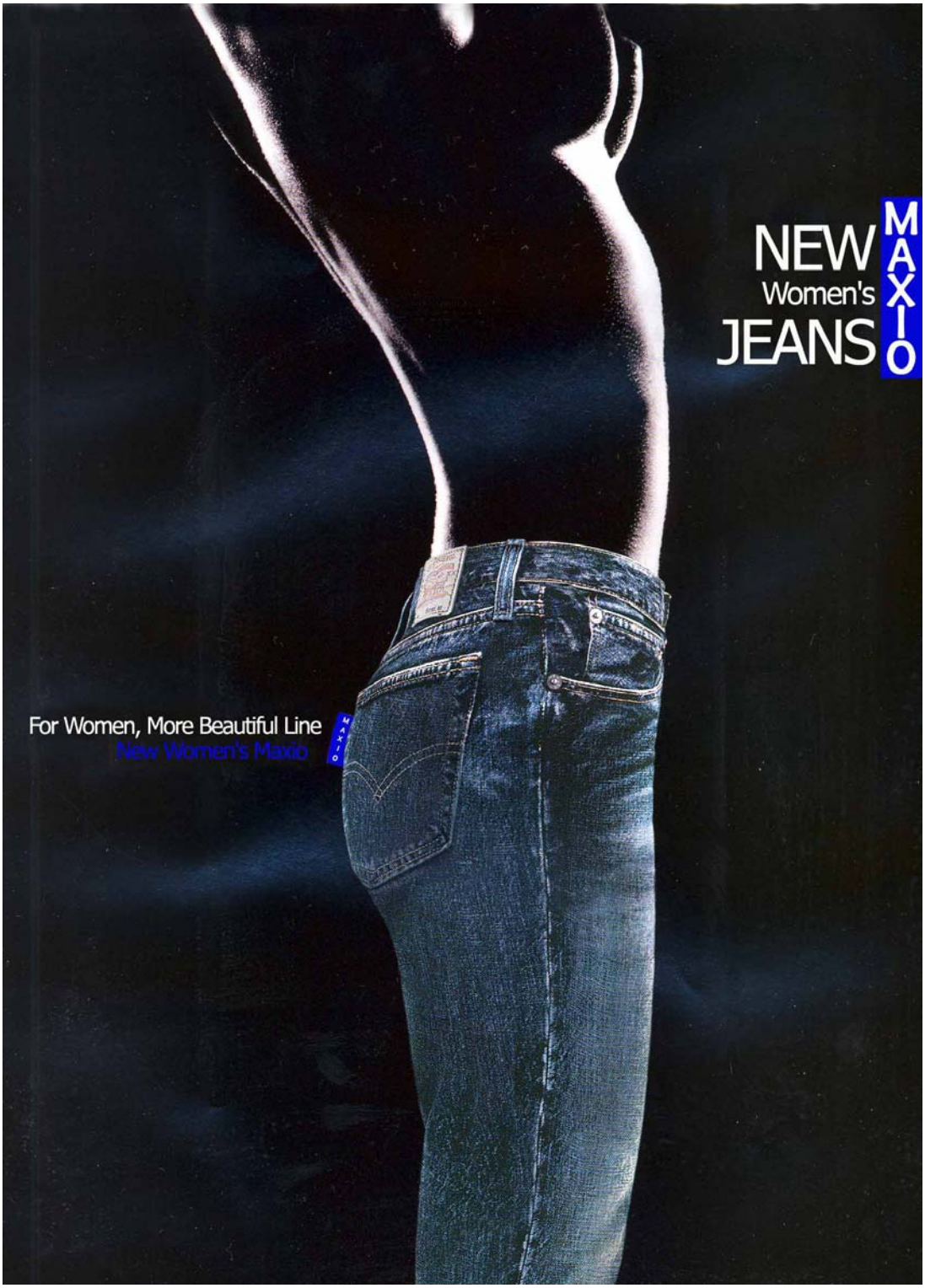
Decision is mainly logical or objective.	____:_____:_____:_____:_____:_____:_____	Decision is **NOT** mainly logical or objective.
Very unimportant decision	____:_____:_____:_____:_____:_____:_____	Very important decision
Decision requires lot thought	___:_____:_____:_____:_____:_____:_____	Decision requires little thought
Decision is based mainly on functional facts	____:_____:_____:_____:_____:_____:_____	Decision is **NOT** based mainly on functional facts
Lot to lose if you choose the wrong brand	____:_____:_____:_____:_____:_____:_____	Little to lose if you choose the wrong brand
Decision is **NOT** based on a lot of feeling.	____:_____:_____:_____:_____:_____:_____	Decision is based on a lot of feeling
Decision does express one's personality	____:_____:_____:_____:_____:_____:_____	Decision does **NOT** express one's personality
Decision is **NOT** based on looks, taste, touch, smell or sound.	____:_____:_____:_____:_____:_____:_____	Decision is based on looks, taste, touch, smell or sound.

TURN THIS PAGE. PLEASE CONTINUE.

APPENDIX C: ADVERTISEMENTS

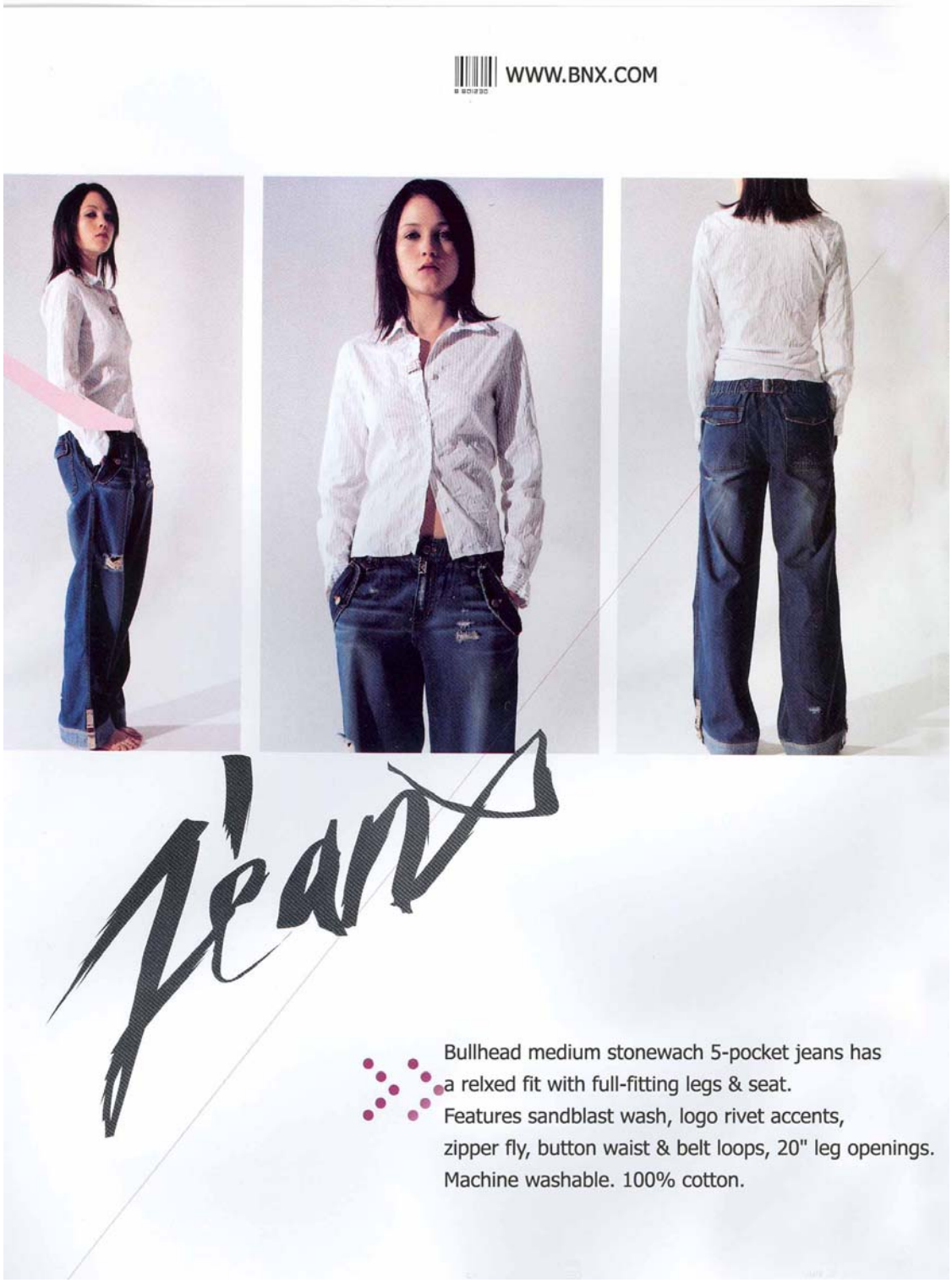


Hedonic Advertisement #1 for Feel Product, Jeans

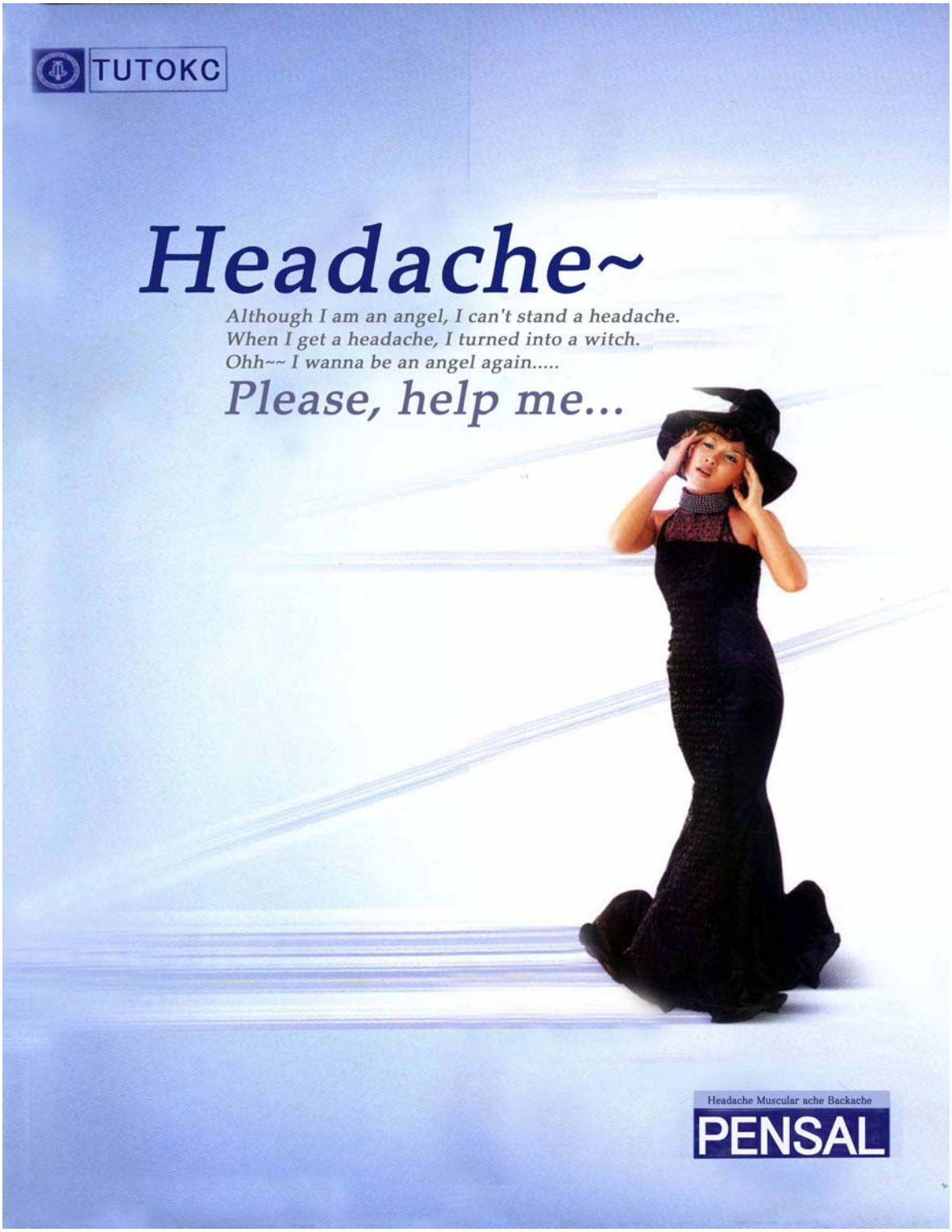


Hedonic Advertisement #2 for Feel Product, Jeans

Utilitarian Advertisement #1 for Feel Product, Jeans

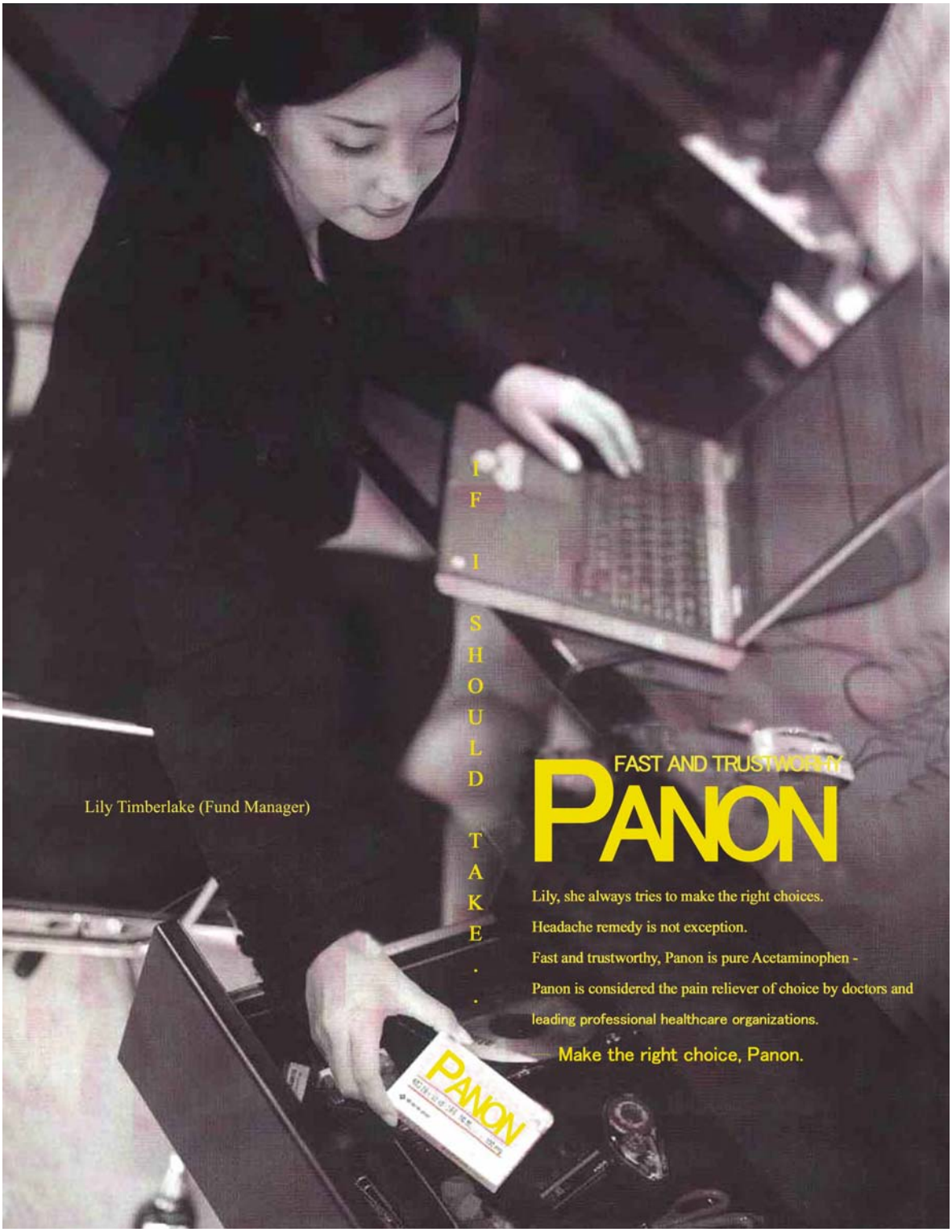


Utilitarian Advertisement #2 for Feel Product, Jeans



Hedonic Advertisement #1 for Think Product, Headache Remedy

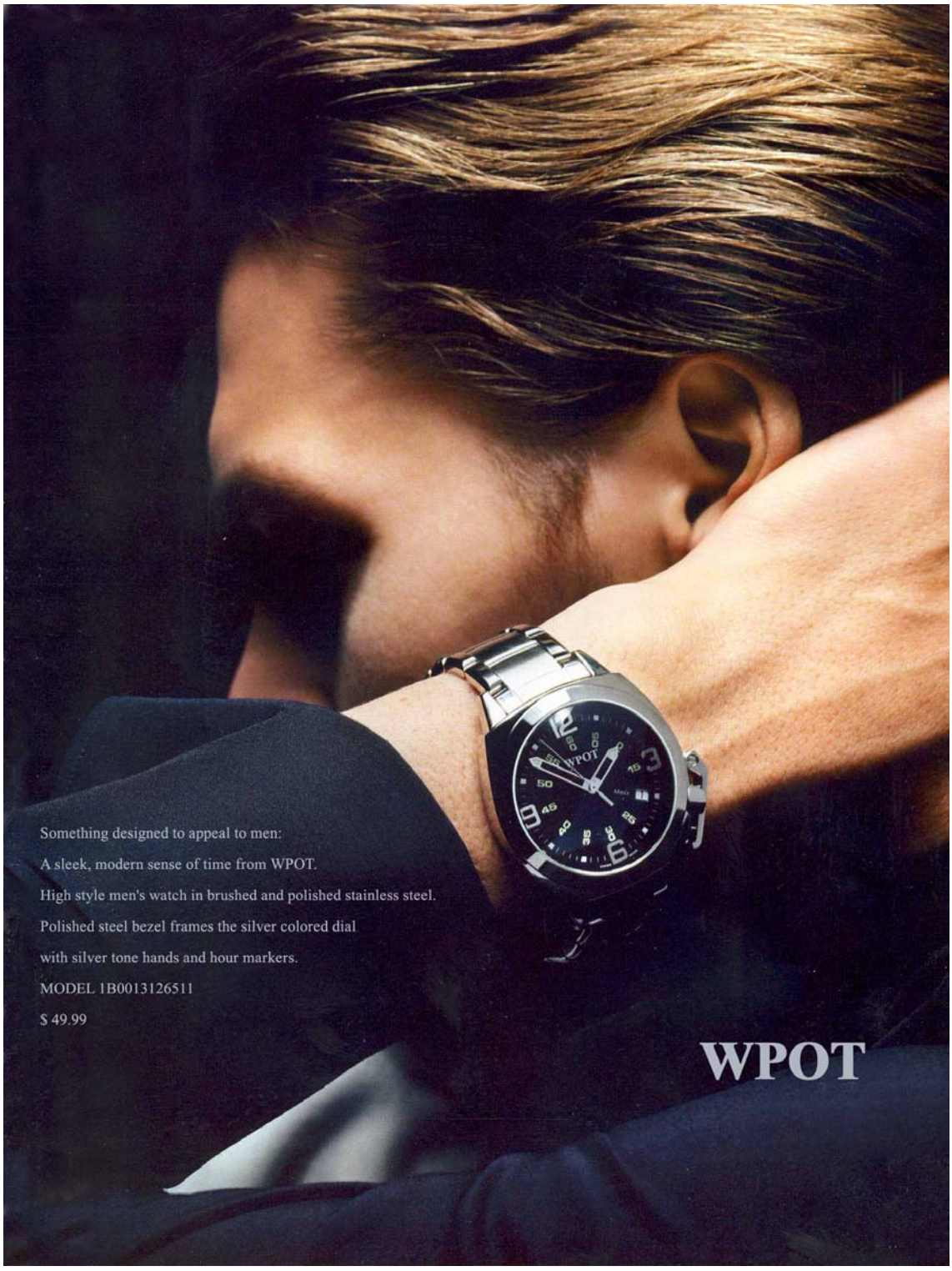
Hedonic Advertisement #2 for Think Product, Headache Remedy



Utilitarian Advertisement for Think Product, Headache Remedy

Hedonic Advertisement #1 for Neutral Product, Inexpensive Watch

Hedonic Advertisement #2 for Neutral Product, Inexpensive Watch



Utilitarian Advertisement for Neutral Product, Inexpensive Watch