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Brand Image and Evaluation Factors of Fashion Product Advertisement

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Keywords: Brand Image, Advertising Image, Advertisement Evaluation Factors

Introduction Brand image is a collection of things related with brand that consumers have in the memory (Keller, 1993) and corporations are making much efforts to build a brand image and advertisement has been used as a major method to inform the brand image. Advertisement is communication message performed for the purpose of positively change the consumer's emotion for corporations, brands and trademarks. Advertisement image can be considered as firm establishment in the consumer's memory mechanism or structures has an effect on the consumer's attitude and purchase intent having the advertisement after the consumer is exposed to the advertisement (Kim, 1994). Advertisement is made by combination of various expressive factors and these expressive factors determine the whole image of advertisement. Thus, a study for the advertisement evaluation factors deciding the advertisement image as a major method to express brand image is needed.

Background and Research Hypotheses Brand means names, terms, symbols, designs or their combinations to know who manufactures and sells products or services (Kotler & Armstrong, 2012). Customer-based brand value can be considered as consumer's difference of brand knowledge, and the brand knowledge is composed of brand recognition and brand image (Keller, 1993). Brand individuality formed through advertisement evaluation factors is an essential factor composing brand asset and it has effect on brand asset (Lee, Chang, & Park). Advertisement has an effect on advertisement and purchase intent depending on advertisement components (Batra & Ray, 1986). Thus, we propose the following hypotheses:

H1a-H1f: When purchasing fashion products, emphasis of brand image will have a positive effect on whole feeling(H1a), model(H1b), color(H1c), clothing(H1d), background (H1e) and brand logo(H1f) factors when evaluating clothing advertisement.

H2a-H2f: When purchasing fashion products, emphasis of brand image will have a positive effect on whole feeling(H2a), model(H2b), color(H2c), product container(H2d), makeup method(H2e) and brand logo(H2f) factors when evaluating cosmetic advertisement.

Method This study was performed by using an online survey method for women with age of 20s through 30s who favorably used cosmetics and had many interests in brands. 323 usable surveys were obtained after eliminating non-qualified and incomplete responses. To select the object brands and stimulating object for this study, we performed a prior survey of brands with clothing brand and cosmetic expansion brands and selected 4 brands as object brand. The reason of selecting clothing and cosmetics as the same brand was for reducing errors between evaluations of clothing and cosmetic brand stimulating objects due to preference of specific brand. Questions were composed of brand image (brand image, brand reputation, advertisement), advertisement expressive factors (clothing advertisement: whole feeling, model, color, clothing, background,

brand logo/ cosmetics advertisement: whole feeling, model, color, product container, makeup method, brand logo) and items for measuring demographical statistic variables. All items were measured on a 7-point Likert-type scale (point 1: strongly disagree, point 7: strongly agree).

Results and Discussion Brand image had a negative effect on whole feeling ($\beta=-.11$, $t=-3.24$, $p<.01$) and had a positive effect on model ($\beta=.07$, $t=2.30$, $p<.05$), clothing ($\beta=.09$, $t=2.86$, $p<.01$), background ($\beta=.07$, $t=2.22$, $p<.05$) and brand logo ($\beta=.23$, $t=8.22$, $p<.001$) when evaluating the clothing advertisements. Brand image did not have a significant effect on color ($\beta=.02$, $t=.46$, n.s.). Therefore, hypotheses 1a and 1c were rejected and hypotheses 1b, 1d, 1e and 1f were supported ($R^2=.08$, $F=21.71$, $p<.001$). Brand image had a negative effect on whole feeling ($\beta=-.07$, $t=-1.98$, $p<.05$) and had a positive effect model ($\beta=.09$, $t=2.54$, $p<.05$), product container ($\beta=.07$, $t=2.29$, $p<.01$) and brand logo ($\beta=.27$, $t=8.70$, $p<.001$) when evaluating the cosmetic advertisements. Brand image did not have a significant effect on color ($\beta=.02$, $t=.60$, n.s.) and makeup method ($\beta=-.04$, $t=-1.30$, $p<. n.s.$). Therefore, hypotheses 2a, 2c, 2e were rejected and hypotheses 1b, 1d, 1e and 1f were supported ($R^2=.09$, $F=21.71$, $p<.001$).

Conclusion The whole feeling regarding evaluation factors had a negative effect. It means that the establishment of brand image that can inform the brand's identity through the whole feeling for those brands is insufficient yet and every brand must build an advertisement image to express the image of the whole brand through the combination of particular advertisement expressive factors. Models and brand logos had a positive effect on evaluation of brand image for clothing and cosmetic advertisements. It means importance of model in fashion product and corporations must exercise cares on the selection of models to represent their brand image. Clothing and product containers expressing branded products have a positive effect on image evaluation and it can be also known that importance of the products selected even in image advertisement.

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