THE EFFECT OF BRAND-ISSUE FIT ON A CORPORATE HEALTH-PROMOTION CAMPAIGN: THE MODERATING ROLES OF ISSUE INVOLVEMENT AND ADVERTISING STRATEGIES

by

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(Under the DIRECTION of Jooyoung Kim)

ABSTRACT

Although health issue promotion is becoming an increasingly popular marketing practice across various business areas, the role of fit between a sponsoring brand and the featured health issue in a successful corporate health-promotion campaign remains unclear. The current study investigated the effect of brand-issue fit on consumer responses to a health-promotion campaign and the moderating role of consumer involvement in the featured health issue. This study also examined the effects of advertising message strategies (elaborational vs. relational) on consumer responses under high and low brand-issue fit conditions. Results indicate that a campaign with high brand-issue fit, compared to a campaign with low brand-issue fit, elicited more favorable consumer attitude toward the ad, campaign, brand, and health issue. Results further show that intention to maintain a healthy diet was positively affected by brand-issue fit with an interaction of issue involvement, and an elaborational advertising message strategy (i.e., focuses on the merits of healthy activity) was found to be more effective than a relational strategy under the low-fit condition. Theoretical and practical implications of the findings are discussed.

INDEX WORDS: Health-promotion marketing, Behavioral intention, Brand attitude, Elaboration likelihood model, Issue involvement.

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CHAPTER 1

INTRODUCTION

An unhealthy diet is known to be a major cause of many chronic diseases, including diabetes, obesity, and cancer (World Health Organization, 2015). The Center for Disease Control and Prevention (CDC) has stated that 75% of healthcare spending is devoted to the treatment of preventable chronic diseases, most of which are related to diet (2009). However, chronic disease and obesity rates continue to increase (Hung, Ross, Boockvar, & Siu, 2011; The State of Obesity, 2015). Together with recommendations from and public campaigns by major public health organizations such as the World Health Organization (WHO), the role of corporate marketing in promoting a healthy diet has grown remarkably (Schrempf, 2014). Companies such as Coca-Cola and McDonald's are increasingly active in implementing marketing strategies that relate their brands and products to the promotion of healthy eating and drinking.

Although many brands have benefitted from an enhanced image through sponsorship of health initiatives, others have faced consumer backlash. For example, Herbalife's *Healthy Active Lifestyle* campaign (Sep 16, 2014), as well as running and other exercise campaigns by top sports brands (e.g., Nike, Adidas, and Asics), has been regarded as successful both in terms of making a profit and encouraging health-related behaviors. Some campaigns, however, such as Coca-Cola's *Anti-Obesity* (Jan 14, 2013), and McDonalds's *Healthy Lifestyle* (Sep 15, 2007), have received public criticism. This negative reaction can be attributed to a poor fit between certain brands and health issue promotion, for some products or services (e.g., fast food) are often perceived as inherently unhealthy. For example, Coca-Cola's *Anti-Obesity* campaign has been criticized for pretending that the company is part of the solution for obesity rather than part of the problem

because both the public and health experts believe that sugary beverages aggravate the obesity problem (Hellmich, 2013).

One crucial factor in the success of corporate health-promotion campaigns is how consumers perceive *the match* between a sponsoring brand and various health-related issues (e.g., obesity). Indeed, a good fit between a brand and its marketing objects has been regarded as the principal factor in the success of an advertising campaign in various marketing areas. For instance, a high level of congruity between a parent brand and an extension product category (e.g., Samsung introduces Galaxy Gear Smart Watch) can enhance consumer evaluation of the brand extension (Aaker & Keller, 1990, 1993). Likewise, in the context of brand alliance, when two brands in the composite have a greater fit in terms of complementary attributes (e.g., Nike and Apple's Nike+iPod [exercise and music]), success of the alliance is facilitated (Park, Jun, & Shocker, 1996). For celebrity endorsement, better spokesperson-product fit leads to favorable consumer attitude toward the product (e.g., Nike endorsed by Michael Jordan; Kamins & Gupta, 1994). Finally, in cause-related marketing, the fit between a sponsoring brand and a social cause (e.g., Columbia Sportswear sponsors National Park Foundation) can positively influence consumer evaluation of the sponsorship (Nan & Heo, 2007).

Similarly, a corporate health-promotion campaign uses association with other ideas (e.g., health-related issue) to achieve marketing goals (e.g., increased sales or enhanced brand image). Therefore, the fit between a brand and a health issue is also important to a successful health-promotion campaign. Nonetheless, few studies have addressed the role of fit in health marketing. Moreover, existing literature has primarily focused on the effect of brand-object fit (e.g., extensions, other brands, celebrities, and social causes) on outcomes such as attitude toward the campaign, attitude toward the brand, and purchase intention (Aaker & Keller, 1990, 1993;

Drumwright, 1996; Kamins & Gupta, 1994; Nan & Heo, 2007). However, little is known about the way that brand-issue fit influences consumer perception of health issues and the likelihood that consumers will adopt healthy behaviors. Although corporate marketing campaigns promoting social issues are primarily focused on maximizing profit or enhancing brand image, these strategies also have a positive influence on society (D'Amato, Henderson, & Florence, 2009). Indeed, corporate campaigns such as Nike's *Better for It* and Herbalife's *Healthy Active Lifestyle* aim to motivate consumers to exercise and be active in their lives while promoting their products. Such campaigns could successfully encourage consumers to maintain healthier lifestyles because the sponsoring brands' products are seen as closely related to the health issues being promoted.

Brand-issue fit might have different effects across a broad spectrum of consumer types because the involvement level in a particular health issue can vary from one individual to another. Research has shown that involvement in an issue can influence how people process and respond to issue-related information (Greenward & Leavitt, 1984; Kardes, 1988). Specifically, individuals who consider an issue to be less important are likely to be less motivated and process information based on positive surface cues rather than issue-related information (Cacioppo & Petty, 1984). On the other hand, highly involved individuals tend to engage in motivated central information processing and focus on issue-related information (Cacioppo & Petty, 1984). For example, for consumers who are seriously concerned with personal weight loss, whether the issue of healthy diet matches the sponsoring brand might have little significance for them because they are likely to focus primarily on information about the healthy diet itself. Therefore, determining the role that health-related issue involvement plays in the effectiveness of corporate health-promotion campaigns is important. Many studies also suggest that communication

strategies can enhance consumer perception of fit between a brand and its extensions/social causes by showing how the two are related (Aaker & Keller, 1990; Bridges, Keller, & Sood, 2000; Sohn, Han, & Lee, 2012). Consequently, examining advertising strategies that could improve consumer responses to a campaign given high or low levels of fit would give important insights to researchers and practitioners.

To improve perception of fit, two communication strategies (i.e., elaborational and relational) have been suggested in the brand extension literature (Aaker & Keller, 1990; Bridges et al., 2000). According to Bridges et al. (2000), an elaborational advertising strategy aims to elevate perceived fit by emphasizing extension product associations when the fit between a parent brand and the extension product category is low. On the other hand, a relational advertising strategy highlights parent brand associations and the relationship between the brand and its extensions when brand-issue fit is high (Bridges et al., 2000). In the health-promotion campaign context, for example, designing a McDonald's advertisement to promote a healthy diet campaign might call for an elaborational strategy. McDonald's specializes in hamburgers and french fries that can be perceived to cause unhealthy outcomes (e.g., obesity), and this perception could cause backlash against a health-promotion campaign. In this case, an elaborational advertising strategy that focuses mainly on the features and benefits of a healthy diet could separate the campaign from some negative inferences that might arise from poor brand-issue fit. On the other hand, relational advertising strategies, which highlight brand-related attributes and how they connect to the health issue, might work better in promoting Herbalife's healthy diet campaign. Herbalife primarily sells nutritional supplement products (e.g., protein shakes, herbal tea, and multivitamins), and these products could be seen as closely and positively related to a

healthy diet. In this case, a relational advertising strategy that emphasizes the positive attributes of Herbalife could encourage consumers to adopt healthy eating habits.

In summary, this study investigated the effect of brand-issue fit on consumers' (a) attitude toward the ad, (b) attitude toward the campaign, (c) attitude toward the sponsoring brand, (d) attitude toward the health issue, and (e) intention to maintain a healthy diet. The current study also examined (f) the moderating role of consumer health issue involvement in the effect of brand-issue fit on consumer responses and (g) how different advertising strategies (i.e., elaborational and relational) work under high and low levels brand-issue fit.

CHAPTER 2

LITURATURE REVIEW AND HYPOTHESES

Brand-Issue Fit and Consumer Responses to a Campaign

Associating a brand with an object or idea to boost sales or enhance brand image has been a popular strategy in various marketing areas. In the cause-related marketing context, a product or service is related to a social cause toward which consumers generally hold positive attitudes (Rifon, Choi, Trimble, & Li, 2004). In event sponsorship, a brand is often associated with a popular event (e.g., NASCAR sponsored by Coca-Cola; Speed & Thompson, 2000). Celebrity endorsement strategies typically pair a product with a well-regarded public figure, whereas a brand extension strategy is a marketing technique that introduces a new product using an already reputable brand name (Aaker & Keller, 1990).

Despite its prevalence in various marketing areas, no single widely-shared definition of fit exists (Bridges et al., 2000). Depending on context, fit can be conceptualized as a match, similarity, or compatibility between a brand and another object (e.g., product extension, social cause, or another brand) in product category (Aaker & Keller, 1990; Boush & Loken, 1991), product image (Varadarajan & Menon, 1988), function (McDonald, 1991), or value (Lee, Park, Rapert, & Newman, 2012). Similarly, in a corporate health-promotion campaign, a brand is paired with a health-related issue (e.g., healthy diet). In many cases, a brand could match well with a health issue if the product-related benefits are directly and positively associated with the health issue (e.g., Herbalife's *Healthy Life Style* campaign or Nike's *Running* campaign).

A good fit between a brand and an object has consistently been regarded as a major determinant of marketing success in various contexts. For example, Rifon et al. (2004) suggested

that sponsoring a congruent social cause can improve attitude toward the sponsoring brand. Also, consumer evaluation of a brand extension tends to be favorable when there is a high perception of fit between the product categories of the parent brand and its extension (Aaker & Keller, 1990).

This positive effect of fit on consumer responses could occur because consistency in people's thoughts plays a key role in attitude formation (Meyers-Levy & Tybout, 1989). According to Meyer-Levy and Tybout (1989), consumers often use existing brand schemata in processing and evaluating newly-introduced product information. In psychology, a schema refers to a stored framework of cognitive knowledge that is connected to other related information in one's memory (DiMaggio 1997; Thorndyke, 1984). When their pre-existing schema is congruent with new information, people tend to view the information positively; on the other hand, when encountering information that is incongruent with their existing schema, people might have difficulty resolving the schema-information relationship, resulting in frustration and a negative response (Mandler, 1982). In same vein, consumers are likely to use pre-existing schema about a sponsoring brand when they encounter and evaluate a health-promotion campaign. For example, when consumers see Herbalife's healthy diet campaign, the campaign is likely to seem well-matched with existing brand schemata (e.g., vitamins, herbal tea, nutrition) in their memory because they are regarded as complements to a healthy diet. This match between the schemata and the campaign could lead consumers to experience cognitive congruity, eliciting positive consumer responses to the campaign. On the other hand, if McDonald's (a restaurant chain that sells fast food and is widely perceived to be a major cause of diet-related diseases) sponsors a campaign promoting a healthy diet, consumers' schemata for McDonald's (e.g., hamburgers, soft drinks, and fries) are not likely to match the image of a healthy diet. This incongruent brand-

issue fit might cause consumers to experience cognitive frustration, leading to negative responses.

The Effect of Brand-Issue Fit on Consumer Brand Attitude

In addition to its influence on consumer responses to the campaign itself, different levels of brand-issue fit might either reinforce or undermine consumer attitude toward the sponsoring brand. Keller (1993) argued that positive or negative attitudes toward the sponsorship become new affective associations with the brand. Similar to this explanation, Simmons and Becker-Olsen (2006) suggested that high fit between a brand's associations and a sponsored cause can enhance consumer attitude toward the sponsoring brand. Also, Koo, Quarterman, and Flynn (2006) argued that a high image fit between a sporting event and a sponsoring brand led consumers to have a positive brand image and attitude. Accordingly, the current study proposed that consumer evaluation of a sponsoring brand would be more positive with high brand-issue fit and more negative with low brand-issue fit.

This study predicted that high brand-issue fit would have a positive effect on brand evaluation and behavioral intention. Consumer responses to the campaign were investigated in terms of (a) attitude toward the ad, the campaign, the brand, and the issue of healthy diet and (b) intention to maintain a healthy diet. Although more direct consumer responses such as purchase intention are frequently-measured variables in advertising research, corporate health promotion campaigns generally aim to enhance brand image, thereby boosting long-terms sales. Indeed, corporate health initiative ads often do not tout specific products or services as ad stimuli of this study. For this reason, this study decided to exclude purchase intention as a dependent variable of interest.

H1: Perceived fit between a brand and its promotion of a healthy diet will be positively related to (a) attitude toward the ad, (b) attitude toward the campaign, (c) attitude toward the brand, (d) attitude toward the health issue, and (e) intention to maintain a healthy diet.

The Moderating Role of Health Issue Involvement

People tend to be highly involved in an issue when it has personal relevance, significant consequences, and intrinsic importance in their lives (Petty & Cacioppo, 1979; Sherif & Hovland, 1961; Zaichkowsky, 1994). However, people might not be greatly concerned with health issues because they are often overly optimistic about their own health-related risks (Burger & Burns, 1988). This personal importance, or relevance, has been often conceptualized as "involvement" (Petty & Cacioppo, 1986).

Several models of persuasion (e.g., Chaiken, 1980; Petty & Cacioppo, 1983) have suggested that people with different levels of involvement in an issue are likely to have different motivations when processing issue-relevant information (Chaiken, 1980; Petty & Cacioppo, 1983). Particularly, ELM (Petty & Cacioppo, 1984) proposes that individuals employ either a central or a peripheral route when processing information, depending on their level of motivation. Specifically, people who regard an issue as critical to their lives (i.e., high issue involvement) are likely to be motivated to use the central route, through which they exert the cognitive effort required to evaluate the issue-relevant arguments presented to them. Under such conditions, people tend to focus more on highly diagnostic cues, such as quality and validity of the message (Petty & Cacioppo, 1986). On the other hand, people with low involvement with an issue are likely to engage in peripheral information processing, through which they evaluate information based on a superficial analysis of simple and available cues (i.e., peripheral cues),

such as general impressions, to help them process information and form a positive attitude (Petty & Cacioppo, 1984).

Based on this understanding, it can be inferred how levels of health issue involvement might moderate the effect of brand-issue fit on consumer responses. As noted, low issue involvement correlates with a low motivation to process issue-relevant information; this type of consumer is likely to rely on available and salient cues when evaluating health-promotion campaigns. Because consumer perception of fit between a brand and another object tends to make the association salient and easily accessible in consumers' minds (Aaker & Keller, 1990; Broniarczyk & Alba, 1994), high brand-issue fit might act as a peripheral cue in prompting favorable consumer responses. As indicated by ELM, such information (i.e., fit between brand and associated object) is likely to be used by individuals with low issue involvement, helping them process information and form positive attitudes (Petty & Cacioppo, 1984). Aaker and Keller (1990) also argued that low-motivation consumers tend to assess whether new information is typical of their prior knowledge because doing so requires less effort. In this regard, if consumers perceive high fit between a brand and a health issue, they could rely on their perception of fit in assessing and forming attitude toward the health-promotion campaign. On the other hand, consumers with high issue involvement are likely to employ significant cognitive resources and scrutinize campaign information closely, given their greater motivation to process issue-relevant information. Consequently, brand-issue fit might not be as important for them.

Based on this discussion, this study proposed the moderating effect of issue involvement in the relationship between the level of brand-issue fit and the hypothesized outcomes (i.e., consumer responses to a health-promotion campaign):

H2: Consumer involvement with the issue of healthy diet will moderate the effect of brand-issue fit on (a) attitude toward the ad, (b) attitude toward the campaign, (c) attitude toward the brand, (d) attitude toward the health issue, and (e) intention to maintain a healthy diet. That is, the positive effect of brand-issue fit will be greater for consumers with low issue involvement than those with high issue involvement.

Relational vs. Elaborational Advertising Strategies

Given that brand-issue fit is a subjective perception, scholars have argued that communication strategies can influence levels of perceived fit by providing an explanatory link between two items (e.g., a brand and its campaign; Aaker & Keller, 1990; Bridges et al., 2000; Sohn et al., 2012). Specifically, an explanatory link can enhance perceived fit by explaining how two items are related (Bridges et al., 2000).

In establishing explanatory links, Bridges et al. (2000) proposed relational and elaborational communication strategies under low and high perceived fit conditions, respectively, in a brand extension context. According to their research, an elaborational advertising strategy is designed to address attributes and benefits of brand extensions when a brand introduces a new product from a dissimilar product category (Bridges et al., 2000). In explaining the elaborational advertising strategy, Aaker and Keller (1990) used the hypothetical example of "Heineken popcorn." For this hypothetical case, elaborating only on the features and benefits of popcorn itself might prevent the negative consumer perception that the popcorn would taste like beer (Aaker & Keller, 1990). According to Bridges et al. (2000), an elaborational communication strategy can weaken the connection with the parent brand as new associations are created for the brand extension itself. Similarly, an elaborational advertising strategy for a corporate health-promotion campaign should focus mainly on the positive aspects of the healthy diet *per se*,

minimizing any potential negative inferences that may arise from low perceived brand-issue fit. Sohn et al. (2012) found that an elaborational communication strategy was effective for corporate social responsibility (CSR) under a low brand-cause fit condition.

On the contrary, relational communication is defined as a strategy that emphasizes and addresses parent brand associations that could provide an explanatory link (Bridges et al., 2000). This relational communication mechanism is based on the associative model of memory (Anderson, 1983). According to this model, memory of a certain object is stored as nodes that correspond to other related concepts and properties (Anderson, 1983; Herr & Fazio, 1990). In the same vein, brand associations can be thought of as stored nodes that are linked with a variety of associative nodes (e.g., brand-related properties, usage situations) and vary in strength (Keller, 1993; Keller & Aaker, 1992). If brand associations are strong, then an extensive number of nodes linked to them will be retrieved from memory (Keller, 1993). In this regard, under a high brand-issue fit condition, consumer perception of fit can be enhanced by emphasizing the positive traits and attributes of the sponsoring brand, as well as its relationship to the health issue, because consumers are likely to retrieve connected associations that might be positively related to the health issue. Therefore, consumers are more likely to feel that the brand is closely and positively associated to the issue.

Given the discussion above, this study posited that an elaborational ad message strategy (i.e., focusing on healthy diet issue-relevant information itself) would be more effective under the low brand-issue fit condition, while a relational message strategy (i.e., focusing on the association between the brand and the issue of a healthy diet) would be more effective under the high brand-issue fit condition:

H3: Under the low brand-issue fit condition, an elaborational advertising message strategy will have a more positive effect than a relational advertising strategy on consumer (a) attitude toward the ad, (b) attitude toward the campaign, (c) attitude toward the brand, (d) attitude toward the health issue, and (e) intention to maintain a healthy diet.

H4: Under the high brand-issue fit condition, a relational advertising message strategy will have a more positive effect than an elaborational advertising strategy on consumer (a) attitude toward the ad, (b) attitude toward the campaign, (c) attitude toward the brand, (d) attitude toward the health issue, and (e) intention to maintain a healthy diet.

Table 1 presents the proposed hypotheses for this study.

CHAPTER 3

METHODOLOGY

Overview of the Study

A pretest was conducted to select two brands, one that would represent a high fit and one that would represent a low fit with the issue of a healthy diet. Subway (high fit) and Kentucky Fried Chicken (KFC) (low fit) were tested. Subway has been regarded as one of the healthiest fast food chains in the United States (Fox News, 2014). However, KFC is usually viewed as an unhealthy food provider (Knight, 2010; Young, 2014). Therefore, Subway was likely to fit the healthy diet issue better than KFC. Another pretest was conducted to develop the advertisement stimuli (high fit-elaborational, high fit-relational, low fit-elaborational, low fit-relational).

The main study used an experimental design to test the proposed hypotheses. All samples were recruited through Amazon Mechanical Turk (MTurk). MTurk is a crowd-sourcing web service that facilitates simple tasks such as survey completion (Paolacci, Chandler, & Ipeirotis, 2010), and Buhrmester, Kwang, and Gosling (2011) found that MTurk can help locate high-quality internet samples that are significantly more diverse than college samples and as reliable as samples recruited through traditional methods. Given that corporate health initiatives generally target a wide range of consumer groups, using MTurk to recruit respondents was appropriate to the purpose of this study. A total of 128 male (53.8%) and 110 female (46.2%) individuals participated in this study. A majority of participants were 25–34 years old (45.4%), followed by 35–44 (31.1%), over 45 (17.2%), and 18–24 (6.4%). Participants were varied in racial/ethnic background (Caucasian Americans [72.3%], Asian [11.8%], African-American

[8%], Hispanic/Latino [4.6%], and Native American [2.1%]) and highest completed level of education (high school/GED [12.2%], some college [81%], graduate degree [6.7%]).

The independent variables were brand-issue fit (i.e., high and low) and issue involvement. Brand-issue fit was manipulated by selecting two brands, and issue involvement was measured as a continuous variable. Participants were randomly assigned to four conditions (i.e., KFC-Relational, KFC-Elaborational, Subway-Relational, and Subway-Elaborational). The dependent variables were (a) attitude toward the ad, (b) attitude toward the campaign, (c) attitude toward the brand, (d) attitude toward the health issue, and (e) intention to maintain a healthy diet. Figure 1 displays the prediction model proposed to illustrate the overall relationship among the variables.

Measures

Independent Variables

Brand-issue fit was manipulated by selecting two brands that matched the issue of a healthy diet at high and low levels, respectively, in Pretest 1. In the pretest, participants were asked to look at a brand and indicate their opinion about the fit between that brand and the issue of a healthy diet on a three-item, seven-point bipolar scale ranging from 1 (strongly disagree) to 7 (strongly agree) (Nan & Heo, 2007; Simmons & Becker-Olsen, 2006) (M = 4.52, SD = 2.02, Cronbach's alpha = .97).

Involvement in the issue of a healthy diet was measured using two items on a 1 to 7 scale anchored by not at all/very much (Leippe & Elkin, 1987) (M = 5.32, SD = 1.43, Cronbach's alpha = .86).

Dependent Variables

Attitude toward the sponsoring brand was measured on a three-item, seven-point semantic differential scale anchored by good/bad, pleasant/unpleasant, and favorable/unfavorable (MacKenzie & Lutz, 1989) (M = 5.09, SD = 1.71, Cronbach's alpha = .98).

Attitude toward the campaign was measured using a three-item, seven-point scale anchored by good/bad, pleasant/unpleasant, and unlikable/likable (Kelly, Slater, & Karan, 2002) (M = 5.35, SD = 1.79, Cronbach's alpha = .99).

Attitude toward the ad was measured using a three-item, seven-point scale anchored by good/bad, pleasant/unpleasant, and favorable/unfavorable (MacKenzie & Lutz, 1989) (M = 5.22, SD = 1.76, Cronbach's alpha = .98).

Attitude toward healthy diet was measured using a semantic differential comprised of six bipolar, seven-point items. The anchoring adjectives were harmful/beneficial, foolish/wise, bad/good, unenjoyable/enjoyable, boring/interesting, and unpleasant/pleasant (Verplanken & Faes, 1999) (M = 5.65, SD = 1.21, Cronbach's alpha = .90).

Intention to maintain a healthy diet was measured by asking participants the extent to which they intended to eat healthily. Responses were given on a 7-point scale, anchored by certainly not (1) and certainly yes (7) (Verplanken & Faes, 1999) (M = 5.78, SD = 1.19).

Control Variables

Because pre-existing *brand familiarity*, *attitude toward the brand*, *brand credibility*, and *self health-efficacy* can mask the main effects of brand-issue fit, resulting in biased responses beyond or in addition to the fit effect, these pre-existing states had to be controlled. Especially in a low involvement situation, consumers might rely on brand familiarity, pre-existing brand attitude, and credibility as peripheral cues in evaluating brand-related objects (Aaker & Keller, 1990; Petty & Cacioppo, 1986). Also, consumers who believe in their ability to achieve health-

related goals might adopt health messages actively, whereas those who doubt their ability might not adopt or might even avoid health messages (Lee, Hwang, Hawkins, & Pingree, 2008). In this regard, respondents' self-health efficacy was measured for statistical control.

Brand familiarity was measured using two items on a 7-point scale anchored by experienced/inexperienced and knowledgeable/not knowledgeable (Machleit Allen, & Madden, 1993) (M = 6.07, SD = 1.10, Cronbach's alpha = .93).

Attitude toward the brand was measured on a three-item, seven-point semantic differential scale anchored by good/bad, pleasant/unpleasant, and favorable/unfavorable (MacKenzie & Lutz 1989) (M = 4.67, SD = 1.71, Cronbach's alpha = .98).

Brand credibility was measured on a five-item, seven-point bipolar scale ranging from 1 (strongly disagree) to 7 (strongly agree) (Baek, Kim, & Yu, 2010) (M = 5.10, SD = 1.30, Cronbach's alpha = .97).

Self health-efficacy was measured on a five-item, seven-point bipolar scale ranging from 1 (strongly disagree) to 7 (strongly agree) (Lee, Hwang, Hawkins, & Pingree, 2008) (M = 5.56, SD = 1.00, Cronbach's alpha = .87).

Tables 2-1 and 2-2 present detailed information about the main variables and measurements used in this study.

Pretest 1: Selection of Brands

In order to select the representative brands related to the issue of healthy diet at high and low levels of brand-issue fit, Pretest 1 was conducted. In the pretest, participants were asked to read a scenario in the form of a news article that introduced a health-promotion campaign sponsored either by Subway or KFC and were then asked to indicate their perception of fit

between each brand and the issue of a healthy diet. Appendix 1 presents the two scenarios used in this study.

Pretest 2: Advertisement Stimuli Development

To test the proposed hypotheses, relational and elaborational advertisements for two brands, KFC and Sunway, were created to measure the effectiveness of the two advertising message strategies at high and low brand-issue fit conditions. As mentioned earlier, the elaborational advertising stimulus primarily contained aspects and benefits of a healthy diet *per se* (Bridges, Keller, & Sood, 2000). On the other hand, the relational advertising stimulus focused on describing how the brand's positive associations were related to a healthy diet. Figures 2, 3, 4, and 5 present the advertising stimuli, which were tested to ensure that there were no differences in terms of quality, argument strength, persuasiveness, and healthiness in Pretest 2.

Main Study

To test the proposed hypotheses, participants were randomly assigned to four different conditions (low fit-elaborational, high fit-elaborational, low fit-relational, and high fit-relational) and were asked to indicate their health issue involvement, brand familiarity, pre-existing brand attitude, credibility, and self health-efficacy. Then participants were asked to look at an ad and indicate their opinions about the ad, the campaign, the brand, the issue, and their intention to maintain a healthy diet.

CHAPTER 4

RESULTS

A total of 240 respondents participated in the main study. Two of the responses were excluded from the final analysis because the respondents did not complete the survey ($N = 238$).

Manipulation Checks

Brand selection. A manipulation check of brand selection was conducted on the two fast food restaurant brands, KFC and Subway. In the pretest, respondents were asked to read the scenario introducing each brand's health-promotion campaign and answer the questions measuring the perceived fit between the brand and the issue of healthy diet. As expected, the results of one-way ANOVA showed that the two brands significantly differed in their level of perceived fit, $F(1, 119) = 57.28$, $p < .001$. The result indicates that Subway ($M = 5.42$, $SD = 1.54$) more closely matched the issue of healthy diet than KFC ($M = 2.93$, $SD = 1.99$) (see Table 3). Thus, brand selection was successfully manipulated for the main experiment.

Advertisement stimuli development. Four ad stimuli (KFC-relational, KFC-elaborational, Subway-relational, and Subway-elaborational) were developed for the main study. To prevent any confounding effects, respondents were asked to evaluate the ad stimuli to make sure there were no differences in terms of quality, argument strength, and persuasiveness across the ad stimuli. During this test, brand identifiers (e.g., logo, name, and type) in the ad stimuli were masked or replaced to avoid confounding effects from the respondents' existing brand attitudes. The results of one-way ANOVA indicated that there were no significant differences in quality ($F(3, 114) = .45$ $p = .77$), argument strength ($F(3, 114) = 1.64$, $p = .17$), persuasiveness ($F(3, 114) = .94$, $p = .44$), or healthiness ($F(3, 114) = 2.34$, $p = .07$) across the ad stimuli,

confirming that ad stimuli development manipulations for the main experiment were successful (see Table 4).

Hypotheses Testing

Effect of perceived fit on consumer responses. H1a through H1e predicted that perceived fit between a sponsoring brand and the issue of healthy diet would be positively related to consumer responses to the campaign. A one-way multivariate analysis of covariance (MANCOVA) was conducted to test these hypotheses. The independent variable was brand-issue fit (high and low). The dependent variables were attitude toward the ad, attitude toward the campaign, attitude toward the brand, attitude toward the health issue, and intention to maintain a healthy diet. To prevent any possible confounding effects, the respondents' pre-existing brand familiarity, attitude, credibility, and health self-efficacy were statistically controlled as covariates. A number of significant effects emerged with respect to the covariates. In this MANCOVA, all covariates, except for brand familiarity, had significant effects on the dependent variables at the multivariate level (Wilks's $\lambda = .97$, $F(5, 228) = 1.28$, $p = .28$, partial $\eta^2 = .03$). Table 5 displays detailed statistical information regarding to effects of covariates on the dependent variables at the univariate level. Gender effects were not significant on the dependent variables (Wilks's $\lambda = .97$, $F(5, 228) = 1.28$, $p = .28$, partial $\eta^2 = .03$).

The results of the MANCOVA indicate that, at the multivariate level, brand-issue fit had significant effects on the dependent variables (Wilks's $\lambda = .86$, $F(5, 228) = 7.73$, $p < .001$, partial $\eta^2 = .15$). Analyses of covariance (ANCOVA) were then conducted on the dependent variables as a follow-up to MANCOVA. The results of ANCOVA revealed that brand-issue fit significantly affected attitude toward the ad (H1a) ($F(1, 232) = 22.34$, $p < .001$, partial $\eta^2 = .09$), attitude toward the campaign (H1b) ($F(1, 232) = 37.60$, $p < .001$, partial $\eta^2 = .14$), attitude

toward the brand (H1c) ($F(1, 232) = 5.99$, $p = .02$, partial $\eta^2 = .03$), and attitude toward the health issue (H1d) ($F(1, 232) = 9.78$, $p < .01$, partial $\eta^2 = .04$). Therefore, H1a, H1b, H1c, and H1d were supported. However, brand-issue fit had no significant effect on intention to maintain a healthy diet (H1e) ($F(1, 232) = .07$, $p = .79$, partial $\eta^2 < .001$). Thus, H1e was not supported. Table 6 presents the adjusted means of the dependent variables under the high and low fit conditions.

Moderating effect of issue involvement. This study tested whether consumers' health issue involvement moderates the effects of brand-issue fit on their responses to a health campaign. To test the interaction effects, the PROCESS macro developed by Hayes (2013) was used. To prevent any possible confounding effects, the respondents' pre-existing brand familiarity, attitude, credibility, and health self-efficacy were statistically controlled.

The results show that the effect of brand-issue fit on attitudes toward the ad (B = -.07, SE = .13, $p = .59$), the campaign (B > -.01, SE = .14, $p = .98$), the brand (B = -.04, SE = .08, $p = .61$) and the issue (B = -.05, SE = .10, $p = .60$) did not vary by issue involvement. Thus, H2a, H2b, H2c, and H2d were not supported. The results do indicate that issue involvement significantly moderated the effect of brand-issue fit on intention to maintain a healthy diet (B = -.28, SE = .07, $p < .001$), thereby supporting H2e. However, an examination of simple slopes revealed an interesting finding. At a low level of issue involvement (-1SD), the effect of brand-issue fit on intention to maintain a healthy diet was significantly positive (B = .48, $p < .001$, 95% CI [.21, .74]). However, at a high level of issue involvement (+1SD), the effect of brand-issue fit on intention to maintain a healthy diet was significantly negative (B = -.33, $p = .02$, 95% CI [-.60, -.05]).

Advertising message effect. H3 and H4 posited that an elaborational advertising message strategy would be more effective than a relational advertising message for low brand-issue fit cases and that a relational advertising message would be more effective than an elaborational advertising message for high brand-issue fit. A two-way MANCOVA was used to test the interaction effects of brand-issue fit and ad message strategy on consumer responses. The independent variables were brand-issue fit (high and low) and ad message strategy (relational and elaborational); and the dependent variables were attitude toward the ad, attitude toward the campaign, attitude toward the brand, attitude toward the health issue, and intention to maintain a healthy diet. To prevent any possible confounding effects, the respondents' pre-existing brand familiarity, attitude, credibility, and health self-efficacy were statistically controlled. In this MANCOVA, all covariates, except for brand familiarity, had significant effects on the dependent variables at the multivariate level. Table 7 displays detailed statistical information regarding to effects of covariates on the dependent variables at the univariate level. Gender effects were not significant on the dependent variables (Wilks's $\lambda = .97$, $F(5, 228) = 1.28$, $p = .28$, partial $\eta^2 = .03$).

The results of the MANCOVA test revealed, at the multivariate level, a significant main effect of ad message strategy (Wilks's $\lambda = .85$, $F(5, 226) = 7.88$, $p < .001$, partial $\eta^2 = .15$), a significant main effect of brand-issue fit (Wilks's $\lambda = .85$, $F(5, 226) = 7.82$, $p < .001$, partial $\eta^2 = .15$), and a significant interaction effect of ad message strategy and brand-issue fit (Wilks's $\lambda = .93$, $F(5, 226) = 3.54$, $p < .01$, partial $\eta^2 = .07$) on the dependent variables. At the univariate level, the interaction between ad message strategy and brand-issue fit had significant effects on attitude toward the ad (H3a, H4a) ($F(1, 230) = 5.38$, $p = .02$, partial $\eta^2 = .02$), attitude toward the campaign (H3b, H4b) ($F(1, 230) = 4.17$, $p = .04$, partial $\eta^2 = .02$), and attitude toward the

health issue (H3d, H4d) ($F(1, 230) = 14.43$, $p < .001$, partial $\eta^2 = .06$). However, this interaction effect was not significant for attitude toward the brand (H3c, H4c) ($F(1, 230) = .22$, $p = .64$, partial $\eta^2 < .01$) and intention to maintain a healthy diet (H3e, H4e) ($F(1, 230) < .01$, $p = .96$, partial $\eta^2 < .001$).

Pairwise comparison tests were conducted to test the ad message strategy by brand-issue fit interaction effect on attitude toward the ad (H3a, H4a), attitude toward the campaign (H3b, H4b), and attitude toward the health issue (H3d, H4d) under the low and high fit conditions. Under the low brand-issue fit condition, the results show that the elaborational ad message generated more favorable attitude toward the ad than the relational ad ($M = 5.07$ versus 4.43, $p = .02$). Thus, H3a was supported. Similarly, for attitude toward the campaign, the elaborational ad was more effective than the relational ad under the low brand-issue fit condition ($M = 5.03$ versus 4.42, $p = .03$), supporting H3b. Lastly, the elaborational ad resulted in higher attitude toward the health issue than the relational ad ($M = 6.05$ versus 4.79, $p < .001$) under the low fit condition. Hence, H3d was supported. These pairwise comparisons indicate that under the low brand-issue fit condition, the elaborational ad message strategy was more effective than the relational ad message in terms of attitude toward the ad, attitude toward the campaign, and attitude toward the health issue. However, there were no differential effects of the two ad message strategies on consumer responses when brand-issue fit was high. The results revealed that relational and elaborational ad messages under the high brand-issue fit condition had no significantly different effects on attitude toward the ad ($M = 5.79$ versus 5.58, $p = .41$), attitude toward the campaign ($M = 6.05$ versus 5.88, $p = .52$), or attitude toward the health issue ($M = 5.75$ versus 6.00, $p = .19$), indicating that the effects of the two ad types on consumer responses

did not vary when brand-issue fit was high. Therefore, H4a, H4b, and H4d were unsupported (see Table 8).

CHAPTER 5

DISCUSSION

The goal of this study was three fold: (a) to investigate the effect of perceived fit between a brand and a health issue on consumer responses to a health-promotion campaign, (b) to explore the moderating role of consumer issue involvement on the relationship between brand-issue fit and consumer responses; (c) to test the effects of two ad message strategies (relational and elaborational) under the low and high fit conditions. A total of 20 hypotheses, including subsets, were proposed to achieve the study's goals. Results of all hypotheses are summarized in Tables 9, 10, 11, and 12.

The results of this study reveal a significant main effect of brand-issue fit on consumer responses. Specifically, consumer attitude toward the ad, campaign, brand, and health issue were found to be positively influenced by brand-issue fit, although brand-issue fit had no significant effect on intention to maintain a healthy diet. Next, the hypothesized moderating role of issue involvement in the effect of brand-issue fit was significant only on intention to maintain a healthy diet. Specifically, brand-issue fit was positively related to intention to maintain a healthy diet under the low issue involvement condition, whereas the effect of brand-issue fit was significantly negative on intention to maintain a healthy diet under the high issue involvement condition. Overall, this result is in line with ELM, which suggests that people focus on peripheral cues when their involvement level is low; therefore, a positive persuasive impact can be generated when there is a useful peripheral cue (i.e., brand-issue fit). However, when their involvement is high, the fit between the brand and the issue might not be influential in forming a

positive attitude. Tables 13 and 14 display the moderating role of issue involvement in the effect of brand-issue fit on the dependent variables.

The results also show that the elaborational ad message had a more positive effect than a relational message on attitude toward the ad, campaign, and health issue under the low brand-issue fit condition. However, the relational ad message was not found to be more effective than the elaborational ad message under the high fit condition. Tables 15-1 and 15-2 show the effects of advertising message strategies on the dependent variables under high and low fit conditions.

With respect to the effects of the covariates, this study found that brand attitude, credibility, and self-health efficacy were significantly related to the dependent variables. Overall, respondents' pre-existing brand attitudes and credibility had strong effects on their attitudes toward the ad, the campaign, and the brand, and self-health efficacy strongly affected attitude toward the issue and intention to maintain a healthy diet. Conversely, self-health efficacy had no effect on attitude toward the brand or the campaign, and pre-existing brand attitude and credibility had no effect on behavioral intention. Investigating the effect of fit and ad message strategies on responses to the brand (i.e., atitude toward the ad, the brand, and the campaign) and the issue (i.e., attitude toward the issue and intention to eat a healthy diet), this study found that brand attitude, credibility, and health efficacy complementarily reduced the confounding effects that can mask the main effects of brand-issue fit and ad message strategies. However, brand familiarity was not found to have a significant effect on any of the dependent variables. Therefore, more direct variables (e.g., frequency of visits to a restaurant) that can measure how familiar or experienced respondents are with a given restaurant brand, should be considered as covariates in future research.

Overall, the findings of this study show how "fit" can be relevant to corporate health-promotion campaigns, complementing previous research on the effects of "fit" in various marketing contexts, such as brand extension (Aaker & Keller, 1990, 1993) and cause-related marketing (Nan & Heo, 2007). In these areas, the fit or match between a brand and extension products or sponsoring causes has been regarded as a key influence on positive consumer evaluations. Similarly, the results of this study indicate that brand-issue fit had positive effects on consumer attitudes toward the ad, campaign, and health issue.

Also, the findings show that sponsoring a health issue that fits their brand improves consumer attitude toward the brand. This finding is consistent with Aaker (1991), who argued that brand image comprises a set of associations; a campaign that consumers positively evaluate will add positive associations to the existing set of brand associations. As the results of the current study show, the positively evaluated health-promotion campaign (i.e., a campaign with high brand-issue fit) was found to have a positive influence on consumer attitude toward the brand. In addition, the findings corroborate the schema-congruity effect (Meyers-Levy & Tybout, 1989). As proposed by Meyers-Levy and Tybout, when new information about a brand is consistent with pre-existing brand schemata, consumers are likely to experience cognitive consistency and thereby respond to the information favorably. Consistent with this brand-schema congruity effect, the participants in the current study responded more favorably to the health-issue campaign that was congruent with the sponsoring brand than to the campaign that was incongruent. Specifically, attitude toward the ad, campaign, brand, and issue were higher under the high brand-issue fit condition than the low brand-issue fit condition.

The findings are also consistent with the effects of advertising message strategy found in Bridges et al. (2000), which proposed two ad message strategies (i.e., relational and

elaborational) to improve the fit between a brand and an extension product under high and low fit conditions, respectively. Their study showed that an elaborational ad message strategy that primarily focused on conveying information relevant to the extension products was effective under the low brand-extension fit condition because it restrained negative assumptions that would typically follow low perceptions of fit. The results of the current study show that elaborating solely on the benefits of a healthy diet was effective under the low brand-issue fit condition, suggesting the usefulness of this ad message strategy in corporate health-promotion campaigns.

Despite the significance of the study's findings, many proposed hypotheses were not supported. First, intention to maintain a healthy diet was not found to be affected by either the main effect of brand-issue fit or the interaction of brand-issue fit and ad message type. One possible explanation is that the messages in the ad stimuli might not have been sufficiently persuasive to raise the respondents' behavioral intention. Indeed, the ad message in this study did not directly encourage action. Instead, it presented the benefits of a healthy diet or the sponsoring brand associations. Therefore, future studies should use ad stimuli with more direct and explicit persuasive messages that can induce behavioral intention to test the effect of brand-issue fit on intention to maintain a healthy diet.

Second, the results of this study did not discover any moderating effects of issue involvement on the effects of brand-issue fit on consumer responses except for the behavioral intention. One possible explanation for this unsupported result is that issue involvement alone might not be enough to determine information processing routes when consumers encounter a corporate health-promotion campaign. Because a corporate health-promotion campaign consists of two major aspects, a sponsoring brand and a health issue, both issue involvement and brand or

product involvement might need to be examined to see whether these factors influence information processing. Studies in advertising and marketing have suggested that consumer brand and product involvement can shape information processing routes (Petty, Cacioppo, & Schumann, 1983). According to their research, if consumers are highly involved with a product or brand, they are likely to give more consideration to message arguments about brand features, attributes, and benefits, whereas consumers with low product issue involvement are more likely to focus on peripheral cues (Petty & Cacioppo, 1979). Because the ad stimuli in this study contained both brand/product and health issue associations, product or brand involvement could affect the type of information processing that consumers use besides issue involvement. Therefore, future studies should consider investigating both issue involvement and product/brand involvement to measure how these two involvement types might influence the effect of brand-issue fit on consumer responses to corporate health-promotion campaigns. Also, measuring other consumer-side factors such as prior knowledge (Celsi & Olson, 1988) and need for cognition (NFC; Cacioppo & Petty, 1982), which have been known to affect which processing routes consumers use, could reveal whether brand-issue fit works as a peripheral cue.

Next, attitude toward the brand was not found to be affected by the interaction between brand issue fit and ad message type. Considering that the main effect of brand-issue fit had a significantly positive influence on attitude toward the brand, one possible reason for this unexpected result is that an elaborational ad message strategy might weaken the transfer of positive associations from the campaign to the sponsoring brand. As an elaborational ad message focuses on highlighting the benefits of a health issue and deliberately avoids addressing any sponsoring brand associations, the positive effect of an elaborational ad message strategy might influence consumer attitude toward the brand less.

Lastly, a relational ad message strategy, which was hypothesized to be more effective under the high brand-issue fit condition, was not found to be significantly more effective than an elaborational strategy. One possible explanation might be found in the concept of *explanatory link* suggested by Bridges et al. (2000). According to that study, elaborational and relational message strategies work to establish explanatory links that make the parent brand and its extension products hang together, enhancing perceived fit under low and high fit conditions, respectively. In high brand-issue fit cases, since explanatory links that connect a sponsoring brand and a health issue are likely already strong enough, differences in the effect of adding new explanatory links via a relational message or an elaborational message strategy on consumer responses might be marginal when brand-issue fit is high. In this way, the findings of the current study imply that the two ad message strategies did not have significantly different effects under the high brand-issue fit condition.

Future studies should also consider some important caveats. First, although this study revealed that high brand-issue fit was positively associated with consumer responses to a health-promotion campaign, the effects of multiple levels of brand-issue fit should be tested. According to Mandler (1982), a moderate incongruity between existing brand schemata and new information tends to stimulate information processing more than an extreme congruity or incongruity between information and schemata. Mandler argued that an extreme congruity between brand schemata and information would fall short of stimulating evaluation because the information would not be salient. Therefore, the level of elaboration on that information would not be high. Conversely, if information is extremely incongruent with existing schemata and reconciliation between incongruent information and existing schemata is difficult or impossible to achieve, consumers might become frustrated and respond negatively to the information. In this

regard, moderate incongruity between existing schemata and new information might elicit more favorable responses than extremely congruent or incongruent match ups. Hence, future studies should investigate the effect of multiple levels perceived fit between brands and health issues.

Second, although the two advertising message strategies were found to have different effects under the low brand-issue fit condition, the specific process by which each message strategy led consumers to become involved in elaborational and relational thought remains unclear. For example, the key point of an elaborational ad message strategy is to encourage consumers to engage in ad messages rather than brand-issue fit in order to hinder negative assumptions that arise from perceived low fit. On the other hand, a relational ad message strategy leads consumers to focus more on a relationship between a brand and an issue. From the point of view of ELM, processing ad message-relevant information occurs when consumers follow the central route of information processing, while they are likely to focus on peripheral cues (i.e., brand-issue fit) when they follow the peripheral route of information processing (Petty & Cacioppo, 1986). In this regard, to explore further the underlying mechanism of both ad message strategies in consumer response formation, testing how each ad message strategy induces or prevents message-relevant information processing from the ELM point of view could be useful.

Practical Implications

Over the years, businesses in the fields of sport, food service, and food production have actively promoted various health issues as part of their marketing strategies, and consumer responses to these campaigns hinge on how closely a brand and a health issue are perceived to be related or matched. For example, promoting a healthy lifestyle is one of the most popular marketing strategies for sports brands such as Nike and Adidas. These marketing campaigns have been successful because consumers can easily understand that their products complement a

healthy lifestyle. On the contrary, some healthy lifestyle initiatives by fast food restaurant brands (e.g., Coke's healthy lifestyle campaigns) receive public criticism and often become unsuccessful because the brands are perceived to be responsible for various health risks (e.g., obesity and diabetes). In line with these marketing examples, the overriding suggestion of this study to practitioners is to select a health issue that closely matches their brand. As the results of this study show, promotion of a health issue that is perceived to be congruent with an associated brand will result in a more positive consumer response to the campaign than the mismatched one.

However, companies should consider using elaborational ad message strategies when promoting a health issue that is perceived to be poorly matched with their brand. Although many fast food restaurant brands (e.g., McDonald's and KFC) have actively implemented healthy lifestyle campaigns recently, eating the food they serve is often seen as having unhealthy outcomes, resulting in consumer pushback. In such cases, elaborational ad message strategies that exclusively emphasize health issues will help minimize negative reactions from consumers who perceive low fit between the health issue and the brand. For KFC's healthy diet campaign, for example, highlighting the value of a healthy diet on its own merit will ease suspicions about the brand's motives and prevent the transfer of undesirable associations that arise from low perceived fit.

Limitations

Despite the contributions of this study, some limitations need to be noted. First, this study used convenient sampling (via Amazon MTurk); consequently, the respondents of this study might not be representative of the entire population, resulting in a low external validity of the findings.

Second, as this study was conducted in a laboratory setting, the results should be carefully interpreted and applied. Advertising studies that use laboratory settings are sometimes weak in generalizability (Zhao, 1997), so further research is needed to use real-life campaigns of existing and well-known brands to confirm the findings of this study.

Next, this study used a single-item measure for intention to maintain a healthy diet, following Verplanken and Faes (1999). A single-item scale is acceptable when the concept being measured is concrete (Bergkvist & Rossiter, 2007). However, future studies might also consider using a multi-item scale for intention to maintain a healthy diet.

Finally, because this study tested fast-food restaurant brands only, future studies should consider investigating other product categories. Many companies, especially sports brands, use health-promotion campaigns, and applying the methods of this study to various fields of business will allow for greater generalizability.

Concluding Remarks for Future Direction

This study demonstrates the importance of brand-issue fit in consumer responses to a corporate health-promotion campaign and tests advertising message strategies (i.e., elaborational and relational) under high and low fit conditions. Based on the findings, this study opens pathways to future research. First, as this study only examines the effect of high and low brand-issue fit levels, a wider spectrum of fit levels should be investigated in future studies. Also, as mentioned, exploring other processes through which ad messages involve consumers in elaborational or relational thought would be worthwhile.

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Table 1. Hypotheses

H1: Main Effect of Brand-issue Fit	
H1	Perceived fit between a brand and its promotion of a healthy diet will be positively related to (a) attitude toward the ad, (b) attitude toward the campaign, (c) attitude toward the brand, (d) attitude toward the health issue, and (e) intention to maintain a healthy diet.
H2: Moderating Effect of Health Issue Involvement	
H2	Consumer involvement with the issue of healthy diet will moderate the effect of brand-issue fit on (a) attitude toward the ad, (b) attitude toward the campaign, (c) attitude toward the brand, (d) attitude toward the health issue, and (e) intention to maintain a healthy diet. That is, the positive effect of brand-issue fit will be greater for consumers with low issue involvement than those with high issue involvement.
H3-H4: Advertising Effect	
H3	Under the low brand-issue fit condition, an elaborational advertising message strategy will have a more positive effect than a relational advertising strategy on consumer (a) attitude toward the ad, (b) attitude toward the campaign, (c) attitude toward the brand, (d) attitude toward the health issue, and (e) intention to maintain a healthy diet.
H4	Under the high brand-issue fit condition, a relational advertising message strategy will have a more positive effect than an elaborational advertising strategy on consumer (a) attitude toward the ad, (b) attitude toward the campaign, (c) attitude toward the brand, (d) attitude toward the health issue, and (e) intention to maintain a healthy diet.

Table 2-1. Main Variables and Measurements

Independent Variables	Measurements	Source
Perceived fit (Cronbach's alpha = .97).	1. I think that _____ promoting healthy eating habits to consumers represents a good match between _____'s products and the issue of healthy eating. 2. I think that promoting healthy eating habits to consumers is appropriate for _____. 3. I think that _____ promoting healthy eating habits to consumers makes sense.	Nan and Heo (2007), Simmons and Becker-Olsen (2006)
Health issue Involvement (Cronbach's alpha = .86)	1. How critical is eating a healthy diet to you? 2. How personally relevant is eating a healthy diet to you?	Leippe and Elkin (1987)
Dependent Variables	**Measurements**	**Source of measure**
Attitude toward the brand (Cronbach's alpha = .98)	I think the brand _____ is: 1. Bad/Good 2. Unpleasant/Pleasant 3. Unfavorable/Favorable	MacKenzie and Lutz (1989)
Attitude toward the ad (Cronbach's alpha = .98)	I think the _____ advertisement is: 1. Bad/Good 2. Unpleasant/Pleasant 3. Unfavorable/Favorable	MacKenzie and Lutz (1989)
Attitude toward the campaign (Cronbach's alpha = .99)	I think _____'s healthy diet campaign is: 1. Bad/Good 2. Unpleasant/Pleasant 3. Unlikable/Likable	Kelly, Slater and Karan (2002)
Attitude toward the health issue (Cronbach's alpha = .90)	I think eating a healthy diet is: 1. Harmful/Beneficial 2. Foolish/Wise 3. Bad/Good 4. Unenjoyable/Enjoyable 5. Boring/Interesting 6. Unpleasant/Pleasant	Verplanken and Faes (1999)
Intention to maintain a healthy diet	Please indicate your intention to eat a healthy diet 1. Certainly not/Certainly yes	Verplanken and Faes (1999)

Table 2-2. Main Variables and Measurements

Control Variables	Measurements	Source
Brand familiarity (Cronbach's alpha = .93)	Regarding the brand _____, I am: 1. Inexperienced/Experienced 2. Not knowledgeable/Knowledgeable	Machleit, Allen and Madden (1993)
Attitude toward the brand (Cronbach's alpha = .98).	I think the brand _____ is: 1. Bad/Good 2. Unpleasant/Pleasant 3. Unfavorable/Favorable	MacKenzie and Lutz (1989)
Brand credibility (Cronbach's alpha = .97)	1. This brand delivers (or would deliver) what it promises. 2. Product claims from this brand are believable. 3. Over time, my experiences with this brand led me to expect it to keep its promises. 4. This brand is committed to delivering on its claims. 5. This brand has a name you can trust.	Baek, Kim and Yu (2010)
Health self-efficacy (Cronbach's alpha = .87)	1. I am confident that I can have a positive effect on my health. 2. I have set some definite goals to improve my health. 3. I have been able to meet the goals I set for myself to improve my health. 4. I am actively working to improve my health. 5. I feel that I am in control of how and what I learn about my health.	Lee, Hwang, Hawkins and Pingree (2008)

Table 3. Perceived Fit Score between Conditions

	Low fit condition (KFC)	High fit condition (Subway)	*F*	*p*
Perceived Fit *M* (*SD*)	2.93 (1.99)	5.42 (1.54)	57.28	.001

Table 4. Ad Quality, Argument Strength, and Persuasiveness score Across Conditions

	KFC-Rel	KFC-Ela	Subway-Rel	Subway-Ela	*F*	*p*
Ad quality *M* (*SD*)	5.60 (.89)	5.28 (1.16)	5.54 (1.26)	5.42 (1.12)	.45	.77
Ad argument strength *M* (*SD*)	4.77 (1.33)	4.97 (1.38)	4.82 (1.61)	5.55 (1.12)	1.64	.17
Ad persuasiveness *M* (*SD*)	4.57 (1.41)	4.79 (1.40)	4.82 (1.74)	5.13 (1.34)	.94	.44
Ad healthiness *M* (*SD*)	4.95 (1.27)	5.59 (.98)	5.25 (1.69)	5.74 (.86)	2.34	.07

Note: KFC-Rel = KFC-Relational ad; KFC-Ela = KFC-Elaborational ad;
Subway-Rel = Subway-relational ad; Subway-Ela = Subway-Elaborational ad.

Table 5. Effects of Covariates on the Dependent Variables (IV: Perceived Fit)

Covariate	DVs	*F*	*p*	partial η^2
Brand Attitude	Aad	39.16	.001	.14
	Ac	33.93	.001	.13
	Ab	222.06	.001	.49
	Ai	11.57	.01	.05
	BI	.88	.35	.01
Brand Credibility	Aad	1.81	.18	.01
	Ac	3.95	.05	.02
	Ab	25.87	.001	.10
	Ai	2.38	.13	.01
	BI	.48	.49	.01
Brand Familiarity	Aad	.17	.68	.01
	Ac	.01	.92	.001
	Ab	.49	.49	.01
	Ai	.51	.91	.01
	BI	.91	.34	.01
Self Health Efficacy	Aad	6.75	.01	.03
	Ac	2.79	.10	.01
	Ab	.02	.89	.001
	Ai	10.38	.01	.04
	BI	149.28	.001	.39

Note: Aad = Attitude toward the ad; Ac = Attitude toward the campaign; Ab = Attitude toward the brand; Ai = Attitude toward the health issue; BI= Intention to maintain a healthy diet.

Table 6. MANCOVA: Adjusted Means and Standard Errors

Dependent variable	Condition			*F*	*p*	H
	Low fit		High fit			
Aad	4.74 (.14)	<	5.68 (.14)	22.34	. 001	H1a
Ac	4.72 (.14)	<	5.96 (.14)	37.60	. 001	H1b
Ab	4.95 (.08)	<	5.23 (.08)	5.99	.02	H1c
Ai	5.40 (.11)	<	5.89 (.11)	9.78	.01	H1d
BI	5.77(.09)	=	5.80 (.09)	.07	.79	H1e

Note: Aad = Attitude toward the ad; Ac = Attitude toward the campaign; Ab = Attitude toward the brand; Ai = Attitude toward the health issue; BI= Intention to maintain a healthy diet.
Numbers in parentheses are standard error.

Table 7. Effects of Covariates on the Dependent Variables (IV: Ad Message Strategy)

Covariate	DVs	*F*	*p*	partial η^2
Brand Attitude	Aad	37.83	.001	.14
	Ac	32.70	.001	.12
	Ab	222.30	.001	.49
	Ai	11.96	.01	.05
	BI	.86	.36	.01
Brand Credibility	Aad	1.32	.25	.01
	Ac	3.24	.07	.01
	Ab	27.39	.001	.11
	Ai	1.02	.31	.01
	BI	.61	.44	.01
Brand Familiarity	Aad	.22	.64	.01
	Ac	.01	.95	.001
	Ab	.41	.52	.01
	Ai	.93	.34	.01
	BI	.84	.36	.01
Self Health Efficacy	Aad	7.59	.01	.03
	Ac	3.28	.07	.01
	Ab	.09	.76	.001
	Ai	16.64	.001	.07
	BI	144.92	.001	.39

Note: Aad = Attitude toward the ad; Ac = Attitude toward the campaign; Ab = Attitude toward the brand; Ai = Attitude toward the health issue; BI= Intention to maintain a healthy diet.

Table 8. Pair-wise Comparison of Means

	Low fit condition (KFC)			High fit condition (Subway)		
Dependent Variable	Elaborational vs. Relational	*p*	H	Elaborational vs. Relational	*p*	H
Aad	5.07 vs. 4.43*	.02	H3a	5.58 vs. 5.79	.41	H4a
Ac	5.03 vs. 4.42*	.03	H3b	5.88 vs. 6.05	.52	H4b
Ab	5.07 vs. 4.84	.13	H3c	5.30 vs. 5.16	.38	H4c
Ai	6.05 vs. 4.79**	.001	H3d	6.00 vs. 5.75	.19	H4d
Bi	5.70 vs. 5.82	.47	H3e	5.73 vs. 5.87	.42	H4e

Note: Aad = Attitude toward the ad; Ac = Attitude toward the campaign; Ab = Attitude toward the brand; Ai = Attitude toward the health issue; BI= Intention to maintain a healthy diet.
*Significant at $p < .05$, **significant at $p < .01$.

Table 9. Summary of Hypotheses Testing Results: H1a to H1e

	DV	Hypothesis	Result
H1a	Aad	Perceived fit between a brand and its promotion of a healthy diet will be positively related to attitude toward the ad.	Supported
H1b	Ac	Perceived fit between a brand and its promotion of a healthy diet will be positively related to attitude toward the campaign.	Supported
H1c	Ab	Perceived fit between a brand and its promotion of a healthy diet will be positively related to attitude toward the brand.	Supported
H1d	Ai	Perceived fit between a brand and its promotion of a healthy diet will be positively related to attitude toward the health issue.	Supported
H1e	BI	Perceived fit between a brand and its promotion of a healthy diet will be positively related to intention to maintain a healthy diet.	Not Supported

Note: Aad = Attitude toward the ad; Ac = Attitude toward the campaign; Ab = Attitude toward the brand; Ai = Attitude toward the health issue; BI= Intention to maintain a healthy diet.

Table 10. Summary of Hypotheses Testing Results: H2a to H2e

	DV	Hypothesis	Result
H2a	Aad	Consumer involvement with the issue of healthy diet will moderate the effect of brand-issue fit on attitude toward the ad. That is, the positive effect of brand-issue fit will be greater for consumers with low issue involvement than those with high issue involvement.	Not Supported
H2b	Ac	Consumer involvement with the issue of healthy diet will moderate the effect of brand-issue fit on attitude toward the campaign. That is, the positive effect of brand-issue fit will be greater for consumers with low issue involvement than those with high issue involvement.	Not Supported
H2c	Ab	Consumer involvement with the issue of healthy diet will moderate the effect of brand-issue fit on attitude toward the brand. That is, the positive effect of brand-issue fit will be greater for consumers with low issue involvement than those with high issue involvement.	Not Supported
H2d	Ai	Consumer involvement with the issue of healthy diet will moderate the effect of brand-issue fit on attitude toward the health issue. That is, the positive effect of brand-issue fit will be greater for consumers with low issue involvement than those with high issue involvement.	Not Supported
H2e	BI	Consumer involvement with the issue of healthy diet will moderate the effect of brand-issue fit on intention to maintain a healthy diet. That is, the positive effect of brand-issue fit will be greater for consumers with low issue involvement than those with high issue involvement.	Supported

Note: Aad = Attitude toward the ad; Ac = Attitude toward the campaign; Ab = Attitude toward the brand; Ai = Attitude toward the health issue; BI= Intention to maintain a healthy diet.

Table 11. Summary of Hypotheses Testing Results: H3a to H3e

	DV	Hypothesis	Result
H3a	Aad	Under the low brand-issue fit condition, an elaborational advertising message strategy will have a more positive effect than a relational advertising strategy on consumer attitude toward the ad.	Supported
H3b	Ac	Under the low brand-issue fit condition, an elaborational advertising message strategy will have a more positive effect than a relational advertising strategy on consumer attitude toward the campaign.	Supported
H3c	Ab	Under the low brand-issue fit condition, an elaborational advertising message strategy will have a more positive effect than a relational advertising strategy on consumer attitude toward the brand.	Not Supported
H3d	Ai	Under the low brand-issue fit condition, an elaborational advertising message strategy will have a more positive effect than a relational advertising strategy on consumer attitude toward the health issue.	Supported
H3e	BI	Under the low brand-issue fit condition, an elaborational advertising message strategy will have a more positive effect than a relational advertising strategy on consumer intention to maintain a healthy diet.	Not Supported

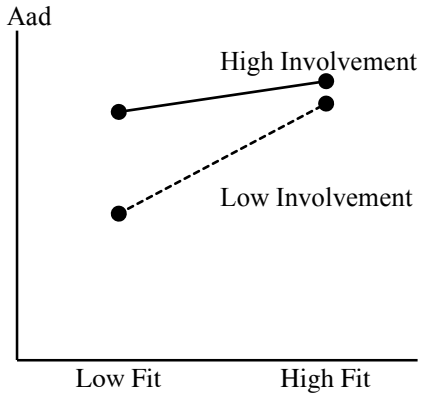
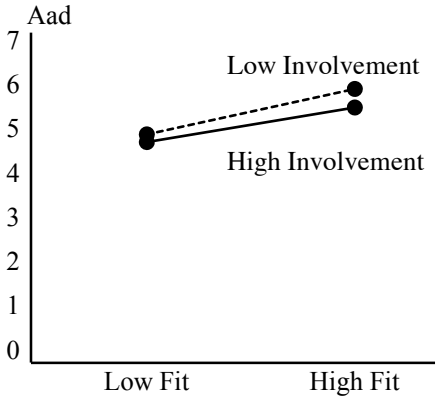
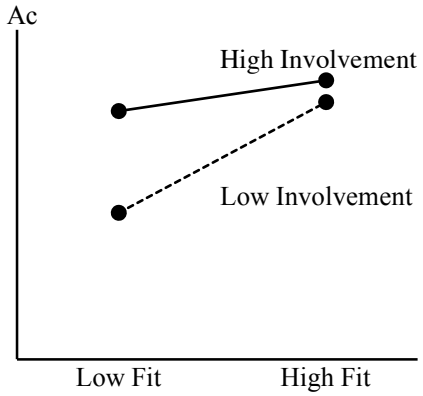
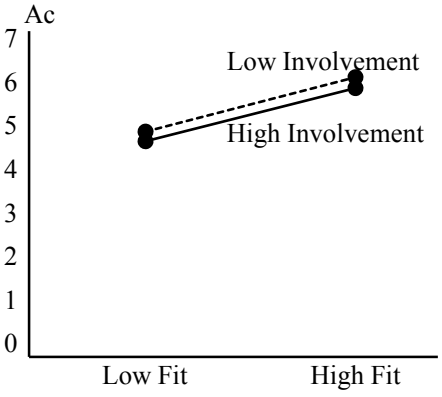
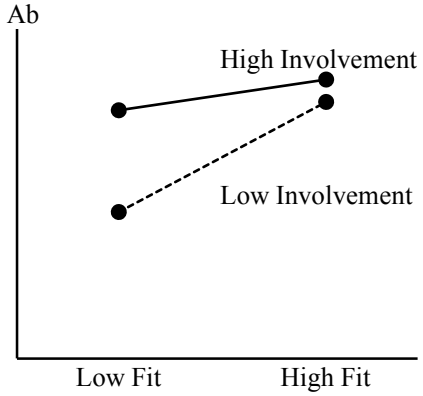
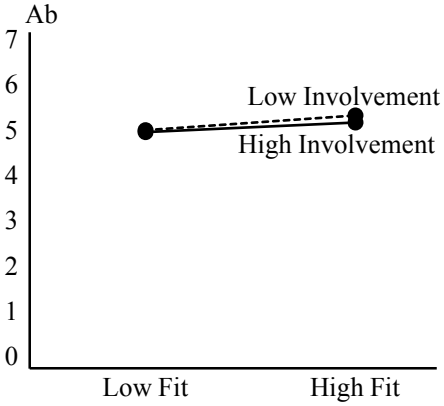
Note: Aad = Attitude toward the ad; Ac = Attitude toward the campaign; Ab = Attitude toward the brand; Ai = Attitude toward the health issue; BI= Intention to maintain a healthy diet.

Table 12. Summary of Hypotheses Testing Results: H4a to H4e

	DV	Hypothesis	Result
H4a	Aad	Under the high brand-issue fit condition, a relational advertising message strategy will have a more positive effect than an elaborational advertising strategy on consumer attitude toward the ad.	Not Supported
H4b	Ac	Under the high brand-issue fit condition, a relational advertising message strategy will have a more positive effect than an elaborational advertising strategy on consumer attitude toward the campaign.	Not Supported
H4c	Ab	Under the high brand-issue fit condition, a relational advertising message strategy will have a more positive effect than an elaborational advertising strategy on consumer attitude toward the brand.	Not Supported
H4d	Ai	Under the high brand-issue fit condition, a relational advertising message strategy will have a more positive effect than an elaborational advertising strategy on consumer attitude toward the health issue.	Not Supported
H4e	BI	Under the high brand-issue fit condition, a relational advertising message strategy will have a more positive effect than an elaborational advertising strategy on consumer intention to maintain a healthy diet.	Not Supported

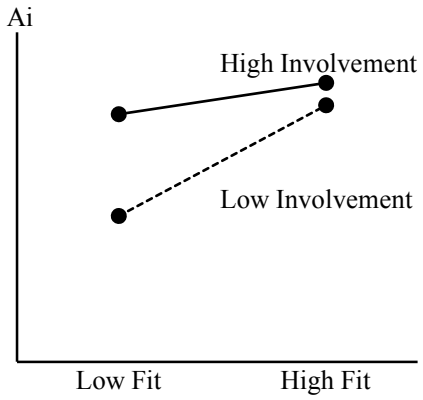
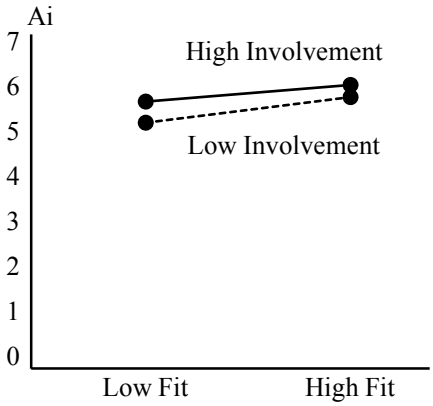
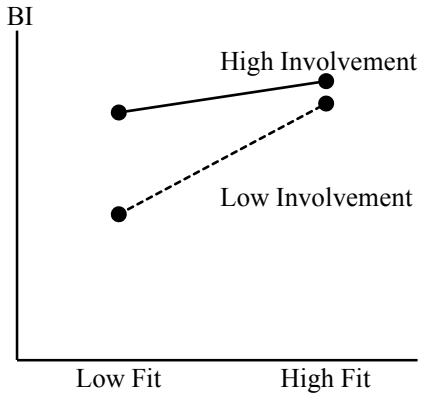
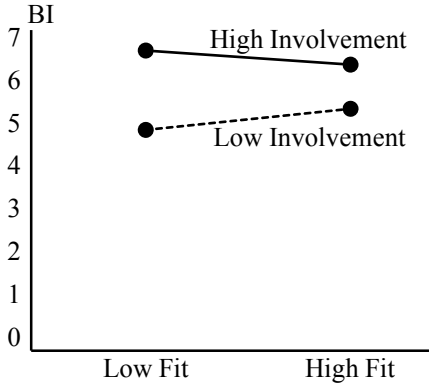
Note: Aad = Attitude toward the ad; Ac = Attitude toward the campaign; Ab = Attitude toward the brand; Ai = Attitude toward the health issue; BI= Intention to maintain a healthy diet.

Table 13. Expected and Actual Results of H2a to H2c

DV	Expected Results	Actual Results
Aad (H2a)		
Ac (H2b)		
Ab (H2c)		

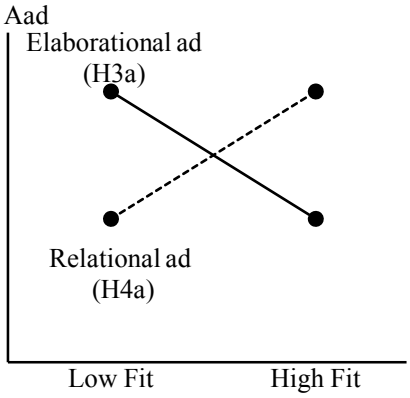
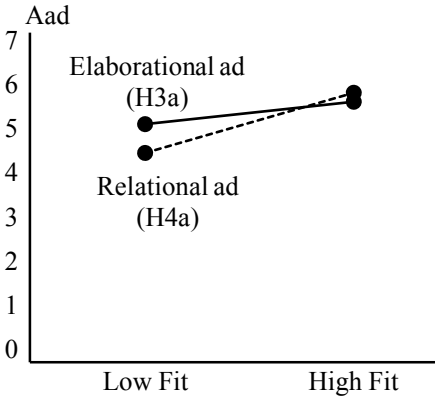
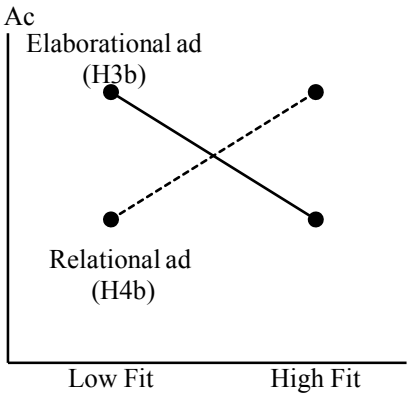
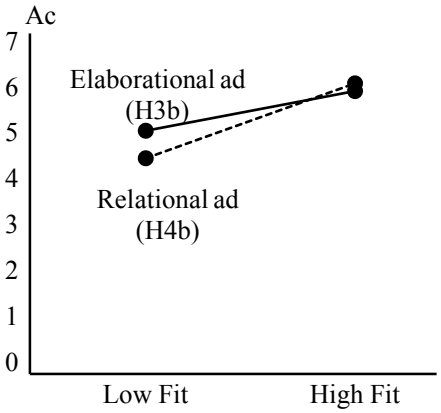
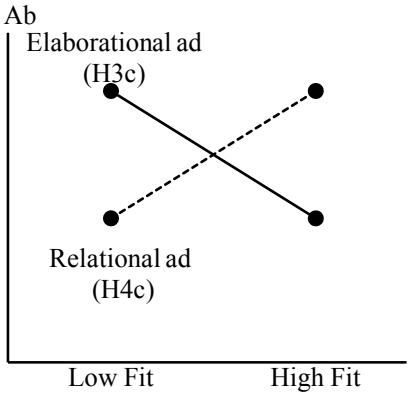
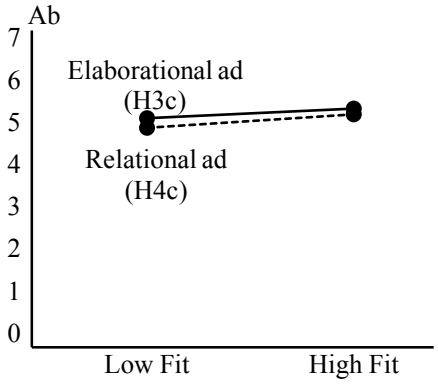
Note: Aad = Attitude toward the ad; Ac = Attitude toward the campaign; Ab = Attitude toward the brand.

Table 14. Expected and Actual Results of H2d to H2e

DV	Expected Results	Actual Results
Ai (H2d)		
BI (H2e)		

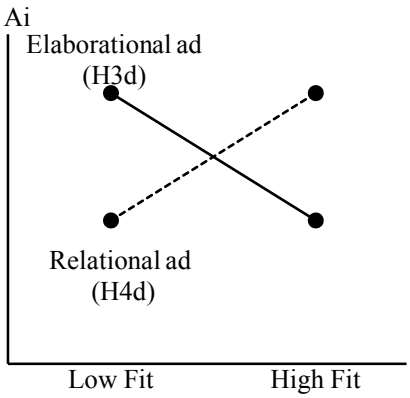
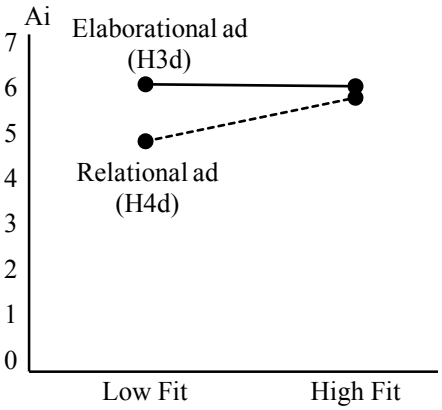
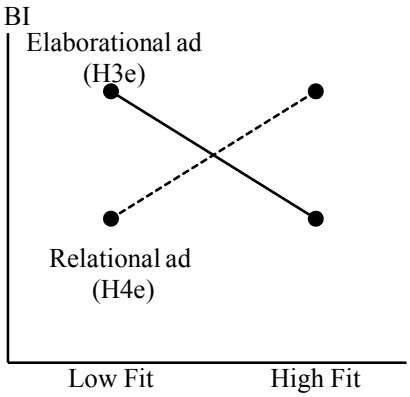
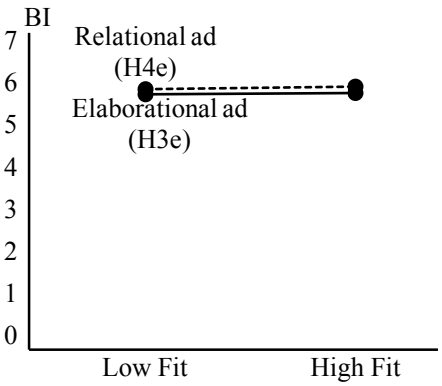
Note: Ai = Attitude toward the health issue; BI= Intention to maintain a healthy diet.

Table 15-1. Expected and Actual Results of H3 to H4

DV	Expected Results	Actual Results
Aad		
Ac		
Ab		

Note: Aad = Attitude toward the ad; Ac = Attitude toward the campaign; Ab = Attitude toward the brand.

Table 15-2. Expected and Actual Results of H3 to H4

DV	Expected Results	Actual Results
Ai		
BI		

Note: Ai = Attitude toward the health issue; BI= Intention to maintain a healthy diet.

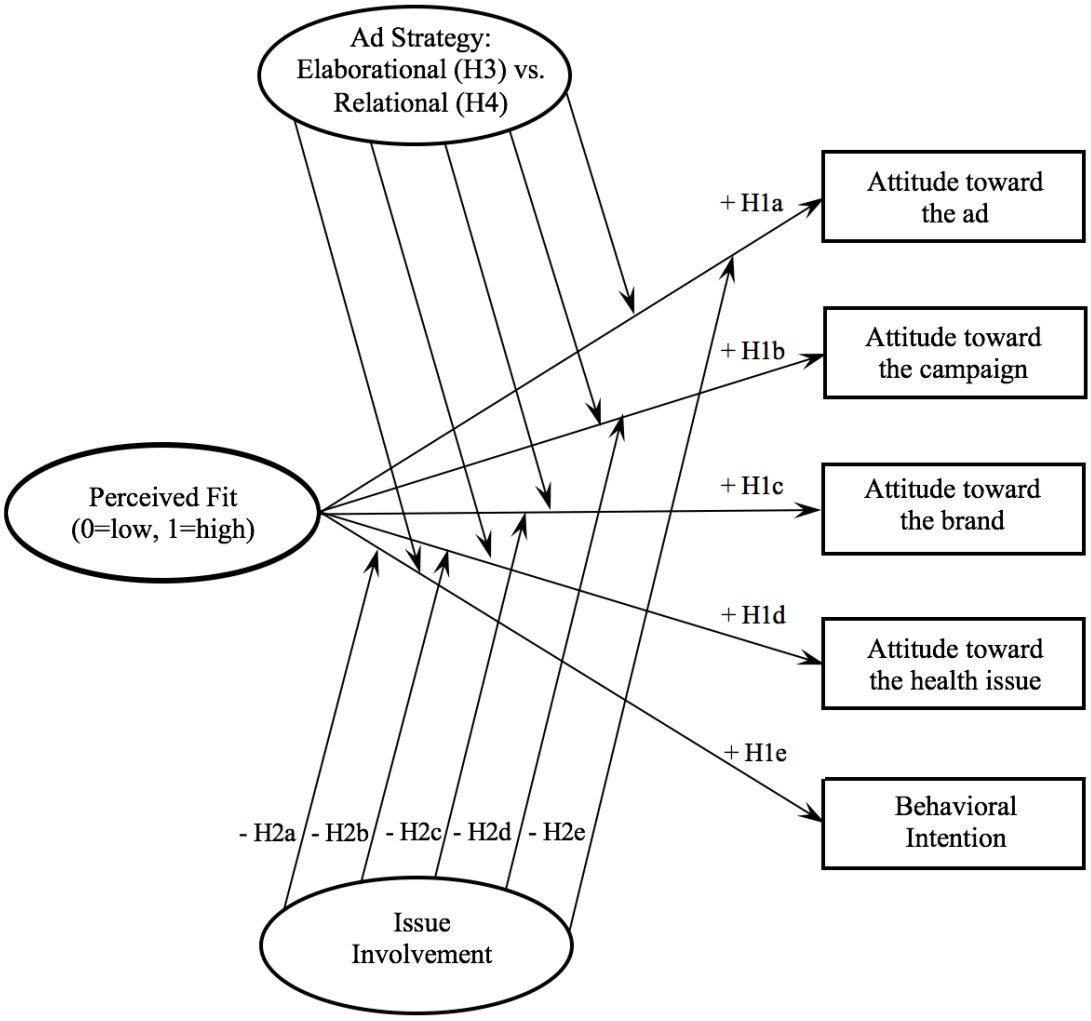


Figure 1. Hypothesized Model

Figure 2. High Fit-Elaborational Ad

Figure 3. High Fit-Relational Ad

Figure 4. Low Fit-Elaborational Ad

Figure 5. Low Fit-Relational Ad

APPENDIX A. Scenarios (News Articles)

[*KFC, a fast food restaurant chain that specializes in fried chicken,* OR *Subway, a fast food restaurant chain that specializes in submarine sandwiches and salads*,] today announced a healthy diet campaign to help consumers achieve a healthy, balanced diet. In doing so, the campaign introduces and emphasizes benefits of a healthy diet on consumers' life quality. The campaign aims to encourage consumers to enjoy the foods they love while eating healthy. [*KFC* OR *Subway*] will implement the campaign through various media platforms such as newspapers, magazines, and social network sites (SNSs) to promote the campaign hoping to contribute to encouraging consumers to have healthy eating habits.