

A Content Analysis Of Advertising Transitions: Impact Of Brand Name, Persona, And Appeals

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ABSTRACT

Advertising has long been considered an element of Integrated Marketing Communication (IMC) tools and has played a crucial role in delivering messages that are reflected by various environmental situations. The authors of this paper posit that components of advertising including contents of messages, language, choice of persona and appeals are strongly affected by such environmental factors as social, cultural, and economic movements. Based on this consideration, this study investigates the trend in advertising markets by reflecting transitional market issues. In particular, this study investigates the effects of brand name, celebrities' roles, age groups, gender, and advertising appeals. The purpose of the study is to investigate the following elements of advertising that are often affected by such recent transitions as social, cultural, and economic movements: i) effects of a brand name containing meanings; ii) effects of a brand name stemming from the native language; iii) effects of celebrities appearances in ads, iv) effects of age groups and the role of gender in the persona; and v) effects of advertising messages that include rational or emotional appeals. This study conducted content analysis by examining selected TV commercials and gives implications of how the effectiveness of advertising is related to the aforementioned environmental movements, emphasizing which issues should be considered for future advertising content.

Keywords: Content Analysis of Advertising Transitions; Transitional Market Issues

INTRODUCTION

Advertising is a complex form of communication that operates with objectives and strategies leading to various types of impact on consumers' thoughts, feelings, and actions (Wells, Moriarty, and Burnett, 2006) to induce positive consumer response (i.e., attitude, brand recognition and recall). Advertising is also defined as an integral part of our social and economic systems that has also evolved into a vital communication system for both consumers and businesses (Belch and Belch, 2004). The importance of advertising has been addressed since at least from World War II, when marketing concepts including theories and models began to be developed. Belch and Belch (2004) stated that the ability of advertising and related methods to deliver carefully prepared messages to target audiences, which is major role in the marketing programs of most organization. Sheth and Garrett (1986) observed that advertising concepts and theories from psychology, including social, clinical and general psychology have been applied by scholars but also that the focus of research and understanding has shifted from marketers to consumers. The communicative role of advertising transmits different types of market information in order to connect buyers and sellers in the market place (Wells et al., 2006). The economic role of advertising was also addressed by Wells et al. (2006) in that advertising is a vehicle for helping consumers' assess such values as price, quality, location, and reputation to minimize effort and time to search for information regarding a product that they want to purchase. In a related study, Howard and Sheth (1967) stated that consumers simplify their decision process by storing relevant information and by making decision processes routine behavior, which might be ascribed to advertising exposure. Therefore, advertising is seen as so persuasive that it decreases the likelihood that a consumer will switch to an alternative product, regardless of the price charged (Wells et al. 2006).

The content of advertising has been developed through various fields of study, such as social, cultural, psychology, and economic disciplines, and also strongly reflects current transitional issues that customers pay attention to. Various studies have investigated these issues of current advertising by considering societal and cultural changes including advertising's communication, economic, and societal roles (Wells et al. 2006). A previous study by Park (2006) observed that advertising trends have been changed by the following issues over time: i) aiming at the world first (i.e., pursue survival tactics and new images in opening a domestic market and keen competition) in 1990s; ii) traditional creative (i.e., amplified concern with traditional culture) in 1990; iii) environmental ads in 1992; iv) new consumption class ads (i.e., advent of new consumers who are sensitive to consumption and fashion) in 1993; v) comic and humorous ads and old-fashioned advertising that reflects the social environment in 1997; vi) illogical ads in Net (N) generations' age, feminist advertising, and bobos (i.e., portmanteau word: bourgeois and bohemian) life style advertising in 2000s; and vii) bizarre advertising that challenged the moral repression of a new generation raised in the free environment at the end of the 2000s. By examining advertising transitions in social, cultural, and economic movements, this study examines the relationship of such variables as brand name; a person's role, age, and gender; and appeals in ads that are also related to the consumer. In particular, this paper examines effects based on transitional movements in advertising markets that highlight the concept of well-being.

One of the important issues of transitional ads frequently addressed by researchers is the well-being trend which is still sweeping some countries. The concept of well-being (i.e., the formal definition of health used by World Health Organization since 1948) emerges from the root that is the kind of meditation (e.g., yoga) pursued by American hippie in the 1960s to 1970s and continues to the yuppie life style in the 1980s and the bobos in the 1990s (Kim, 2006). Thus, well-being has become one of the recent dominant ad themes in many countries, particularly in terms of consumer health and new market trends. It is reported that the well-being trend is a significant cause of growth in the advertising market within the new media such as online and mobile promotional strategies (KOBACO, 2007).

Well-being is used frequently as an advertising theme based on environmental conditions and health related objectives. According to Rapaille (2006), Americans regard the pursuit of health and happiness as a way to "fulfill one's mission," which might include climbing mountains or cooking for their family. In addition, according to Argyle (2001), the meaning of physical well-being is relatively easy to understand; it is the manifest, *absence of disease or infirmity*, but the meaning of mental well-being is more obscure. Argyle (2001) noted that well-being is defined as a state of joy or other positive emotion, or alternatively, it could be a quality of being satisfied with one's life. A study by Lee (2007) provided a hierarchy of the concept of well-being based on a spectrum of objective and subjective well-being. According to Lee (2007), objective well-being can be measured by some economic and social indicators such as income, years of education and length of life, while subjective well-being can be measured by asking how people assess their life (i.e. happy, excited, sad, etc.). A previous study by Diener (1984, 2009) addressed that subjective well-being concepts reside within the experience of the individual and should, therefore, include a global assessment rather than only a narrow assessment of one life domain. According to Kim (2004), the well-being concept has frequently been used in foods, especially healthy foods, to give the salience of a chemical-free, artificial color-free and whole food experience. As with the transition, the concept has been applied in advertising of clothes, electronics, cosmetics, and even to mobile phones. Today, it does not merely stay syndrome but it has become an indispensable part of living a healthy life.

This present study conducted a content analysis with some quantitative research to reveal recent advertising trends. Particularly, the purpose of this study was to investigate the following effects, including brand name, advertising persona, and appeals: i) how customers perceive the well-being-related brand name which contains meaning; ii) how customers perceive a brand name stemming from native or non-native language; iii) how customers perceive celebrities who appear in ads that focus on well-being by considering the perceived age and gender; and iv) how customers perceive advertising appeal.

HYPOTHESES DEVELOPMENT

Effects of Brand Name

Brand name is related to brand image, defined by the American Marketing Association as "a mirror reflection of the brand personality or product being; it is what people believe about a brand: their thoughts, feelings,

expectations” (Stein, 2004). Previous studies (Kohli and Suri, 2000 and Kohli, Harich, and Leuthesser, 2005) addressed the categories of the brand, in that they can be integrated into two groups; meaningful (descriptive and suggestive) and non-meaningful (arbitrary and coined). Various strategies have been applied to develop brand names. For example, a descriptive brand name describes the product such as “Laser Jet” for a laser printer, while a suggestive brand name evokes the product’s benefit(s), such as “Diehard” batteries. An arbitrary brand name is often a common English word that has no apparent relation to the product category such as “Arrow” shirts, while a coined name is a fictional word, inherently unrelated to any product or product category such as “Enron” (Cohen, 1986). A study by Meyers-Levy (1989) examined words and meaningfulness along with brand name effectiveness.

This study examines these relationships between well-being-related products and the use of brand names with specific meaning by considering recent commercials. Furthermore, this study observes that a brand name is regarded as a means of evaluating quality and other attitudes towards the products (Kohli, Harich, and Leuthesser, 2005; Jacoby, Olson, and Haddock, 1971; Dodds, Monroe, and Grewal, 1991). Most well-being brands try to evoke such attributes as pure, clean, eco-friendly, and pollution free. Those meanings are expressed by a native language word when such words evoke those images (such as pure and clean) with the beliefs that the message would be delivered more clearly to customers than via a foreign language. Based on the those considerations, this study hypothesizes that the brand name focused on well-being is more effective i) when the brand name contains meaning to deliver the main message and ii) when the brand name uses the native language in order to deliver the pure meaning of the message rather than a foreign language.

H1a: Products which address well-being tend to use words with meaning as a brand name.

H1b: Products which address well-being tend to use the brand name in the native language.

Effects of Ad Persona

Celebrities are broadly defined as “any native or foreign individuals who are famous or widely known to the public” (McCracken 1989; Praet 2002, Choi, Lee, and Kim, 2005). Previous studies (Paek, 2005; Park, Kim, Kim, and Lee, 2008) have addressed that using celebrities has more of an effect than non-celebrities in terms of attention, specialty, credibility, and attractiveness, though the celebrities do not always function as the advertisers expected. Celebrities play a role in establishing brand equity more successfully since marketers pursue such effectiveness directly related to the brand attitudes. A previous study by McCracken (1989) demonstrated that celebrities echo the symbolic meanings and values that are closely tied to the culture in which they have attained their eminence. Furthermore, other studies (Biswas, Hussain, & O’Donnell, 2009; Choi et al., 2005) have stated that the selection of celebrity endorsers and the creative execution of this advertising strategy may also mirror the fundamental cultural orientations and values of that society. The role of the advertising persona with well-being brands which delivers the message is even more important than non-well-being brands since well-being brands need to deliver the implications and the meanings of the contained messages. Therefore, this study hypothesized that the effectiveness of brands which address well-being is higher when they employ well-known celebrities.

H2a: Products which address well-being tend to employ well-known celebrities.

Effects of Ad Persona with Age Group

Of further interest with respect to an advertising persona is the effect of the age level of the persona. By applying marketing principles, marketers select an advertising persona which fits the target consumers to effectively communicate. Biel (1992) stated that brand image drives the brand equity; hence, they are highly related both with each other and with the appropriate age group. Thus, developing a positive brand image greatly influences building a strong brand and brand equity that fits the right target group by considering age. In terms of the sources of a brand image, media advertising functions as the main tool for building image, which reflects and forms the brand’s gestalt (Biel, 1992). There is no doubt that the right ad persona can successfully play a role in building the brand image. Dyer (1995) noted that those who receive the sales pitch must be of the right age to deliver the messages to reach the right audiences. This study posits that an advertising persona with a younger age, including those highly educated with a job and/or young housewives, is used more effectively to deliver transitional messages by considering

movements echoing advanced cultural and economical environments. Therefore, this study hypothesized that products which address well-being tend to employ a younger persona to deliver the message.

H2b: Products which address well-being tend to employ a younger persona.

Effects of Ad Persona with Gender

Various studies have focused on the role of gender in advertising. A previous study on television by Whipple and Courtney (1980) found that i) more than 85% of narration is executed by men; ii) women are shown predominantly as housewives and mothers, while men are shown in at least twice as many occupations; iii) females advertise products by doing family responsibilities, while males give product information but do not use the product and; iv) men are seen as the beneficiaries of products used and services performed by women. Traditionally, marketing to women has had important meaning in that the mother is the person who tends to purchase most household items for family members. However, the conventional image of gender roles has changed with various changes such as an environmental change. In particular, the conventional image of women and men in advertisements has been dramatically changed as with the changes of roles and status of women in society and family. Along with the transitional movements, the biggest driving force behind the well-being trend was the female consumer, especially ones who pursued a career (Kim, 2005). Therefore, this study hypothesized that the effectiveness of ads for products that address well-being is higher i) when the female persona is employed and ii) when the advertising addresses women in occupations.

H2c: Products which address well-being tend to employ a female persona.

H2d: Products which address well-being tend to set women in occupational roles.

Effects of Advertising Appeals

The appeal of advertising is the way advertisement moves the consumers to hold their attention and/or to influence their feelings toward the product, service, or cause (Lee and Johnson, 1999). According to Plessie (2000), advertising appeals are defined as something that move people, speak to their wants or needs, and excite their interests. In that regards, the nature of advertising appeals comes from the decisions of advertisers or marketers as to the ways they persuade the consumers to purchase the products. Advertising appeals are often classified as informational/rational, emotional, combining informational and emotional, teaser, fear, and humor (Wells et al., 2006); alternatively appeals can often be divided into two broad categories; informational/rational appeals and emotional appeals. Based on this taxonomy, this study primarily focuses on emotional/rational advertising appeals. The informational appeal basically explains or gives the information of a product's characteristics and the functional benefits that the consumers can obtain from purchasing the products. In contrast, an emotional appeal addresses the feeling of the consumers by providing some emotional images (i.e., warm, happy). These two terms are varied by some academics (i.e., Ruechelle, 1958: intellectual/logical vs. emotional; Vaughan, 1980: thinking vs. feeling; Johar & Sirgy, 1991: utilitarian vs. value-expressive). This study examined those products that address well-being which tend to highlight emotional feelings such as those feelings experienced after use rather than just delivering information itself. Therefore, this study posits that brands that address well-being tend to employ more emotional appeals than informational appeals.

H3: Products which address well-being tend to employ emotional appeals.

METHODOLOGY

Data Collection

This study conducted content analysis by examining the advertising within 750 commercials and by collecting data from a website that provides most domestic and foreign commercials. To test the hypotheses, this study examined commercials that were collected from various categories such as beauty, beverage, electronics, food, health, and household items/housing construction. These categories were chosen as those which have been included

in top ten advertising expense rankings for many years, as published by advertising yearbooks (2008). The selected TV advertisements were aired on major national and cable channels. Multinational companies' product commercials were also included. Among the 753 commercials, 392 commercials were analyzed regarding the hypotheses for this study. Those commercials were selected for this study as per the main claim of well-being. This study also used, as criteria, advertising where there was an advertising persona who is human (i.e., not an animal) as well as explicit gender roles and specific age groups. This study also excluded ads for such public events as the Olympics which are often aimed at all age groups and at both females and males. This study selected advertising by applying exclusion criteria in order to select ads with consideration of duplication of settings and copies, types of persona, target, event, etc. The specific exclusion criteria applied in order to select advertising in this study are summarized in table 1.

Table 1. Criteria that are Applied for Selection of Advertising

| Exclusion Criteria | | |
|--------------------|-------------------|--|
| 1 | Duplicated | In the case that there are several commercials for a product having exactly same setting, same copy, and same persona, only one ad was selected. |
| 2 | Persona | In the case that a commercial has no main model, that is a commercial employing a persona aged from child to elderly. |
| 3 | Persona | If a commercial employs more than two main personas of different genders. |
| 4 | Persona | If a commercial employs more than two main personas with same gender but the age difference between the two is too big (i.e., higher aged persona and lower aged persona were shown in one ad) |
| 5 | Persona | If a commercial has no human persona, is animated, or shows scenery or product only |
| 6 | Persona | If a commercial employs infants or children, to consider gender issues Persona age should be between 15 – 70. |
| 7 | Target | If a commercial targets children or infants, or considers gender issues |
| 8 | Event | If a commercial is specifically aired for an event (i.e., Olympics) |
| 9 | Some ads | If a commercial is a corporate ad, then it is excluded |
| 10 | Event | If a commercial is specifically aired for an event (i.e., Olympics) |

This study selected advertising based on the scopes of well-being as determined by a previous study by Lee (2007). According to Lee (2007), types of categories associated with well-beings include i) the industry or product that helps maintain health such as functional health foods, organic foods, nutrition suppliers, and diet-concern products; ii) the industry related to fitness, yoga, alternative medicine and naturopathy; iii) the industry related to social well-being such as environmentally friendly products including the use of recycled bottles or not containing an environmentally destructive component. This study developed specific criteria for each hypothesis (table 2). For *H1a*, a brand name that contains meaning is determined by such criteria as, i) a brand name's description contains the meaning of the product, and ii) the brand name conveys a relevant attribute or benefits of information thus, well-defined associations or meanings could be seen as relevant in a product setting, while a non-meaningful brand name is determined by such criteria as i) an arbitrary common word that can be found in a dictionary and/or ii) coined, fictional word not related to any product or product category. For *H1b*, this study determined the brand name in the native language as one that i) purely consists of the native language; ii) contains a number in the native language in the case the brand contains the number; iii) contains some foreign word for which there is no corresponding native language equivalent (e.g., olive); and iv) contains some foreign word or an English letter along with native language brand name because it describes certain component of the product (e.g., the brand name *Danahan* used native language words, but the subsequent name *RG2* is used to address the function of the product). In particular, this study considered *hangul*, which is noted as native Korean, in the case of *H1b*.

For *H2a*, this study determined well-known celebrities who are i) any native or foreign individuals who are famous or widely known to the public, ii) a wide variety of celebrities such as actors/actress, music, artists, entertainers, or sportsperson, iii) another socially well-known persona such as fashion models, broadcasters, and CEOs; and iv) another famous persona but who is classified as less famous or as a non-celebrity. For *H2b*, this study grouped a persona's age as above or below the middle age of the 40s. For lower aged cases, this study also considered the following: i) if the age of persona is below the middle age of 40s; ii) in the case of a well-known persona, this study obtained the possible age information from the Internet; an iii) in the case of the less-famous or non-celebrity, the coders judged their level of age on the basis of facial appearance.

Table 2. Criteria for Sample Classification

| Related Hypotheses | Criteria | Supported References |
|--------------------|--|--|
| H1a | Meaningful brand name (descriptive and suggestive brand name): i) Descriptive - Describes the product ii) Suggestive – Conveys relevant attribute or benefit information: well-defined associations or meanings that could be seen as relevant in a product setting | Kohli et al., (2005) Keller et al., (1988) |
| | Non-meaningful brand name (arbitrary and coined brand name): i) Arbitrary – Common word that can be found in dictionary ii) Coined – Fictional word: Unrelated to any product or product category | |
| H1b | Native Language brand name: i) Purely consisted of native language ii) Contains number with Hangul name iii) Contains foreign word because there is no Korean word (e.g., olive) iv) Contains foreign word or English letter because it describes some component of the product (e.g., Danahan RG2) | |
| | Non-Korean brand name: i) Purely consisted of English or other language ii) Contains a number in the native language iii) Contains Hangul but other parts of name can be translated in Korean (e.g., Friends Grape Oil, the producer used Hangul for Grape Oil) | |
| H2a | Well-known celebrities: i) Celebrities were broadly defined as “any native or foreign individuals who are famous or widely known to the public” ii) A wide variety of celebrities such as actors/actresses, music artists, entertainers, sports figures, fashion models, broadcasters, and CEOs iii) Otherwise, persona is classified as less-famous or non-celebrities | McCracken (1989) Choi et al., (2005) |
| H2b | Persona age high (=> Higher aged persona): i) i) If the age of persona is above the middle age of 40s. | |
| | Persona age low (=> Lower aged persona): i) If the age of persona is below the middle age of 40s ii) In case of a well-known person, it was possible to get age information from the internet. iii) In case of less-famous or non-celebrity, coders judge their level of age on the basis of face appearance | |
| H2c | Male persona: i) The persona is absolutely man ii) If the male persona is shown with children, the children are disregarded | |
| | Female persona: i) The persona is absolutely woman ii) If the female persona is shown with children, the children are disregarded | |
| H2d | Occupation: i) If the advertising is set in office ii) If the persona is having social meeting with a work occasions iii) If the persona (in case of celebrity) is set in his/her job iv) If it is imaginable that the persona has a job (e.g., he/she just got back wearing a suit home) v) If the narration or written copy explains that he/she is on the way to the office or home. Otherwise, it is assumed that they do not have a job | |
| H3 | Informational appeal: i) Appealing to the rationality of the receiver ii) Informing consumers of one or more key benefits that are perceived to be highly functional or important to target consumers iii) Providing information about the product or brand iv) Factual content is logical, objectively verifiable descriptions of product features v) Ads that does not contain animation, humor, slice-of life | Golden & Johnson (1983) Johar & Sirgy (1991) Rossiter et al., (1991) Holbrook (1978) Asker & Norris (1982) |
| | Emotional appeal: i) Creating a mood and appealing to the emotion ii) Building a personality for the product or creating an image of the product user iii) Content consists of emotional, subjective impressions iv) Use characterization, humor, and other strategies that are quite low in informational content | |

For *H2d*, this study examined advertising that explicitly suggested occupations; i) if the advertising is set in an office; ii) if the persona is having social meeting with a work occasions; iii) if the persona is set in his/her job; iv) if it is imaginable that the persona has a job; and v) if the narration or written copy explains that he/she is on the way to the office or in a working environment.

For *H3*, this study considered information appeal in the following cases: i) appealing to the rationality of the receiver; ii) informing consumers of one or more key benefits that are perceived to be highly functional or important to target consumers; iii) providing information about the product or brand; iv) factual content is logical, objectively verifiable descriptions of product features; and v) advertising that does not contain animation, humor, or slice-of-life. This study also considered emotional appeals in the following cases: i) creating a mood and appealing to the emotions; ii) building a personality for the product or creating an image of the product’s user; iii) content consisting of emotional, subjective impressions; and iv) using characterization, humor, and other strategies that are quite low in informational content.

Coding Procedure

This study coded the data based on a classification followed by well-being categories and criteria as per table 2. As shown in table 2, this study assigned numbers for coding: i) this study assigned “1” for a meaningful brand name and “0” for a non-meaningful brand name for *H1a*; ii) this study assigned “1” for the brand name in the native language and “0” for the brand name in a non-native language for *H1b*; iii) this study assigned “1” for the case of adoption of well-known celebrities and “0” for the case of less famous or non-well known celebrities for *H2a*; iv) this study assigned “1” for the advertising person’s age is higher and “0” for person’s age is lower than 45 years old for *H2b*; v) this study assigned “1” when the occupation is implied and “0” when the occupation is not implied for *H2c*; vi) this study assigned “1” for the case of a male persona and “0” for the case of a female persona for *H2d*; and vi) this study assigned “1” for the case if the main theme is focused on informational appeal and “0” for the case the main theme is focused on emotional appeal for *H3*.

In order to enhance reliability, this study adopted two persons who judged the types of advertising based on the criteria applied in this study and measured inter-coder reliability. Overall, inter-coder reliability for each case is above 87% and listed in table 2.

Table 3. Summary of Coding Procedures

| Related Hypothesis | Subject | Coding | Inter-coder Reliability |
|--------------------|---|--|-------------------------|
| H1a | Meaningful brand name vs. Non-meaningful brand name | Meaningful = 1 Non-meaningful = 0 | 93% |
| H1b | Brand name with Native Language vs. Brand name with Non-Native Language | Brand name with native language =1 Brand name with foreign language = 0 | 95% |
| H2a | Well-known celebrities vs. Less-famous or non-well-known celebrities | Well-known celebrities = 1 Less famous = 0 | 99% |
| H2b | Persona age higher vs. Persona age lower than 45 | Persona age high = 1 Persona age low = 0 | 99% |
| H2c | Occupation vs. Non-occupation | Occupation = 1 Non-occupation = 0 | 87% |
| H2d | Male persona vs. Female persona | Male persona = 1 Female persona = 0 | 100% |
| H3 | Informational appeal vs. Emotional appeal | Informational appeal = 1 Emotional appeal = 0 | 89% |

DATA ANALYSIS

This study conducted a *chi-square* analysis to test the hypotheses. This study considered the observed frequencies based on 392 selected advertisements. For *H1a*, this study examined the relationship between well-being vs. non-well-being and meaningful name vs. non-meaningful brand names. The *chi-square* test result shows that the hypothesis was not supported at $\alpha = 5\%$ with a *p-value* of 0.1868. The *H1b* was to see if products that address well-being tend to use native brand names or not. As expected, the research results show that the usage of native or non-native brand names does relate to advertisers' naming well-being related products. The *chi-square* test result shows that the hypothesis was accepted at $\alpha = 1\%$ with a *p-value* of 0.0001.

The hypothesis *H2a* was to investigate whether the advertisers of well-being are related to the employment of a famous person as a persona. The *chi-square* test result shows that the hypothesis was rejected at $\alpha = 5\%$ with *p-value* of 0.9162. The objective of the *H2b* was to examine the relationships how the advertisers of well-being products tend to employ a younger person as a persona or not. The *chi-square* test result accepted this hypothesis with *p-value* of 0.0035. The objective of *H2c* was to examine if the advertisers of a well-being product tend to set a woman's persona in an occupational role or not. The *chi-square* test result accepted this hypothesis as significant at $\alpha = 1\%$ with a *p-value* of 0.0542. For this study, the commercials which employed a woman persona were selected, and hence the total sample size decreased from 392 to 249. Among them, eighty-seven percent of samples set women in a family setting or with other women in a home setting. Only 13% of the sample set women in an office or in similar settings. Although this figure is quite low, women were described in high positions (i.e., women in a very big and nice office alone, or directly identifying her social position).

The purpose of hypothesis *H2d* was to see if there is a tendency of the marketers of well-being products to employ a female persona for well-being products. The *chi-square* test result shows that the hypothesis is accepted at $\alpha = 1\%$ with a *p-value* of 0.0580. A female persona was shown in more than half (63%) in this sample. *H3* hypothesized that there is a tendency for well-being products which address relationships to use emotional appeals. The *chi-square* results show that this study accepted hypothesis *H3* at $\alpha = 1\%$ with a *p-value* of 0.0100. Based on the *chi-square* analysis above, this study summarized results in table 4.

Table 4. Summary of Hypotheses Test Results

| Hypothesis | Statement | <i>p</i> value | Result |
|------------|--|----------------|----------|
| H1a | Products which address well-being tend to use a brand name with meaning. | 0.1868 | Rejected |
| H1b | Products which address well-being tend to use a brand name with the native language. | 0.0001*** | Accepted |
| H2a | Products which address well-being tend to employ well-known celebrities. | 0.9162 | Rejected |
| H2b | Products which address well-being tend to employ a younger persona. | 0.0035*** | Accepted |
| H2c | Products which address well-being tend to employ a female persona. | 0.0542* | Accepted |
| H2d | Products which address well-being tend to set women in occupational roles. | 0.0580* | Accepted |
| H3 | Products which address well-being tend to employ emotional appeals. | 0.0100*** | Accepted |

***Significant at 1%; *Significant at 10%

CONCLUSION

The content of advertising strongly reflects current issues that are relevant to customers. A study by Wells et al. (2006) observed that the content of advertising engages many fields, including business and marketing, communication, economics, and societal roles. By examining the social, cultural, and economic environments and marketing issues, this study examined the effects of such variables as brand name; the persona's familiarity, age and gender; and appeals that are related to well-being. The author of this paper posits that well-being, as a recent trend in advertising market in advanced countries, is a result of transitional movements. This paper conducted a content analysis to reveal recent transitions in advertising. The results of the study prove the effects of advertising that address well-being when products use brand names in the native language, employ a younger and female persona (particularly when this female persona is engaged in an occupation), and relies on an emotional appeal. In particular, the results accept the following effects: i) products which address well-being using a brand name in the native language; ii) products which address well-being employing of a younger persona; iii) products which address well-being employing a female persona; iv) products which address well-being focusing on a female persona in an

occupational role; and v) products which address well-being using an emotional appeal. However, this study found that the hypothesis on effects of products which address well-being using a meaningful brand name is not accepted. This study also found that the hypothesis regarding the effects of products which employ well-known celebrities is not accepted.

This study shows that advertisements that address well-being tend to use brand names in the native language with the implication that consumers value a brand produced within the country. Products related to well-being are given native language brand names are effective because the more familiar image is more easily pronounced and recalled than products with a foreign brand name. Therefore, the results found that consumers particularly tend to prefer well-being products with a brand name in the native language. Another important issue is the larger number of younger people shown in TV commercials. Some established companies employ a younger persona to give a young and fresh image to consumers, and the adoption of this strategy seems to have been quite successful. Employing a young person for a product advertisement may signal the hope of changing a brand image from outdated to fashionable, thus influencing future buyers. In the context of this study the results found that the employment of a younger persona is effective for products that address well-being. This study also found that gender roles are effective in advertising; particularly, the employment of a female persona with an occupation is more effective with advertising that addresses well-being. In addition, the study found that advertising that addresses emotional appeals is more effective than informational appeals in the case of products that address well-being. As some researchers have stated, marketers who create ads for well-being products should approach consumers more emotionally, with a native-language brand name, as this may more successfully come close to the consumers' mind.

Although the author of this study tried to satisfy the factors that make content analysis justifiable, the results of the study are bounded by the parameters of this research. This study could not cover the specific product categories that might contain all products that addressed well-being. This study could find that the brand name with meaning is not effective in the case of advertising that addresses well-being even though many researchers while Kohli et al. (2005) have argued that a meaningful name (i.e., suggestive and descriptive) is more effective in influencing consumers' minds by inducing a favorable attitude toward the brand. The study's results may provide some direction for further research regarding the roles of multiple personas in ads which were excluded in this study. While television commercials have been researched for some time, this study added one more trend variable; well-being. This study may be helpful to those researchers who want to study the relationship between well-being and other stimuli that influence consumers' attitudes and behavior. Hence, this study's results can be examined in relation to similar studies.

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