

“Switching On” National Identity : Korean Consumers' Responses to Ads Using Patriotic Appeals

•Jin Young Yoo, Ph.D*

Assistant Professor

Department of Global Business Track College of Business and Economics
Gachon University, Global Campus

While the use of patriotic messages in advertising has been widespread in Korea, the effect of such messages on consumer responses has been largely unexplored. Therefore, this study attempted to explore how Korean consumers respond to ads using patriotic appeals. Specifically, this study examined: (1) whether consumers' responses to ads using patriotic appeals were more favorable than those to ads without patriotic appeals; (2) how consumers' levels of national identification affected their responses to ads using patriotic appeals; and (3) how salience of national identity influenced consumers' responses to ads using patriotic appeals. Findings from this study showed that consumers' evaluations of ads using patriotic appeals were not significantly different from those of ads without patriotic appeals when there was no specific cue associated with their national identity. However, consumers' responses to ads using patriotic appeals were positively affected by their levels of national identification. That is, as their national identification levels increased, their evaluations of ads using patriotic appeals significantly increased. Further, results of this study showed that consumers' evaluations of ads with patriotic appeals were significantly increased when their national identity was activated and made momentarily salient through national identity prime.

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*jinnieyoo@gmail.com

1. Introduction

“Where are you from?” “I am from the country of K CON you participate,” “I am from the country of CGV where you watch movies,” “I am from the country of bibigo that the world enjoys,” “The country creating the future by culture, I am from Korea, with CJ.” It is a narrative from a CJ’s corporate advertising campaign launched in late 2013. CJ soon ran a follow-up ad campaign, saying “We wanted to create something new that has never existed before and let you be aware of our proud nation, Korea..We create the future by culture.” This ad campaign aimed to create a strong association between the company’s brands and the nation.

Likewise, patriotic messages have flourished in Korean ads recent years. “Cheers Korea,” “I am Korean,” “The new pride of Korea.” Such are the catch phrases that Korean advertisers have latched onto in hopes of driving home the perception of companies’ commitment to and pride in the nation. Advertisers use patriotic appeals to connect with consumers’ sense of responsibility toward their country and to promote buy-Korean as a helping behavior (Tsai, 2010). Researchers have suggested that such messages become more effective when there are critical national events such as threats to national security or economy since they are likely to be factors to increase consumers’ ethnocentric tendencies and induce pro-social purchase of

domestic products. Through such acts, consumers consciously enact the role of altruistic “helpers” to their fellow citizens (Granzin and Olsen, 1998). However, it has been questioned whether these “patriotic” advertisements actually evoke consumers’ positive attitudinal responses and convince them to purchase domestic products. Researchers have cautioned advertisers to be careful when relying on patriotism to connect with prospective customers since patriotic appeals can be counterproductive if consumers view the strategy as exploiting patriotism for financial gain, bringing forth negative attitudes (McMellon and Long, 2006). While there have been controversy over the patriotic advertising, research that examines the effectiveness of ads using patriotic messages has been very limited.

One possible factor that may influence consumers’ responses to ads using patriotic messages would be their level of national identification. National identification in the form of national attachment, pride, and loyalty creates bonds of solidarity among all citizens, aligns individual interests with national welfare, and provides motivation for being a good citizen (Turner, Hogg, Oakes, Reicher, and Wetherell, 1987). People who strongly identify with their country are more willing to support and protect their own country’s economy and welfare than weak identifiers(Verlegh, 2007). Thus, consumers who strongly identify with their country may seek to express their national identity through

consumption behaviors. Expressions of national identity may range from complying with ads using "made in ..." (home country) labels to boycotting products of nations considered "adversaries" of the home country. Being loyal to domestic products via purchase behavior has important social and cultural connotations for these consumers(Askegaard and Ger, 1998).

However, the national identity is one of the various social identities an individual possesses. In other words, most individuals are simultaneously members of multiple social groups, and each of these social groups provides a basis for shared identity and group membership(e.g., nationality, gender, occupation, ethnicity, etc.). Social psychologists have argued that a particular social identity may have little or no impact on consumer attitudes, decisions, and behaviors, unless the social identity information is activated in consumer's mind(Reed, 2002). Because consumers each have so many identities that, without knowing how and when which ones become salient, one cannot predict the impact of identity cues on persuasion (Reed, 2004). In this sense, consumers' national identity should become salient at the moment when they are exposed to an ad with patriotic messages in order to increase its effectiveness. In other words, the national identity may have stronger impact on consumer responses to ads using patriotic messages when their national identity is activated or "switched on" through identity cues.

Therefore, this study aims to explore: (1) whether Korean consumers respond more favorably to ads with patriotic messages than to those without patriotic messages; (2) how levels of national identification influence their responses to ads using patriotic messages; and (3) how activation of Korean identity affect their responses to ads containing patriotic messages.

2. Literature Review

1) Use of Patriotic Appeals in Ads in Korea

There is no doubt that most Korean consumers are familiar with patriotic appeals since such messages have been frequently used by marketers and advertisers as a means of eliciting favorable attitude toward the company or the brand. Historically, patriotic advertising has flourished when there was national crisis such as serious economic decline or an international mega-sporting event such as Olympic Games or World Cup Games(한규훈, 2010).

Given that consumers' sentiment of patriotism increases during the international sporting events, it is reasonable that advertisers and marketers have often utilized patriotic ads to maximize the effectiveness of promotional messages that particularly appeal to consumers' patriotic emotions(Yu and Jung, 2004). While

little has been known how consumers respond to patriotic ads, a few studies have examined the effectiveness of the patriotic appeals in this special social context, an international mega-sporting event. For example, Yim and Kim(2009) examined the effect of consumer patriotism on consumers' responses toward the ads using patriotic appeals during the 2008 Beijing Olympics(임기태, 김용재, 2009). They found that the level of consumer patriotism positively influenced attitudes toward the patriotic ad and advertised brand. Examining patriotic ads during the 2012 London Olympics, Park et al.(2012) attempted to explore the influences of persuasion attempt toward patriotic advertising on consumer emotion and corporate image. Their results indicated that contribution, familiarity, and veracity dimensions of persuasion attempt toward patriotic advertising have a positive effect on positive emotion and corporate image (박상규 외, 2012).

Patriotic appeals have also been frequently used when there was a national tragedy, economic crisis, or a threat on national security. In times of grief and crisis, patriotic sentiments have bring Korea together with the spirit of which it's "Our" country and "Our" crisis. For example, the IMF crisis in December 1997 was a humiliating and painful blow to Koreans who achieved an economic miracle with 8.2% annual GDP growth over three decades. In order to overcome this national crisis, people pulled gold

teeth out of their mouth and gave up heirloom gold to help out their home country. Under the circumstance, patriotism became a major theme for advertising in the hope of creating a strong association between the company's brands and the nation. Such ads promoted buy-Korean as a helping behavior, using catch phrases such as "Spending dollars with my pager(battery ad)" and "You are wearing dollars(shoes ad)." In addition, as the disputes between Korea and Japan over the Dokdo island were escalated, a number of advertisers began to use the messages that claimed "Dokdo is our territory." For example, ChilsungCider introduced the ad campaign with a phrase, "A black-tailed gull protecting our Dokdo."

2014 has been a severe year for Korea. On April 16, 2014, the Sewol ferry going from Incheon to Jeju Island unexpectedly sank. The whole country has fallen into grief since the fateful morning of April 16. The yellow ribbon campaign, with the slogan of "One small movement, big miracle," had spread quickly on the Internet, hoping that missing passengers to return back to their family and support to the grieving families. Further, there have been crucial disputes between Japan and Korea on several issues in recent years, including "Dokdo" issue, the Japan Self-Defense Forces(JSDF) issue, and Japan's distortion of history. Tensions on the Korean peninsula are also rising as inter-Korean relations(South vs. North) have

significantly chilled due to North Korea's continuous provocations and threats. Moreover, the country has long been struggling with economic slowdown and recessionary trends. Given the challenging circumstances, patriotism has been incorporated into advertisers' long-term branding campaigns. Many companies have been using patriotic advertising appeals to stimulate consumers' sense of responsibility to help their home country with the upsurge of national sentiment. For example, in June 2014, SK telecom launched an ad starting with a phrase, "Dear Innovators of Silicon Valley." The ad introduced Korea as a place where people can download a whole library in an hour, where people can enjoy a TV show on a moving subway, where people can listen to uninterrupted music anywhere, where people can get real-time directions to their destination, and where people can run their office from their bedroom. The ad ends with phrases, "It is the country where SK Telecom came from. We bring the future today." This ad tried to bring forth patriotic sentiment among Korean people and make them feel proud of living in Korea where the future happens. In the same vein, recent ad claims using taglines such as "Cheers Korea(Hite, 2014)," "I'm Korean (NH Nonghyup, 2014)" and "What STX built was the new pride of Korea(STX, 2011)" can also be good examples.

While the use of patriotic appeals in ads has been prevalent, it has been questioned whether

these "patriotic" ads actually convince consumers to purchase domestic products. Indeed, many ads using patriotic appeals have been criticized rather than praised(Stearns, Borna, and Oakenfull, 2003). Researchers have argued that patriotic appeals may be counterproductive when consumers regard the strategy as exploiting patriotism for financial gain. McMellon and Long(2006) pointed out that many ads using patriotic appeals have not been a manifestation of the need to communicate group needs or membership in the group. Rather, they appeared to exploit consumer feelings of patriotism, hoping that the same patriotic feeling would be associated with their products or services. These ads would be especially open to criticism by consumers and might easily bring forth negative attitudes rather than evoking a positive attitudinal response.

Despite the growing interest in the role of patriotism in marketing and advertising contexts, only few studies have empirically probed the effectiveness of such appeals in generating favorable consumer responses to the ads. Therefore, this study first attempts to test the practical effectiveness of patriotic appeals, exploring how Korean consumers' responses to ads using a patriotic appeal are different from those to ads without a patriotic appeal. The following research question is proposed:

RQ: Do Korean consumers respond to ads with and without a patriotic appeal differently in terms of their attitudes toward the ad, attitudes toward the brand, and purchase intention?

2) National Identification and Consumer Responses to Patriotic Ads

Social identity theory gives reasonable evidence for asserting that one's self concept is affected by specific group membership (Deaux et al., 1995; Tajfel, 1978, 1981; Tajfel and Turner, 1979). The definition proposed by Tajfel (1978), which is most commonly cited, maintains that social identity is “. . . that part of an individual's self-concept which derives from his knowledge of his membership of a social group (or groups) together with the value and emotional significance attached to that membership.”(p. 63). The basic idea of the theory is that a social category such as nationality, gender, and ethnicity provides the self-defining characteristics constituting a part of the individual's self-concept (Hogg, Terry, and White, 1995). The association of a social identity with the self has generally been referred to as “strength of identification,” “an enduring association between an individual's sense of self and his or her identity”(Forehand et al. 2002, p. 1087). Social identification entails affective and evaluative processes that are above and beyond mere cognitive classification of the self(e.g., “I am Korean”) into a shared social category. The

affective significance of social identification arises from the felt attachment between the self and the in-group as a whole, and the sense of self grounded in a feelings of the attachment takes on some positive or negative value as a result(“I am proud of being Korean”) (Brewer, 2001). With high levels of social identification, the group's outcomes and welfare become closely connected to one's own sense of well-being(Brewer, 1991). Thus, individuals who strongly identify with a group feel oneness with or belongingness to that group(Ashforth and Mael, 1989) and, in turn, are more likely to behave in a fashion consistent with that group's goals and norms than are weak identifiers (Madrigal, 2001). Moreover, the Korean culture places a lot of value on interdependence. In contrast to individualistic cultures of the Western hemisphere, Koreans develop a sense of identity through interpersonal relationships made in their web of social connections, emphasizing “we-ness”(Choi and Kim, 2003). Because of the close involvement of others in their social circle, Koreans tend to identify strongly with their in-group. They prefer to “immerse themselves in the in-group's activities” in order to form a consensus of opinions rather than respecting the individual opinions.

Brewer(2001) suggests that identification may well lead to a motivation to view the in-group in the most favorable possible terms. There is empirical evidence that positivity biases associated

with in-group identification arise automatically and without awareness. Perdue, Dovidio, Gurtman, and Tyler(1990), for instance, demonstrated that in-group signifiers(terms such as “we”, “us,” and “our”) automatically activate positive evaluative responses, as indicated by differential reaction time to recognize subsequent words as “good” (vs. “bad”). Further, consistency motives are also implicated in relationships between attributes and behavior; positive evaluations and expectations give rise to trust and cooperative behavior that in turn justify positive feelings and further expectancies.

In the specific case of national identification, people define themselves in terms of their country membership(Grinstein and Nisan, 2009). National identification means that individuals routinely identify themselves as belonging to a nation and, as a consequence, they understand, accept, and are prepared to honor obligations arising from their national identity(Carvalho, 2005). People who highly identify with their country tend to respect the symbols of the country such as a national flag and national anthem and believe that their country is better and more worthy than other countries(Roccas, Klar, and Liviatan 2006). Further, they are likely to feel high attachment to the country, which refers to the positive identification with the values of one’s country or simply as love for one’s country(Kosterman and Feshbach, 1989; Schatz and Staub, 1997). This inner acceptance

gives rise to expressions of attachment, love, or loyalty to one’s nation, as an expression of superiority to other nations, or as protective behavior toward one’s nation.

Further, the degree of national identification can be manifested through consumers’ consumption patterns. Consumers often use consumption as a way to express their identity and beliefs, and products are often consumed because of what they symbolize(Levy, 1959). When people identify with the nation strong enough, they are more likely to be patriotic consumers than weak identifiers and, thus, willing to show a preference for domestic products over foreign products. For example, consumers led by patriotic feelings would buy and wear patriotic symbols like the national flag to show that they love and are proud of their citizenship. They would even be willing to sacrifice for their country by buying more expensive domestic products if, by doing so, they would help bolster their home economy. While the level of national identification is expected to be closely related to consumers’ responses to ads using patriotic appeals, research that empirically tested such relationship is limited. Therefore, this study attempts to test whether consumers’ level of national identification would positively affect their responses to ads with patriotic appeals. The following hypotheses are proposed.

H1a: Korean consumers with high level of national identification will have more favorable attitudes toward ads using a patriotic appeal than those with low level of national identification.

H1b: Korean consumers with high level of national identification will have more favorable attitudes toward the brand featured in ads using a patriotic appeal than will weak identifiers.

H1c: Korean consumers with high level of national identification will have greater intent to purchase the product featured in ads using a patriotic appeal than will weak identifiers.

3) The Influence of National Identity Salience on Consumer Responses to Patriotic Ads

(1) Social Identity Salience

Most individuals are members of many social and cultural groups. That is, members of any large and complex society are differentiated or subdivided along many meaningful social dimensions, including ethnicity, gender, sexual orientation, religion, political ideology, life stage(e.g. student, worker, retiree), and economic sector(e.g. technology, service, academics, professional). Each of these divisions provides a basis for shared identity and group membership that may be an important source of social identity, which means most individuals are simultaneously members of multiple social

groups, and therefore have multiple social identities. Forehand et al.(2002) suggest that the mere existence of a particular social identity within the complex of identities does not guarantee increased processing of identity-relevant information. That is, what prompts increased processing of identity-relevant information is not the mere existence of the social identity, but the activation of that identity, a construct termed social identity salience (Reed, 2002).

Social identity salience refers to the activation or “switching on” of an identity-related conceptual structure in an individual’s self-concept through spontaneous self-categorization in response to social contexts/situations (Reed, 2002). A salient social identity functions psychologically to increase the influence of one’s membership in a particular group on perception and behavior (Oakes, 1987). In other words, when a certain social identity is activated and made momentarily salient, a person will become increasingly identified with that social group, and the momentarily salient social identity affects subsequent judgments and decision making. A number of studies have found that heightening the salience of a particular social identity can influence individuals’ attitudes and behaviors (e.g., Abrams, 1994; Forehand et al., 2002; Giles and Johnson, 1987; Hinkle and Brown, 1990; Hogg, 1992; Stryker and Serpe, 1982; Turner et al., 1987; Wicklund and Gollwitzer, 1982).

Literature on social identity-based consumption

has demonstrated that a variety of stimulus cues can act as "triggers" for identity salience and "prime" for subsequent social identity-congruent attitudes and behaviors. That is, multiple identities have differential salience at different points in time, and stimulus cues can "switch on" any of the multiple social identities momentarily (LeBoeuf, 2002). Those stimulus cues include reference group symbols (Cialdini, Borden, Thorne, Walker, Freeman, and Sloan, 1976), symbols related to out-groups (Wilder and Shapiro, 1984), out-group members (Marques, Yzerbyt, and Rijsman, 1988), and visual images and words (Chatman and von Hippel, 2001; Forehand and Deshpande, 2001; Hong, Morris, Chiu, and Benet-Martinez, 2000; Reed, 2002). Research on social identity salience has demonstrated that the activation of a specific social identity through stimulus cues may lead people to behave in accordance to that identity. For example, Hong et al. (2000) demonstrated that social identities can be primed by visual images or words. They used cultural icons, such as cultural symbols (the American flag, the Chinese dragon and the like), folklore figures (Superman and Stone Monkey), famous people (Marilyn Monroe and a well-known Chinese opera singer), and landmarks (the Capitol Building or the Great Wall of China), to activate a specific cultural orientation in bicultural respondents. The results showed that Westernized Chinese students in Hong Kong behaved more as

"Westerners" when first exposed to American icons and more as "Easterners" when first exposed to Chinese icons. Findings from this study suggest that the ethnic primes increase awareness of one ethnicity over others in a multicultural person, presumably by activating nodes in the individuals' semantic networks related to a specific ethnicity. Forehand and Deshpande (2001) also demonstrated that stimulus cues, such as cues in the advertising context, can also influence the salience of ethnic identity and subsequent consumer judgments and choices. They found that ethnic consumers tended to give more favorable evaluations to targeted ads when their ethnic identity was activated by ethnic primes embedded in advertising messages. In their experiment, they primed Asian American participants using a particular ad stimuli (e.g., "for Asian hair", "Travel Overseas to Asia") to make their ethnic identity salient. The findings showed that once their Asian identity was activated, Asian participants responded most positively to Asian spokespeople and Asian-targeted advertising.

Similar effects were demonstrated in another study in which the salience of national identity was found to affect consumer responses to ad messages that feature national symbols (Carvalho, 2005). Carvalho (2005) found that explicit ad cues associated with a Brazilian identity (i.e., such as a national flag) played a role in making participants' Brazilian identity momentarily

salient, which, in turn, generated favorable evaluations of the ad and the product being advertised. In addition, the participants who were exposed to an ad immediately after being exposed to the national identity primes(e.g., a news story about national tragedy in Brazil) responded favorably toward the ad and the product. The author argued that this priming effect occurred because the prior activation of a Brazilian identity through the news article might have prompted participants to look at the ad through a “Brazilian lens” and respond favorably to the ad as expressions of in-group favoritism(Carvalho, 2005). Yu and Jung(2004)’s study showed a possibility that social context could also act as a prime to activate national identity. They suggested that social situation could function as a context in the patriotic advertising, and it can influence Korean consumers’ responses to the patriotic ad and advertised brand. Their findings indicated that positive(e.g., Korea’s victory on World Cup Games) or negative(e.g., increase in unemployment rate or IMF financial crisis in Korea) social situation had an effect on eliciting positive evaluations of ads for appealing patriotism.

Such identity primes are of particular interest to this study, which may make a certain social identity momentarily salient. Specifically, it is possible that consumers’ national identity is activated by national identity primes, which should increase identity salience by temporarily

altering the hierarchical ordering of the individuals’ multiple social identities. Once salient, the national identity as “Korean” may be linked to favorable evaluations of ads using patriotic appeals.

(2) Activation of National Identity through Media Context

Research in communication has shown that media plays an important role in the development, enhancement, and activation of national identity (Anderson, 1983; Entman, 1991, 1993; Rivenburgh, 1997, 2000). The media serve to reinforce the national identity via daily broadcasts of issues directly related to the nation(national tragedies, social events, social changes, internal conflicts, and external threats) and by perpetuating national symbols, rhetoric and rituals. Further, responses to TV programs or news reports have proved to exert an important influence on people’s evaluations of embedded ads and the products being advertised(Burton and Lichtenstein, 1988; Coulter, 1998; Kamins, Marks, and Skinner, 1991; Murry, Lastovicka, and Singh, 1992; Yi, 1990).

Researchers have presented a number of potential explanations for how media contexts influence evaluation of embedded ads. For example, Cavalho(2005) argues that news reports about a nation can activate national identity, which in turn affects viewers’ evaluation of subsequent ads. In the case of negative news

content about one's home country, the report will be perceived as a threat. When people's national identity is threatened (high salience), they are motivated to engage in actions to offset the threat (actions consistent with the identity), bringing the self-concept back to a more positive state. Thus, the threats to people's national identity lead to positive evaluations of the representations of their nation (an in-group favoritism behavior) through an altruistic process (Carlson and Miller, 1987). One way that the altruistic process can be accomplished is by giving positive evaluation to embedded ads that are identified with the in-group as a heuristic evaluation approach consistent with the activated identity (Carvalho, 2005). As empirical evidence of this impact of media contexts on national identity activation and responses to embedded ads, Carvalho (2005) found that priming participants with the report of a national tragedy (i.e., identity threat situation) made their national identity salient, which, in turn, led to favorable responses to ads containing national identity cues. This study shows that reports of a national tragedy elicit negative feelings of concern and sadness in individuals and led them to engage in behaviors to reduce the negative feeling state.

In a similar vein, this study expects that priming Korean consumers with stories associated with a critical national event will make their national identity momentarily salient, which in turn leads to favorable evaluations of ads using

patriotic appeals. Specifically, when they are exposed to the news reporting national threats such as threats to national security, tragedies, or economic depression in Korea, those reminders may make their Korean identity more accessible to them. The salient national identity activated through a negative story will prompt feelings of concern in individuals and lead them to engage in altruistic behaviors (e.g., giving higher evaluations to subsequent patriotic ads than they would usually do) as a way to express their in-group loyalty and to offset the identity threat. The following hypotheses are proposed to test the prediction:

H2a: Korean consumers in a national identity (NI) primed condition will show more favorable attitude toward the ads using a patriotic appeal than those in a NI non-primed condition.

H2b: Korean consumers in a national identity (NI) primed condition will show more favorable attitude toward the brands featured in the ads using a patriotic appeal than those in a NI non-primed condition.

H2c: Korean consumers in a national identity (NI) primed condition will show greater intent to purchase the products featured in the ads using a patriotic appeal than those in a NI non-primed condition.

3. METHOD

1) Experimental Design

In order to test the proposed hypotheses, an experimental study using a 2 (National identity prime: NI primed vs. NI non-primed) x 2 (Ads using patriotic appeals: patriotic vs. non-patriotic) mixed factorial design was conducted. This design consisted of one between-subjects factor (national identity prime) and one within-subjects factor (patriotic appeals in ads). In the NI primed condition, participants were exposed to two video clips of news reports containing a NI prime, and in the NI non-primed condition, participants were exposed to news reports not containing a NI prime. In the manipulation of ads with (vs. without) patriotic appeals, participants were exposed to one of two counterbalanced conditions: 1) Brand A – Patriotic and Brand B – Nonpatriotic; 2) Brand B – Patriotic and Brand A – Nonpatriotic. Further, in order to examine the influence of national identification on participants' responses to patriotic ads, they were also rated on the level of national identification measures.

2) Sample

A convenience sample of college students was used in this study. A total of 223 students were recruited from undergraduate classes in a major university in Korea and invited to the website

designed for an online experiment of this study. Among these, 14 participants of the data collected were screened out because they showed patternized, insincere, or unreliable responses. As a result, a total of 209 sample data were used in data analyses. The sample consisted of 99 female (47.4%) and 110 male (52.6%) students, with an average age of 25.6 years. Among these, 101 participants were randomly assigned to the NI primed condition (48.5% male and 51.5% female) and 108 participants were assigned to the NI non-primed condition (52.5% male and 47.5% female).

3) Pretests

The first pretest was to select ad copies and a symbol to be used for the manipulations of patriotic ads. In order to select copies, five phrases for an automobile brand (i.e., "Korea Drives the Future," "Pride of Korea!" "Run Korea!" "Our Country, Our Car," and "Driving for Our Country") and five phrases for a shoe brand (i.e., "Pride of Korea!" "Cheers, Korea!" "Running for Our Country" "Korea Drives the Future," and "Run Korea!") were developed. The two product categories were used because: (1) this way, the results are not unique to just one type of product; and (3) using these two product types, counterbalance conditions could be created by reversing the patriotic and non-patriotic versions for each brand. In addition, a set of

symbols representing Korea(i.e., the national flag, the statue of Yi Sun-sin, the statue of King Sejong, the Rose of Sharon, and Namdaemun) was chosen to select the most appropriate symbol to be used in patriotic ad manipulations.

Fifty-six students, excluded from the main experiments, were recruited for the first pretest. Each participant was exposed to two sets of ad copies(i.e., one for an automobile brand and one for a shoe brand) and a set of national symbols and was asked to rate how much each phrase and symbol was perceived as patriotic on a 7-point scale anchored by "not patriotic at all"(=1) / "very patriotic"(=7). As a result, "Korea Drives the Future"($M = 5.78$) was selected for an automobile brand, and "Run Korea!"($M = 5.77$) was selected for a shoe brand, which was perceived as most patriotic. Among the national symbols provided, the national flag($M = 6.64$) was perceived as most patriotic.

The purpose of the second pretest was to see if patriotic ad manipulations created using the copy and symbol selected from the first pretest were actually perceived as patriotic. A fictitious automobile brand and a beer brand were created for ad manipulations. Four ads using fictitious names of an automobile brand(*TZ-R*) and a shoe brand(*787 Running*) were created. For each brand, two different versions of ads were created, one with a patriotic appeal and one without a patriotic appeal. Forty-three students, excluded from a main experiment, were recruited for the

second pretest. Participants rated each of four ads on a 7-point scale anchored by "not patriotic at all" (=1) / "very patriotic" (=7). Results of a paired samples t-test showed that, for the automobile brand, participants perceived the ad using a patriotic appeal significantly more patriotic than the ad not using a patriotic appeal ($M_{Patriotic} = 6.11$, $M_{Nonpatriotic} = 3.21$, $t[41] = 6.41$, $p < .001$). Furthermore, 93% of participants thought that the country of origin of the automobile brand featured in the ad with a patriotic appeal was Korea while only 12.4% thought the brand featured in the ad without a patriotic appeal was made in Korea. Similarly, for the shoe brand, participants perceived the ad using a patriotic appeal significantly more patriotic than that with no patriotic appeal ($M_{Patriotic} = 5.87$, $M_{Nonpatriotic} = 2.79$, $t[41] = 5.91$, $p < .001$). 91.5% of participants thought that the country of origin of the shoe brand featured in the ad with a patriotic appeal was Korea while only 16.2% thought the brand featured in the ad without a patriotic appeal was from Korea.

4) Stimulus Development

(1) Ad Manipulations with Patriotic Appeals

In this study, the patriotic ads were defined as the ads that contained messages communicating pride in Korea and its values and congratulating individuals or groups for a patriotic achievement

(McMellon and Long, 2006). Image symbols such as Korean national flag, Taegukgi, the statue of Yi Sun-sin and King Sejong, the Rose of Sharon, and so on were considered as national symbols that were meant to evoke individuals' patriotic thoughts and feelings. Also, word symbols such as "Korea," "we/our," and "country" were considered, which were used in generating patriotic-themed slogans, such as "Proud of Korea," or "Our Country, Our Car." This study did not consider "Buy Korean" appeals, which have often been used in patriotic ads, because previous research(e.g., McMellon and Long, 2006) found that ads that used patriotic symbols with cues associated with a sales pitch for the products received negative evaluations from consumers. Since the main purpose of this study was to examine whether consumers increase their evaluations of ads using patriotic appeals when their national identity is made momentarily salient, the commercially-driven messages that may be perceived as exploiting patriotism for financial gain were not considered.

For the main experiment, counterbalance conditions were created by reversing the patriotic and non-patriotic versions of the ad for each brand. For example, in the first counterbalance condition, the automobile brand(*TZ-R*) had a patriotic version and the shoe brand(*787 Running*) had a non-patriotic version; whereas, in the second counterbalance condition, the automobile

brand(*TZ-R*) had a non-patriotic version and the shoe brand(*787 Running*) had a patriotic version. This way, it was able to (1) confirm that the results are not unique to just one specific type of product; and (2) determine if the participants responded favorably or unfavorably to the ads because of the manipulations of patriotic appeals. All other settings in the ads with and without patriotic appeals were identical, with the only difference being the existence of patriotism stimuli.

(2) National identity prime

For the experimental conditions of national identity activation, 2-minute video clips of four different news reports, two for a NI primed condition and the other two for a NI non-primed condition, were used. The video clips of news reports used as a NI prime discussed recent disputes between Korea and Japan over Dokdo dominium and anti-Korean sentiment in Japan based on the rightward shift of Japanese. For a NI non-primed condition, the video clips of news reports talked about recent conflict between China and Vietnam regarding territorial disputes in the South China Sea and anti-Chinese protests in Vietnam.

5) Measurements

(1) National Identification

National Identification, which may influence participants' responses to patriotism-themed ads,

was examined in this study. National identification ($\alpha = .89$) was operationalized and measured using the 7-point scale developed by Hogg and Hains(1998), which consisted of 10 items such as "How much would you stand up for Korea?," "How much are you identified with being Korean?," "How much of a feeling of belonging do you have as a Korean?"

(2) Advertising Evaluations

For each ad, participants completed the measures on attitude toward the advertisement (Aad), attitude toward the brand(Ab), and purchase intention(PI). Aad($\alpha = .94$) was measured by using six 7-point semantic differential scales that included bad / good, unattractive / attractive, unpleasant / pleasant, convincing / unconvincing, believable / unbelievable, and not at all interested / very interested(MacKenzie, Lutz, and Belch, 1986). To assess Ab($\alpha = .93$), five 7-point semantic differential scales were used and anchored by bad / good, unsatisfactory / satisfactory, unfavorable / favorable, dislike/like, and inferior / superior (Batra and Stephens, 1994). Lastly, PI($\alpha = .91$) was measured by four 7-point scales, including the potential for "trying," "buying," "seeking out," and how likely the respondent would patronize the advertised product(Baker and Churchill, 1977).

(3) Salience of National Identity

In order to assess the influence of the national

identity(NI) prime on momentarily national identity salience, each participant was randomly assigned to either NI primed news reports or NI non-primed news reports. Following the exposure to a news reports(NI primed or non-primed), participants were asked a set of text comprehension questions, which were used to see if they had paid attention to important aspects of text, such as the location and consequences of the events. After answering questions about the news reports, participants were asked to describe themselves using the spontaneous self-description method developed by McGuire et al.(1978). The specific wording of this open-ended measure asked participants to "please tell us about yourself in your own words. Please take about a minute to do so." The probability that a participant spontaneously reported their national identity as Korean in their self-description was used as the critical measure of identity salience(McGuire et al., 1978).

4. RESULTS

1) Manipulation Checks

(1) Patriotic Ad Manipulations

In order to check if participants of the main experiment perceived the ads with a patriotic appeal significantly more patriotic than those without a patriotic appeal, participants were

asked to rate each of four ads on a seven-point scale anchored with “not patriotic at all”(=1) /“very patriotic”(=7). They were also asked to identify the country of origin of the brand being advertised. A paired samples *t*-test was conducted to compare the means of patriotic ads and non-patriotic ads. Results showed that participants perceived the ad using patriotic appeals significantly more patriotic than the ad not using patriotic appeals($M_{Patriotic} = 5.17$, $M_{Nonpatriotic} = 2.00$, $t[208] = 26.637$, $p < .001$). 91.4% of participants thought that the country of origin of the brand featured in the patriotic ad was Korea while 8.6% said they did not know which country the brand was from. On the contrary, only 9.6% thought the brand featured in the non-patriotic ad was made in Korea while 16.7% thought the brand was from outside of Korea and 73.3% said they were not able to identify where the brand was from.

(2) National Identity Activation

Following the exposure to news reports, participant’s national identity salience was measured using McGuire et al.(1978)’s self-description method. The probability that a participant spontaneously reported their national identity in the self-description was used as the measure of identity salience (McGuire et al., 1978). Specifically, the probability of reporting his or her Korean identity in the NI primed condition was compared to that of the NI

non-primed condition to see if the prime actually increased participants’ national identity salience. Results from a binary logistic regression indicated that participants who were exposed to the NI prime(63%) were more likely to self-report their Korean identity than participants not exposed to the NI prime(31%). In the logistic regression, the parameter estimate for this NI prime effect was 1.415 (standard error [S.E.] = .296, $\chi^2(1, N = 209) = 24.372$, $p < .001$). This result confirmed that the article stimuli employed in the main experiment significantly increased participants’ national identity salience.

2) Hypothesis Testing

(1) Consumer Responses to Ads Using Patriotic Appeals

The first research question (RQ) asked whether Korean consumers responded to the ad using a patriotic appeal more favorably than those not using a patriotic appeal when there was no specific NI cue. In order to answer this question, paired samples *t*-tests were conducted on Aad, Ab, and PI. The scores of Aad, Ab, and PI for the two ads using patriotic appeals in the first counterbalance condition(i.e., patriotic ad for the automobile brand) and the second counterbalance condition(i.e., patriotic ad for the shoe brand) were combined and averaged. Also, Aad, Ab, and PI scores for the two non-patriotism ads in the first counterbalance

condition and the second counterbalance condition were combined and averaged for the tests. Interestingly, results from a series of paired sample t-tests indicated that participants' attitude toward the ads with patriotic appeals(Aad) were not significantly different from their attitude toward the ads without patriotic appeals ($M_{PatrioticAds} = 3.74$, $M_{Non-patrioticAds} = 3.86$, $t[107] = -1.171$, $p = .244$). Similarly, participants' attitude toward the brand featured in ads with patriotic appeals(Ab) did not significantly more favorable than those toward ads without patriotic appeals ($M_{PatrioticAds} = 3.75$, $M_{Non-patrioticAds} = 3.89$, $t[107] = -1.284$, $p = .202$). In addition, regarding PI, no significant difference was found($M_{PatrioticAds} = 3.34$, $M_{Non-patrioticAds} = 3.48$, $t[107] = -1.064$, $p = .290$). These results demonstrate that, when there is no specific NI cue, basically, consumers' evaluations of ads using patriotic appeals are not significantly different from those of ads without patriotic appeals (see Table 1).

(2) The Influence of National Identification (ID) on Evaluations of Ads Using Patriotic Appeals

The first set of hypotheses tested whether the important variable related to consumers' patriotic sentiments – national identification – had an effect on increasing evaluations of ads using patriotic appeals. In order to test these hypotheses, a series of regression analysis was conducted. Results showed that, as expected, the level of national ID positively influenced participants' attitude toward the ads using patriotic appeals(Aad) ($B = .276$, $t[204] = 3.869$, $p < .001$); i.e., strong identifiers scored higher on Aad than weak identifiers, thus supporting H1a(see Figure 1-1). Similarly, the level of national ID also positively affected participants' attitude toward the brand(Ab) featured in ads with patriotic appeals($B = .183$, $t[204] = 2.769$, $p = .006$); i.e., the stronger the participants identified with the nation, the more they were favorable toward the brand featured in the ads with patriotic appeals, thus supporting H1b(see Figure 1-2). Finally, an index of purchase

Table 1. Results of Paired Samples *t*-tests on Evaluations of Ads: Patriotic Ads vs. Non-Patriotic Ads

		Mean Difference	SD	df	t	Sig.
Aad	Patriotic Ads – Non-patriotic Ads	.038	1.055	107	-1.171	.244
Ab	Patriotic Ads – Non-patriotic Ads	.015	1.154	107	-1.284	.202
PI	Patriotic Ads – Non-patriotic Ads	.083	1.356	107	-1.064	.290

intention(PI) was analyzed. As expected, the result indicated that the stronger the participants identified with the nation, the more they were likely to purchase the products featured in the ads with patriotic appeals($B = .223$, $t[204] = 3.187$, $p = .002$), thus supporting H1c (see Figure 1-3 and Table 2). These results demonstrate that consumers' level of national ID has a significant, positive effect on increasing their evaluations of ads using patriotic appeals.

As supplemental analyses, another series of regression analysis was conducted to see whether participants' level of national identification also affected their responses to ads without patriotic appeals. Results indicated that the level of national identification had no influence on participants' evaluations of ads without patriotic appeals in terms of Aad($B = .110$, $t[204] = 1.845$, $p = .066$), Ab($B = .083$, $t[204] = 1.530$, $p = .127$), and PI($B = .120$, $t[204] = 1.667$, $p = .097$). These results confirmed that the positive effect of the level of national identification on increasing ad evaluations was significant only when participants respond to ads with patriotic appeals.

(3) The Influence of National Identity Salience on Evaluations of Ads Using Patriotic Appeals

The second set of hypotheses proposed that consumers in a NI primed condition would evaluate ads containing patriotic appeals more favorably than those in a NI non-primed condition. In order to test the hypotheses, a series of independent samples t-tests was conducted. As expected, the results indicated that participations who were exposed to the NI prime showed significantly more favorable attitude toward the ads using patriotic appeals than those who were not exposed to the NI prime($M_{NI \text{ Primed}} = 4.85$, $M_{NI \text{ Non-primed}} = 3.74$, $t[207] = 8.312$, $p < .001$), thus supporting H2a(see Figure 2-1). Similarly, participants' attitude toward the brands advertised with patriotic appeals was significantly more favorable in the NI primed condition than those in the NI non-primed condition($M_{NI \text{ Primed}} = 4.69$, $M_{NI \text{ Non-primed}} = 3.75$, $t[207] = 7.612$, $p < .001$), thus supporting H2b (see Figure 2-2). Further, an intent to purchase associated products was also greater among participants who were exposed to the NI prime than among those who were not exposed to the NI prime($M_{NI \text{ Primed}} =$

Table 2. Results of Regression Analyses on the Influence of National ID on Evaluations of Patriotic Ads

		<i>B</i>	<i>SE</i>	<i>β</i>	<i>t</i> -value	Sig.
Aad	National ID	.276	.071	.262	3.869	.000
AB	National ID	.183	.066	.191	2.769	.006
PI	National ID	.223	.070	.218	3.187	.002

4.07, $M_{NI \text{ Non-primed}} = 3.34$, $t[207] = 5.250$, $p < .001$), thus supporting H2c (see Figure 2-3 and Table 3). These results demonstrate that activation of consumers' national identity has a positive effect on increasing their evaluations of ads with patriotic appeals.

In addition, analysis of covariance (ANCOVA) was conducted, with national ID included as a covariate, in order to test if the NI prime had an effect on increasing evaluations of ads using patriotic appeals, even after controlling for the level of national ID. Results showed that the

level of national ID significantly, positively influenced participants' responses to ads using patriotic appeals as shown in the regression analysis above. What is more meaningful is that, even after the effect of national ID was taken into account, the effect of activating national identity on responses to patriotic ads was significant in terms of Aad($F [1, 202] = 58.141$, $p < .001$), Ab($F [1, 202] = 50.527$, $p < .001$), and PI($F [1, 202] = 21.988$, $p < .001$) (see Table 4).

Three supplemental independent samples *t*-tests were conducted with scores of Aad, Ab, PI for

Table 3. Results of Independent Samples *t*-tests on Evaluations of Patriotic Ads: NI Primed vs. NI Non-primed Condition

		Mean	Mean Difference	<i>df</i>	<i>t</i>	Sig.
Aad	NI Primed	4.85	1.11	207	8.312	.000
	NI Non-primed	3.74				
Ab	NI Primed	4.69	.945	207	7.612	.000
	NI Non-primed	3.75				
PI	NI Primed	4.07	.731	207	5.250	.000
	NI Non-primed	3.34				

Table 4. Results of ANCOVA on Evaluations of Patriotic Ads

		<i>df</i>	<i>MS</i>	<i>F</i>	Sig.
Aad	National ID	1	6.455	7.295	.008
	NI Prime	1	51.447	58.141	.000
	Error	202	.885		
Ab	National ID	1	4.870	5.386	.024
	NI Prime	1	39.585	50.527	.000
	Error	202	.783		
PI	National ID	1	5.235	5.292	.022
	NI Prime	1	21.750	21.988	.000
	Error	202	.989		

Figure 1-1.
The Influence of National ID on Attitude toward the Ad

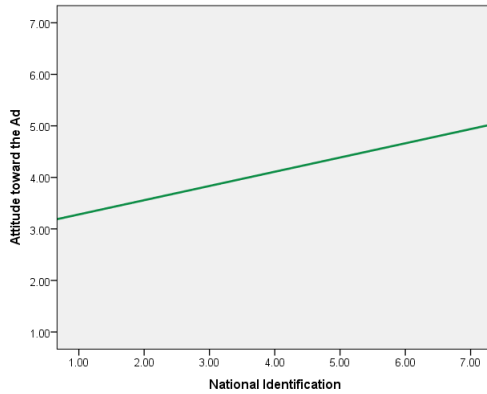


Figure 1-2.
The Influence of National ID on Attitude toward the Brand

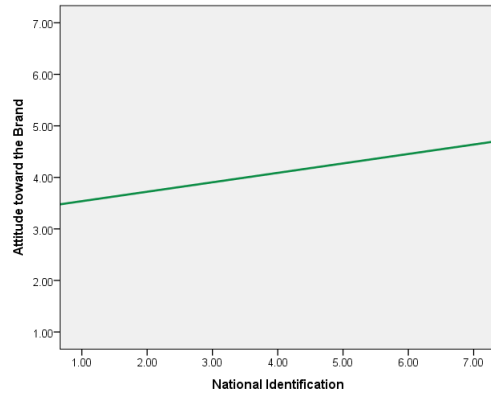
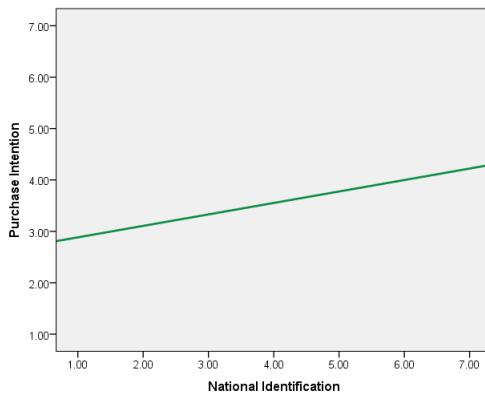


Figure 1-3.
The Influence of National ID on Purchase Intention



the non-patriotic ads to see if NI salience also had an effect on increasing evaluations of non-patriotic ads. Results indicated that mean values for Aad ($M_{NI \text{ Primed}} = 3.67$, $M_{NI \text{ Non-primed}} = 3.86$, $t = -1.539$, $p = .125$), Ab ($M_{NI \text{ Primed}} = 3.70$, $M_{NI \text{ Non-primed}} = 3.89$, $t = -1.728$, $p = .085$), and PI ($M_{NI \text{ Primed}} = 3.43$, $M_{NI \text{ Non-primed}} = 3.48$, $t = -.343$, $p = .732$) in the NI primed condition were not significantly different from those in the NI non-primed

condition. In other words, NI salience did not influence participants' evaluations of non-patriotic ads. Additionally, paired samples *t*-tests were performed to see whether product categories (i.e., automobile or shoe) influenced participants' advertising responses. Results showed that participants' responses to the automobile ads were not significantly different from those to the shoe ads in terms of Aad ($M_{\text{automobile}} = 4.18$, M_{shoe}

Figure 2-1.
Attitude toward the Ad: NI Primed vs. NI Non-Primed

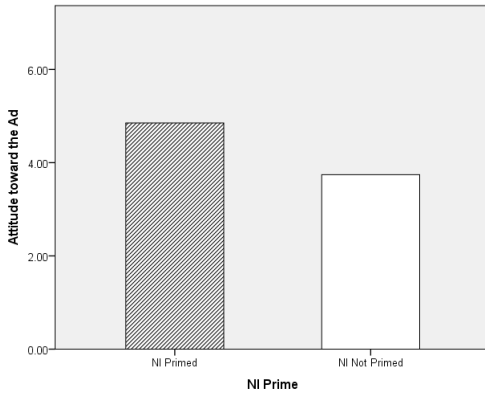


Figure 2-2.
Attitude toward the Brand: NI Primed vs. NI Non-Primed

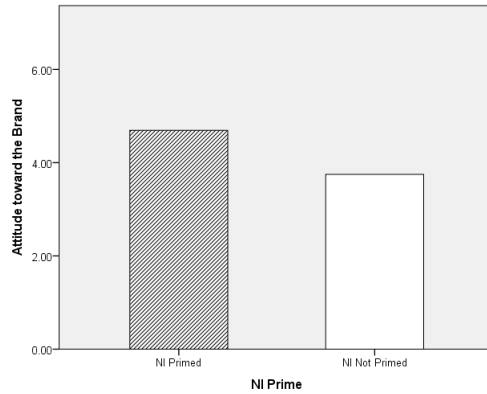
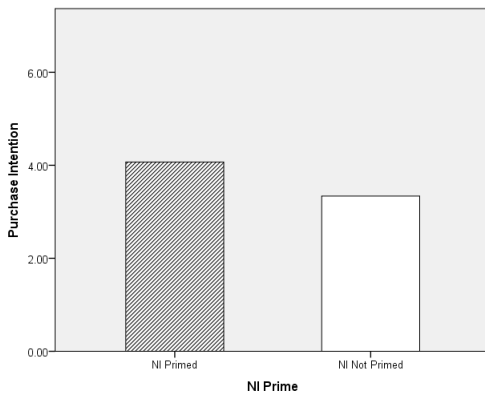


Figure 2-3.
Purchase Intention: NI Primed vs. NI Non-Primed



= 4.11, $t = .454$, $p = .651$), $Ab(M_{automobile} = 4.16$, $M_{shoe} = 4.14$, $t = .137$, $p = .891$), and $PI (M_{automobile} = 4.06$, $M_{shoe} = 3.73$, $t = 1.821$, $p = .074$). Based on the above results, it was again confirmed that participants exposed to the NI prime evaluated the ads using patriotic appeals favorably due to the patriotic ad manipulations.

5. DISCUSSIONS & IMPLICATIONS

Critical national events such as national crisis, threats to national security and economic depression are known to provoke patriotic sentiments among citizens. Phrases such as “Pride of Korea,” “I’m Korean,” and “Cheers Korea” have appeared in advertising in the aftermath of severe challenges facing South Korea in the past couple of years. The high emotional impact of recent

national crises such as the Sewol ferry sank on 4/16, constant disputes with Japan stemmed from Japan's rightward shift, North Korea's provocative actions, and continuous economic slowdown have prompted advertisers to use the patriotic message format. While the use of patriotic appeals has been widespread, and one obvious goal of using patriotism in ad campaigns is to elicit favorable consumer responses, the effectiveness of such messages has been largely unexplored. This study therefore aimed to uncover how Korean consumers respond to ads using patriotic appeals and to find the way in which such messages can effectively evoke positive attitudinal responses.

This study first examined whether Korean consumers actually responded favorably to ads containing patriotic appeals. The results showed that consumers' responses to the ads using patriotic appeals were not significantly favorable than those to the ads without patriotic appeals when there was not any specific NI cues. This finding suggests that merely presenting the patriotic symbols or phrases may not be enough to elicit consumers' favorable responses.

In order to find out particular settings in which the effectiveness of patriotic ads can be enhanced, this study further explored whether the levels of national identification, which is closely related to consumers' patriotic sentiments, played out as key factors in inducing consumers' patriotic emotions and positive evaluations of

patriotic ads. While several recent studies have examined how consumer patriotism levels affect evaluation of patriotic ads (e.g., Kim, Yim, and Ko, 2013; 임기태, 김용재, 2009), there has been scarce research on the influence of national identification on consumer responses to patriotic ads. According to the results from this study, consumers' responses to ads using patriotic appeals are affected by their levels of national identification. Specifically, as consumers' national identification levels increases, their evaluations of ads with patriotic appeals were also significantly increased. This finding implies that consumers who strongly identify with their country are more likely to feel commitment to the nation and willing to engage in behaviors that support and protect their own country's economy and welfare than those who do not (Verlegh, 2007). These high identifiers may therefore be inclined to express their national identity through consumption behaviors.

However, according to the research on social identity salience, it is possible that the use of patriotic appeals may not have the desired effect unless consumers' national identity comes to the fore, being accessible in their mind, even for those who strongly identify with their country. Thus, this study empirically tested that consumers' national identity can be activated through a NI prime within media context, and that this increased salience of national identity would influence their responses to ads using patriotic

appeals. Results showed that, when Korean consumers were exposed to news reports of critical national events, their Korean identity was activated and made momentarily salient, which in turn, led to favorable responses to the ads using patriotic appeals. This finding is consistent with theory on social identity salience, which suggests that a particular social identity should be activated and made momentarily salient in order to guide individuals' attitudes and behaviors. Specifically, this study showed that heightening the salience of individuals' national identity can have an effect on leading consumers to behave consistent with the activated identity by giving positive evaluations of ads with patriotic appeals and associated brands/products.

This research offers valuable insights for marketers and advertisers in understanding how patriotic advertising elicits favorable responses among Korean consumers. Koreans, who were born and raised in a homogenous, uni-cultural society, traditionally are thought to be more nationalistic and have stronger national identity than members of other multicultural societies (e.g., U.S. citizens). For this reason, many advertising practitioners might have blindly trusted the effectiveness of patriotic ads in eliciting patriotic emotion that may be transferred to favorable attitude toward the ads and advertised brands. However, findings from this study suggest that it is important for advertisers and marketers to take away from

making an implicit assumption that the mere presence of patriotic appeals has an effect on inducing positive consumer responses. This study shows that consumers' responses to ads using patriotic appeals are closely related to their national identification. Further, while consumer responses to patriotic ads are not significantly more favorable than those to ads without patriotic appeals, the effectiveness of such ads can be significantly enhanced by activating their national identity, making it momentarily salient.

This finding provides advertisers with guidelines of when and where to put patriotic ad messages to elicit favorable consumer responses. Specifically, media-context framing national identity can be an important determinant of the success of patriotic advertising messages, acting as a national identity prime. Of particular importance in this study is the link between negative feelings and altruistic behavior. Media content about a negative national event will be perceived as an identity threat and activate the national identity, bringing people to a state of negative emotion. This national identity activation attached to a negative affective response will prompt altruistic behavior to offset the threat and mitigate the unpleasant feelings by giving positive evaluations to patriotic messages in embedded ads. Therefore, the impact of patriotic messages can be greatly increased if the advertiser understands the context in which consumers' national identity is switched on and

becomes momentarily salient. For example, when patriotic ads are embedded within films, TV shows, dramas or news stories that show important national events such as a terrorist attack, natural disaster, economic crisis, feelings and responses to such programs may exert a positive influence on consumers' evaluations of embedded ads and the associated brands / products. Such a finding has important implications for advertisers, who are increasingly employing patriotic messages in their ads.

6. LIMITATIONS AND FUTURE RESEARCH

As with all research endeavors, there are several limitations in this study. First, the participants of this study were drawn from convenience samples, mostly gathered from university students. To generalize the results, a much larger, country-wide random sampling is required. Second, in this study, only a negative news report was used as a NI prime. However, it is possible that positive context such as national achievement or victory can also has an effect on activating consumers' national identity and influences their subsequent responses. Specifically, it is possible that the national identity activation attached to a positive mood may prompt behavior to enhance identification with the nation by revealing a positive evaluation

of the patriotic ads embedded within the media context (Carvalho, 2005). Future studies therefore should further examine how positive media content influences the salience of national identity and responses to embedded ads using patriotic appeals. In addition, it will be also meaningful to examine how positive and negative content play different roles as national identity primes and affect consumer responses to patriotic ads. Third, there should be other variables related to personality traits, individual dispositions, or preferences that affect responses to patriotic ads. Especially, several important variables such as levels of consumer patriotism, nationalism, or ethnocentrism and levels of involvement in or predisposition to particular product types will need to be taken into consideration in future research. Next, while this study only used the national flag as a national symbol and simple phrases as components of patriotic ads, the potential exists for other creative elements to be used in patriotic advertising. In future research, different types of creative elements such as models, artifacts, and other patriotic symbols may be considered. Finally, this study considered only two product types, an automobile and a shoe. More recently, patriotic appeals have been used for a variety of product categories. Furthermore, the effectiveness of patriotic messages may vary depending on product characteristics such as high involvement vs. low involvement,

utilitarian vs. hedonic, masculine vs. feminine, functional vs. emotional, and so forth. Therefore, it will be interesting to see how consumers respond to patriotic ads differently depending on product categories featured in the ads.

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애국적 광고에 대한 한국 소비자들의 반응에 대한 연구 : 국가 정체성 활성화를 중심으로

•유진영*

가천대학교 글로벌경영학트랙 조교수, 광고학박사

국내 광고에 꾸준히 애국적 메시지가 활용되고 있는 반면, 그 효과에 대한 연구는 아직까지 미미한 실정이다. 이에 본 연구는 실험 연구를 통해 한국 소비자들이 애국적 소구를 사용한 광고에 어떻게 반응하는지 살펴보는 데 그 목적을 두고 있다. 구체적으로, 본 연구는 첫째, 소비자들이 실제로 애국적 메시지가 포함되어있는 광고에 더 호의적인 반응을 나타내는지, 둘째, 국가 아이덴티피케이션(national identification) 수준이 애국적 광고에 대한 소비자 반응에 어떻게 영향을 미치는지, 마지막으로, 아이덴티티 프라임(identity prime)을 통한 개인의 국가 아이덴티티(national identity) 활성화가 애국적 광고에 대한 반응에 어떻게 영향을 미치는지 살펴보았다. 연구 결과에 따르면, 국가 아이덴티티에 대한 특정 자극이 없는 경우, 애국적 메시지가 포함된 광고와 그렇지 않은 광고에 대한 소비자 반응에 유의미한 차이가 나타나지 않았다. 그러나 개인의 국가 아이덴티피케이션 수준이 높을수록 애국적 광고에 대한 소비자 반응 또한 호의적으로 나타났다. 또한 애국적 광고에 대한 소비자의 반응은 아이덴티티 프라임에 대한 노출로 인해 개인의 국가 아이덴티티가 활성화 되었을 경우, 그렇지 않은 경우에 비해 호의적인 것으로 나타났다.

주제어 : 애국적 광고 소구, 국가 정체성, 국가 아이덴티티

*jinnieyoo@gmail.com