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경영학 석사학위논문

**The Effects of Collaborated Character's Image Congruence on
Cosmetic Products Evaluation: The Relative Importance of Ideal
and Actual Self-Image Congruence**

캐릭터 콜라보레이션에서 소비자와 캐릭터간의 이미지 일치성이
화장품 제품평가에 미치는 영향: 이상적인 이미지 일치성과 실제
이미지 일치성의 상대적 중요도 중심으로

2017년 2월

서울대학교 경영대학원

경영학과 경영학 전공

서 정 민

ABSTRACT

The Effects of Collaborated Character's Image Congruence on Cosmetic Products Evaluation: The Relative Importance of Ideal and Actual Self-Image Congruence

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An increasing number of companies develop strategic marketing collaborations with other businesses to reach new consumers. One popular collaboration method is character collaboration; however, little research has examined the effects of character collaboration, specializing in the collaborated character's image and its congruence with a consumer's image in the cosmetics industry. This research hypothesizes that consumers who perceive the collaborated character's image as being congruent with their ideal self-images have a more positive evaluation of collaboration products, compared to perceiving it as being congruent with their actual self-images. The present research proposes that the fundamental psychological motive to improve one's self to achieve an ideal image is the key to influencing consumers to view the collaboration products more favorably. This phenomenon is observed, in particular when consumers perceive the cosmetic products as publicly consumed products. The findings of the study show that consumers evaluate the collaboration products more favorably when

they perceive ideal self-images from the characters and believe that the cosmetic products as publicly consumed products because they have a stronger self-improvement motive. This research concludes consumers with perceptions of the cosmetic products as public consumption products have a more positive evaluation of the collaboration products as they are motivated to have their self-images as close as possible to their ideal self-image. The implications and limitations of the findings are discussed.

Keywords: Character Collaboration, Self-image Congruence, Self-improvement Motive,
Public Consumption Product

Student Number: 2015-20619

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1. INTRODUCTION

In the age of globalization, competition among companies gets tougher. Due to the advancement of technology, consumers have high expectations of the quality for the evaluation of products and services and it becomes harder to fulfill consumer's needs and wants. As consumers' expectations rise faster and competition in the market gets fiercer, companies encounter the risk of falling behind if their products fail to capture attention of not only the existing consumers, but also the new consumers. Companies attempt to increase their market shares and develop various strategies to attract more consumers. One differentiation strategy, which has become widely used, is collaboration, which is also known as brand alliance or co-branding. Many companies and brands across various industries have applied the collaboration method and have created additional values and benefits. Generally, brand alliance or co-branding is defined as a cooperative marketing strategy involving combinations of two or more individual brands (Rao and Ruekert, 1994; Simonin and Ruth, 1998). Grossman (1997) defined co-branding is a strategy in which: "two brands are purposefully cooperated with one another in a marketing context such as in advertisements, products, product placements, and distribution outlets."

A range of collaborations are used and the art collaboration strategy has become extremely popular. According to Hagtvedt and Patrick(2008), the presence of visual art in packaging, advertising, and product design has a positive effect on a consumer's product perception through the spillover effect of the luxurious images of the art. Art is used as a means to more effectively market products, influencing consumers to perceive the products as belonging to premium brands. This high-end image for products has been pursued in the cosmetics industry

and this is why the cosmetics brands have collaborated with artists, designers and character brands. This phenomenon is called beauty collaboration, also known as “Beau-laboration.” Among various types of art collaboration, not only Korean cosmetic brands but also the international cosmetic brands have been enthusiastically collaborating with character brands. Recently, Korean cosmetics brands such as The Face Shop, Etude House, Peripera, and Espoir have collaborated with Disney, Kakao Friends, Frozen, and Smurf characters. On the other hand, the international brands such as MAC, Stila, Annasui have collaborated with Wonder Woman, the Simpsons, and Betty Boop characters as well.

As beauty collaboration has been increasingly widespread so far, it is important to examine what drives this popularity. However, there has been little research specializing in the effects of the character collaboration in the cosmetics industry. Therefore, the current research focuses on investigating the effects of character collaboration on the cosmetic products evaluation with a focus on a character’s image congruence and provide answers for following questions:

- (1) What drives its popularity in the cosmetic industry?
- (2) How can collaboration with character brands become more effective?
- (3) What should be done in order to achieve successful character collaboration?

In order to examine the effects of the character collaboration, the present research suggests that “self-image congruence” is a fundamental concept. Self-image congruence is defined as “a fit between the consumer’s self and the brand’s personality or image” (Sirgy 1982). A body of prior research has concluded that consumers have tendencies to prefer products which reflect their self-image. However, the present research discusses the concept of self-image more in depth by focusing on the ideal self-image and the actual self-image. It is assumed that the effect

of character collaboration would differ when the collaborated character's image is congruent with a consumer's ideal self-image and when the character's image is congruent with a consumer's actual self-image.

2. THEORETICAL BACKGROUND

2.1 Collaboration

Many researchers have proposed a number of definitions of collaboration encompassing all observable forms. Including Westley and Vredenburg, several researchers use Gray's (1989) definition, which is "a process through which parties who see different aspects of a problem can constructively explore their differences and search for solutions that go beyond their own limited vision of what is possible." In addition, Selsky defines collaboration as the development of a collaborative venture which is a medium-to long-term systemic capacity for the shared problems or achieving shared goals. Prior research has provided definitions of collaboration in the vast array of collaborative forms. In the present research, character collaboration is defined as cooperation between two brands, a character brand and a cosmetic brand, in the context of product design by developing a cosmetic product where characters are used in the product's design.

2.2. The Self-Congruence Theory

Previously, a stream of research has shown that consumer behavior is determined by the

congruence resulting from a psychological comparison involving the product-user image and the consumer's self-concept (Cowart, Fox, and Wilson, 2008; Sirgy, 1985). Sirgy (1985) found that a high self-image congruence with products led to high satisfaction and a positive attitude towards the products and Graeff (1996) discovered that if a consumer's self-image is more similar with the brand's image, he or she has more favorable evaluations of that brand should. The self-image congruence theory has been discussed at the product level or brands in most of the cases; however, at a more micro level, a consumer can perceive self-image congruence with the collaborated character as well. Generally, the brand's personality, which animates and humanizes the brand, is what shapes the consumer's affection and attachment toward the brand (Fournier, 1998). In this sense, when a consumer perceives a collaborated character, he or she would recognize its image based on the impression of the humanized character's image and characteristics. The self-congruence theory which stems from cognitive-consistency theories (Festinger 1957; Heider 1946) posits that consumers tend to pursue consistency in their belief and behaviors. Therefore, consumers would be motivated to prefer products, collaborated with a character which is congruent with their self-image which help strengthen their self-image.

To strengthen one's self-concept, there are two different approaches. The first approach is to confirm and sustain one's existing self-concepts, the actual self (Swarm, 1983). It is believed that consumers tend to act in ways consistent with how they view themselves (Lecky, 1945) and this tendency leads them to have a more positive evaluation of a brand or a product which is congruent with their actual self. The second approach is to improve one's self-worth by pursuing their aspirations, the ideal self (Sedikides and Strube, 1997). Thus, consumers are motivated to achieve their ideal self, being involved with consumption when a brand with a personality that is congruent with their ideal self (Grubb and Grathwohl, 1967). Consumers

who strive for improving themselves might have a more positive evaluation of a brand or a product which reflects their ideal self.

2.3. The Match-up Hypothesis

In the marketing literature, a stream of research has discussed the influence of the physical attractiveness of a model in the advertising campaign. Advertisers use beautiful women to attract consumers' attention to products because it is believed that beautiful endorsers are credible, desirable, and aspirational (Frith and Mueller, 2003; Joseph, 1982). Furthermore, the match-up hypothesis (Kahle & Homer, 1985; Kamins, 1990) explains that attractive models are more effective if they are relevant to the endorsed product. Kamins (1990) compared consumers who were exposed to an advertisement depicting an attractive-relevant product, a luxury car, with consumers who were exposed to an advertisement for a product that the attractiveness was less relevant to, a home computer, and found the results were consistent with the match-up hypothesis. Cosmetic products are generally considered a means to improve one's beauty since consumers purchase cosmetic products expecting their appearance to become better. It is one of the major reasons why physically attractive endorsers such as actresses and models appear in the cosmetic product advertisement. In the case of cosmetic products, the image of beauty is associated with them and the target consumers are those who desire beautiful looks.

The present research suggests that a consumer's ideal self-congruence with a collaborated character is more important. Consumers, especially female consumers, have a tendency to pursue attractiveness and want to resemble their ideal looks. In this sense, if a collaborated character's image of beauty products is closer to a consumer's ideal self-image, consumers

would have more positive products evaluation, compared to when a collaborated character's image is congruent with consumer's actual self-image. Thus, the first hypothesis is drawn as below.

Hypothesis 1. *A consumer who perceives ideal self-image congruence (vs. actual self-image congruence) with the collaborated character will evaluate the character collaboration product more positively.*

2.4. Self-Improvement Motive

People construct their self-concepts and establish their personal identity through consumption behaviors (Ball & Tasaki, 1992; Kleine, Kleine, & Kernan, 1993; Richins, 1994). According to Edson and Bettman (2003), consumers use brands to fulfill self-needs such as self-verification or self-improvement and determine the brand type based on their reference group. It is shown that a consumer with self-improvement goals is more influenced by the aspirational group's brand and a consumer with self-verification goals are more influenced by the member group's brand. In addition, Ditto and Lopez (1992) have determined that people tend to seek information which enhances their self-esteem, whereas people search for experiences that affirm their sense of self (Swarm 1983; Swann, Stein-Seroussi, and Giesler 1992). Prior research has suggested that people have different motives when constructing their self-concepts. From this viewpoint, the present research anticipates a consumer whose perceived ideal self-congruence would be motivated by his or her self-improvement motive, leading to a positive product evaluation. When consumers perceive their ideal self-image, consumers would have a self-improvement motive to achieve the ideal self-image, compared

to when they perceive their actual self-image.

Hypothesis 2. *When a consumer perceives ideal self-image congruence (vs. actual self-image congruence) with the collaborated character, the self-improvement motive will mediate the effect.*

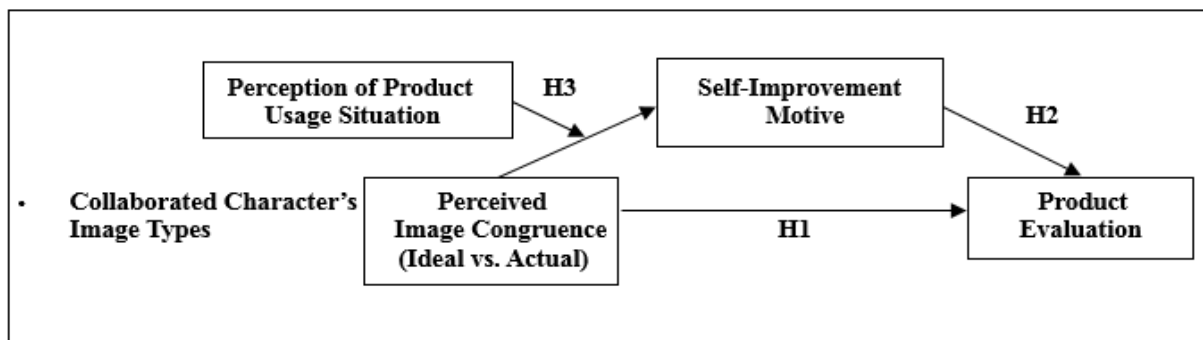
2.5. Perception of Product Usage Situation

Consumers often determine their preference for certain products, depending on the product type and the product usage situation. One classification of product type is whether it is publicly consumed or privately consumed (Bourne, 1957). According to Bourne's definition, "publicly consumed products are those that are seen by others when being used" and "privately consumed products are ones that are not seen during the consumption process with the possible exception of the user." When consumers make their purchase decision for publicly consumed products and privately consumed products, they would consider different attributes of the products or brands. Bearden and Etzel (1982) discussed that a brand's image-relevant attributes are more important in situations where the product is consumed publicly, especially when products are purchased for self-expressive and symbolic purposes. Aaker (1999) has posited that consumption can be motivated by a need for public self-presentation and impression management. Previously, Dolich (1969) and Ross (1971) attempted to examine whether evaluations of publicly consumed brands would be more affected by the congruence between brand image and the consumer's ideal self-image, but have failed to support these expectations. According to Graeff, (1996), people who use publicly consumed products have a higher level of self-monitoring, compared to those who use privately consumed products. Therefore, the current research attempts to discover the interplay relationship between a consumer's

perception of ideal self-image congruence and a product usage situation. This effect is expected because people who use the cosmetic products are interested in improving themselves and their motive will be strengthened if they believe that their act of cosmetic products consumption is in public.

Hypothesis 3. *When a consumer perceives the product usage as a publicly (vs. privately) consumed product, he or she perceives ideal self-image congruence (vs. actual self-image congruence) will have a higher self-improvement motive, leading to a more positive product evaluation.*

Figure 1: Conceptual Model



3. EXPERIMENT

The objectives of this research are three-fold: (1) to investigate the effects of the collaborated character's image which is congruent with a consumer's ideal self-image (vs. actual self-image) on products evaluation; (2) to examine the underlying mechanism, which is consumers' self-improvement motivation affecting products evaluation; (3) to discover whether the perception of product usage situation as publicly consumed products strengthens consumers' self-improvement motive, resulting in having a positive impact on products

evaluation.

3.1 Method

Participants and Procedure. Participants were recruited by a Korean online research agency, Macromill Embrain, which has the largest consumer panel in Asia and rewarded with a small amount of incentives for participating in the study. The sample consisted of female cosmetic product users between 20 and 30 year-old ($M_{age} = 29.40$, $SD = 5.19$) in consideration of that the majority of the cosmetic product users are female. The survey was designed to first inquire about respondents' ideal self-image which they wanted to achieve and actual self-image which they believed they currently had. Next, they were provided with four characters and asked to select two characters; one character which was the closest to their ideal self-image and another character which was closest to their actual self-image. The respondents who had selected the same character as being close to their ideal self-image and actual self-image were screened out and only the respondents who had chosen different characters continued the survey. After the screening session, one hundred and thirty respondents were randomly assigned to one of the two (character types: ideal self-image vs. actual self-image) conditions, consisting of the two characters they had chosen. After that, respondents were provided with a questionnaire about the assigned character's image, the extent of congruence of the character's image with their ideal (or actual) self-image. Then they were instructed to evaluate the cosmetic product, the face powder, collaborated with the assigned character. The last section of the questionnaire asked about the respondents' self-improvement motivation and perception of the usage situation of the cosmetic products (face powder), along with their sociodemographic information.

Variables. Respondents provided their product evaluation on the seven point Likert scales. In order to measure dependent variables, the attitude towards the product (1 = “unfavorable”, favorable,” “bad/good,” “unattractive/attractive”; $\alpha = 0.89$) and purchase intention were used (“My willingness to purchase this product is ...,” “The likelihood of to purchase this product is,” “The probability that I would consider purchasing this product is ...”; $\alpha = .98$). All the independent variables were recorded on the 7-point Likert scale anchored by ‘strongly disagree (1)’ and ‘strongly agree (7).’ The independents variables of actual self-congruence and ideal self-congruence were applied by using the scale (Malär, Lucia, et al., 2011).

To measure the underlying motive of self-improvement, the three items were modified from the scale of self-improvement motive by Helgeson and Mickelson (1995) and applied (e.g. “I purchase this product because I can become a better self”, “I purchase this product because I can have a goal to pursue”, “I purchase this product because I can improve my self-image”). For measuring perception of product usage situation, the three items were selected from the scale of publicly consumed product by Kulviwat, Bruner, and Al-Shuridah (2009) and applied (e.g. “Most people would use cosmetic products in the presence of others”, “There are many people who would use cosmetic product in public”, “Most people I know would consider cosmetic products to be a public product”).

3.2. Results

Main Effect. First, to test the main effect of the perceived character’s image congruence on product evaluation, a one-way ANOVA analysis was conducted. The analysis revealed a significant main effect on both product attitude ($F(1,128) = 8.73, p < 0.01$) and purchase intention ($F(1,128) = 19.30, p < 0.00$). As expected, respondents in the condition of the ideal

self-image character had greater products evaluation – product attitude ($M_{Ideal} = 4.44$ vs. $M_{Actual} = 3.77$) and purchase intention ($M_{Ideal} = 3.66$ vs. $M_{Actual} = 2.57$). The results were that when people perceived their ideal self-image from the collaborated character, they evaluated the character collaboration product more favorably, compared to when they perceive their actual self-image from the collaborated character, supporting H1.

Mediation Effect. To examine whether a consumer's self-improvement motive mediated the main effect, a set of regression analyses (Baron and Kenny, 1986) was performed. First, when product attitude was a dependent variable, results indicated that perception of the character's image congruence was a significant predictor of the self-improvement motive, ($B = 0.51$, $t(128) = 2.57$, $p < 0.05$) and that the self-improvement motive was a significant predictor of product attitude ($B = 0.54$, $t(127) = 6.08$, $p < 0.001$). These results confirm the mediational hypothesis. Perception of the character's image congruence was no longer a significant predictor after controlling for the mediator, the self-improvement motive, ($B = 0.39$, ns), consistent with full mediation. Second, when purchase intention was a dependent variable, results also revealed that perception of the character's image congruence was a significant predictor of the self-improvement motive, ($B = 0.51$, $t(128) = 2.57$, $p < 0.05$) and that the self-improvement motive was a significant predictor of purchase intention ($B = 0.64$, $t(127) = 6.85$, $p < 0.001$). These results also support the mediational hypothesis; however, that perception of the character's image congruence was still a significant predictor after controlling for the mediator ($B = 0.75$, $t(128) = 3.47$, $p < 0.001$), concluding that the self-improvement motive was partially mediating in this model.

In addition, a bootstrapping method (Hayes 2012; 5,000 Bootstrapped samples;

PROCESS SPSS Macro; Model 4) was applied to confirm indirect effects further. In the bootstrap analysis, the results indicated that a 95% bias-corrected confidence interval for the size of the indirect effect excluded zero for product attitude (B = 0.28, 95%, [.084, .545], $p < 0.001$) as well as purchase intention (B = 0.33, [.103, .635], $p < 0.001$), presenting a significant indirect effect. Taken together, the results showed that the self-improvement motive mediated the main effect of perception of character's image congruence on product evaluation, in support of H2 (see Table 1).

Table 1. Mediation Analysis

| Step | Independent Variable | Dependent Variable | B | t | R ² | F |
|------|---|-------------------------|------|-------------------|----------------|-------|
| 1 | Perceived Image Congruence | Self-Improvement Motive | 0.51 | 2.57* | 0.05 | 6.62 |
| 2 | Perceived Image Congruence | Product Attitude | 0.67 | 2.95** | 0.06 | 8.73 |
| | | Purchase Intention | 1.08 | 4.39*** | 0.13 | 19.30 |
| 3 | Perceived Image Congruence Self-Improvement Motive | Product Attitude | 0.54 | 6.08*** | 0.28 | 24.08 |
| | | | 0.39 | 1.91 ^a | | |
| | Perceived Image Congruence Self-Improvement Motive | Purchase Intention | 0.64 | 6.85*** | 0.37 | 36.54 |
| | | | 0.75 | 3.47*** | | |

*** $p < .001$, ** $p < .01$, * $p < .05$

$p^a = 0.058$

| Independent Variable | Dependent Variable | Indirect Effect | SE | 95% Bias-Corrected Confidence Interval | | |
|-------------------------|--------------------|--------------------|------|--|-----------|-------|
| | | | | Boot LLCI | Boot ULCI | |
| Self-Improvement Motive | Product Evaluation | Product Attitude | 0.28 | 0.12 | 0.084 | 0.545 |
| | | Purchase Intention | 0.33 | 0.13 | 0.103 | 0.635 |

Moderated Mediation Effect. As predicted in H3, the moderated mediation effect was tested by conducting the bootstrapping analysis (Hayes 2012; 5,000 Bootstrapped samples; PROCESS SPSS Macro; Model 7). First, the analysis confirmed the interaction effect of perception of character's image congruence and perception of product usage on the self-improvement motive as a dependent variable. The results showed a significant interaction

effect. ($B = 0.81$, 95% bias corrected CI [0.023 to 1.588], $p < 0.05$) in the model. The interaction effect indicated that under the condition where the collaborated character was congruent with the ideal self-image, participants who perceived cosmetic products as publicly consumed products displayed greater a self-improvement motive than those who did not ($M_{\text{public}} = 3.88$ vs. $M_{\text{private}} = 3.28$). On the other hand, under the condition where the collaborated character was congruent with actual self-image, participants who perceived cosmetic products as publicly consumed products displayed a similar level of self-improvement motive as those who did not ($M_{\text{public}} = 3.19$ vs. $M_{\text{private}} = 2.99$). From these results, it was found that when the collaborated character's image was congruent with a consumer's ideal self-image, the consumer who perceived cosmetic products as publicly consumed products was more likely to have greater self-improvement motive (see Fig.2 and Table 2).

Figure 2. The Effect of Interaction between Perceived Image Congruence and Perception of Product Usage Situation on Self Improvement Motive

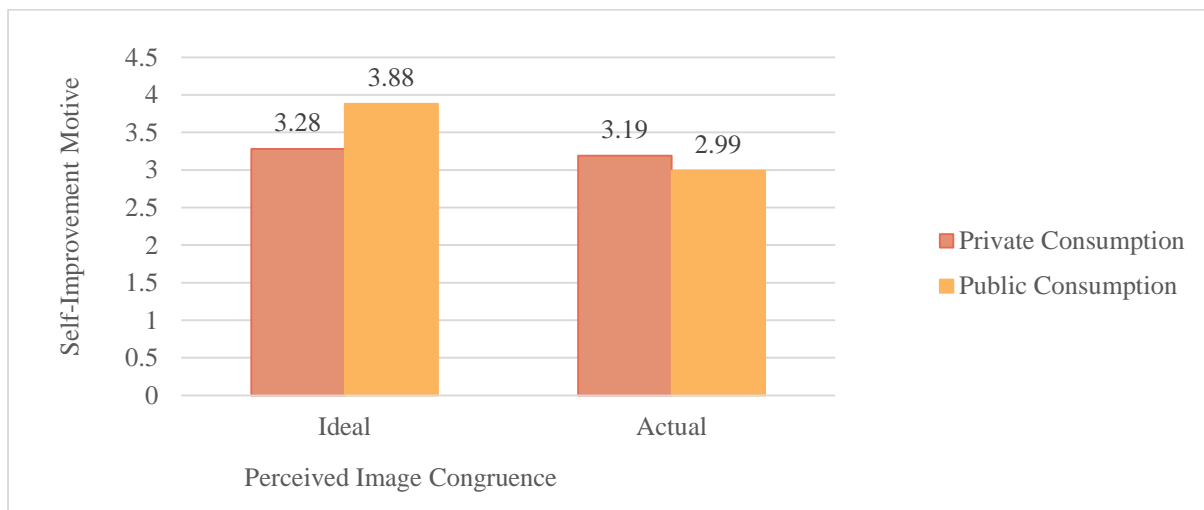


Table 2. Interaction Effect between Perceived Image Congruence and Perception of Product Usage situation

DV: Self-Improvement Motive

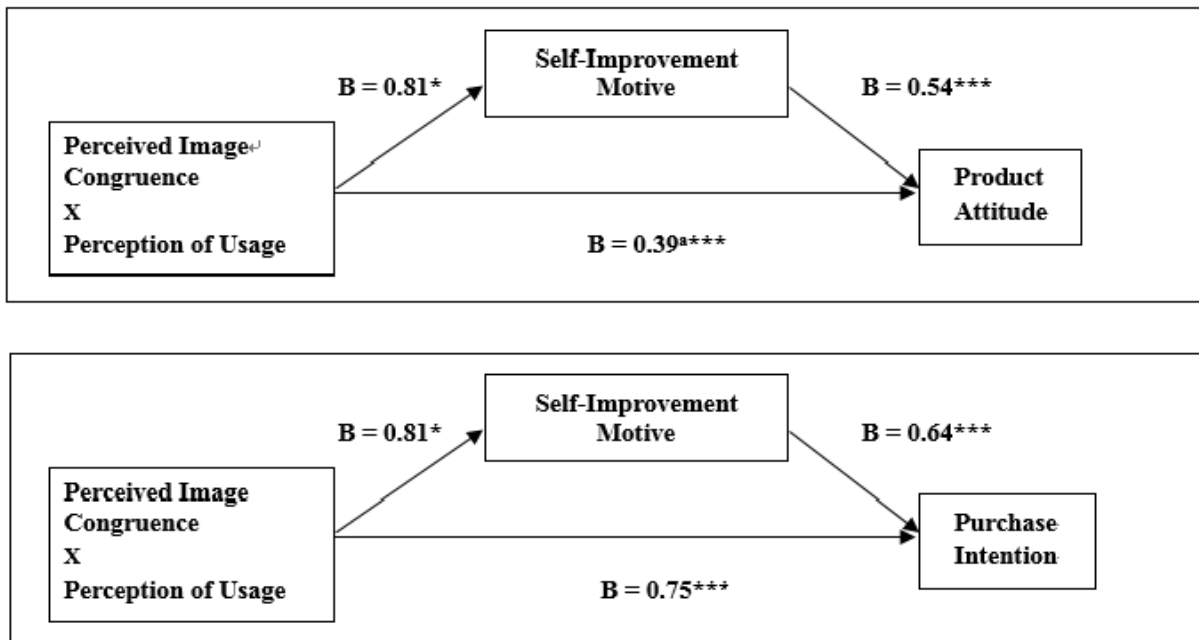
| Perceived Image Congruence | Perception of Product Usage Situation | Means (SD) | Sample |
|-------------------------------------|--|-------------------|---------------|
| Ideal Self-Image Congruence | Private Consumption | 3.28(0.21) | 29 |
| | Public Consumption | 3.88(0.19) | 36 |
| | Total | 3.61(1.10) | 65 |
| Actual Self-Image Congruence | Private Consumption | 3.19(1.02) | 35 |
| | Public Consumption | 2.99(1.34) | 30 |
| | Total | 3.10(1.17) | 65 |
| Total | Private Consumption | 3.23(0.97) | 64 |
| | Public Consumption | 3.47(1.32) | 66 |
| | Total | 3.35(1.16) | 130 |

Next, the results showed that when product attitude was a dependent variable, the conditional indirect effect of the perception of product usage situation on product attitude, mediated by the self-improvement motive, was statistically significant if a consumer perceived cosmetic products as publicly consumed products ($B = 0.48$, 95% bias corrected CI [0.165 to 0.981] excluded zero). However, this effect was not observed for participants who had lower tendencies to perceive the cosmetic products as publicly consumed products ($B = 0.05$, 95% bias corrected CI [-0.210 to 0.309] included zero). In the same manner, when purchase intention was a dependent variable, the conditional indirect effect was statistically significant if a consumer perceived cosmetic products as publicly consumed products ($B = 0.57$, 95% bias corrected CI [0.200 to 1.046] excluded zero), but the effect was not significant for participants who were less likely to perceive the cosmetic products as publicly consumed products ($B = 0.05$, 95% bias corrected CI [-0.240 to 0.367] included zero).

Lastly, the results revealed that the 95% confidence interval of the index of moderated mediation also excluded zero for both product attitude (95% bias corrected CI [0.039 to 0.891]), and purchase intention (95% bias corrected CI [0.038 to 1.046]). In conclusion, people who

perceived their ideal self-image from the collaborated character had a more favorable evaluation of the collaboration product, having a higher self-improvement motive only if they believed that cosmetic products as publicly consumed products. Thus, the analysis confirmed that the interaction effect between perception of character’s image congruence and perception of products usage situation on product evaluation, concluding that the interplay relationship was mediated by the self-improvement motive in line with H3 (see Figure 3).

Figure 3. The Moderated Mediation Effect



* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

4. DISCUSSION

The current research provides evidence about the effects of a consumer’s perception of collaborated character’s image to the evaluation of cosmetic products in collaboration with a

character brand. First, the present study shows that consumers evaluate the collaboration products more positively when they perceive ideal self-image congruence with the collaborated character, compared to actual self-image congruence. This indicates that the way consumers perceive the collaborated character's image has an impact when evaluating cosmetic products, collaborated with character brands. When consumers find their ideal self-image that they pursue to achieve, compared to the actual self-image that they currently have, from the collaborated character, they form a more favorable product attitude towards the collaboration products and have higher purchase intention. Ideal self-image congruence with the collaborated character is found to be more important than actual self-image congruence and increase collaboration products evaluation.

Second, the results reveal that the self-improvement motive mediates the effect of a consumer's perception of the collaborated character's image on product evaluation. In general, consumers purchase cosmetic products, expecting to improve their looks. As discovered in the study, the results support that consumers who perceive their ideal self-image from the collaborated character have a higher self-improvement motive, compared to whom perceive their actual self-image. When purchasing cosmetic products, consumers are stimulated to achieve better looks, and then are reminded of their ideal beauty type. The present study shows that consumers tend to have a stronger motivation to improve themselves, which lead to increase collaboration products evaluation where the collaborated character evokes their ideal self-image.

Furthermore, the findings reveal that a consumer's perception of the cosmetic products as publicly consumed goods moderates a consumer's self-improvement motive, resulting in affecting evaluation of collaboration products. Consumers who perceive their ideal self-images

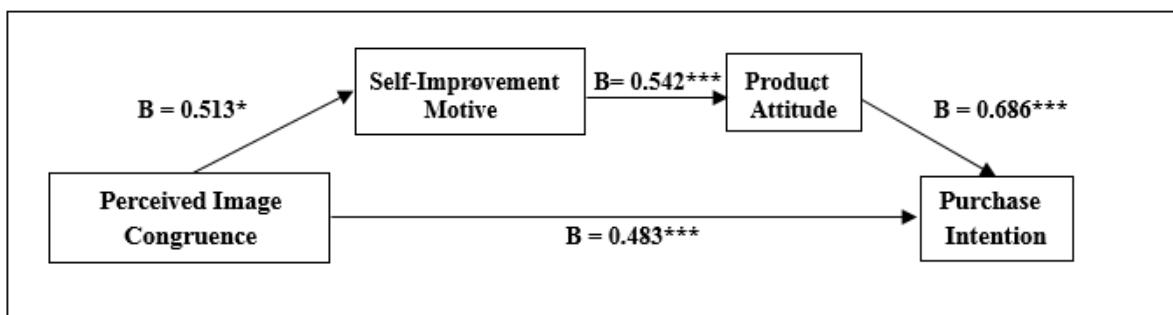
from the collaborated characters have a higher self-improvement motive, thereby evaluating the collaboration product more positively only if they believe the cosmetic products can be used in public. Some people use cosmetic products in the presence of others while some believe that cosmetic products are used only in private places. When people are aware of that their consumption or usage of products is observed by others, they would have a greater motivation to improve themselves as a way of impressing others. However, when people do not expect their consumption or usage of products is to be observed by others, they would have a lower self-improvement motivation to impress others. Since character collaboration products are designed using characters to attract the consumers who pay close attention to product's image-relevant attributes such as the design, those consumers consider a product's design is an important extrinsic element, especially in case of the products consumed in public. Therefore, if consumers think cosmetic products are publicly consumed products, they are triggered to have higher self-improvement motivation when they perceive ideal self-image congruence with the collaborated character, leading to positively evaluate collaboration products.

Lastly, the present research used two variables of product attitude and purchase intention, to measure product evaluation as dependent variables. Even though product attitude and purchase intention are considered respective variables, the causality between the two variables might exist. In order to confirm whether consumers first form attitudes towards the collaboration products and then have purchase intention, the effect of the serial mediation was conducted by using the bootstrapping analysis (Hayes 2012; 5,000 Bootstrapped samples; PROCESS SPSS Macro; Model 6).

The results confirmed that the perception of the character's image congruence was a significant predictor of the self-improvement motive, ($B = 0.51$, $t(128) = 2.57$, $p < 0.05$) and

that the self-improvement motive was a significant predictor of product attitude ($B = 0.54$, $t(127) = 6.08$, $p < 0.001$), and lastly, the product attitude was a significant predictor of purchase intention ($B = 0.69$, $t(126) = 9.65$, $p < 0.001$). These results revealed there was a serial mediation effect. In the bootstrap analysis, the results also indicated that the 95% bias-corrected confidence interval for the size of the indirect effect excluded zero for purchase intention ($B = 0.19$, 95%, [.063, .373], $p < 0.001$), presenting a significant indirect effect. Taken together, the results showed that the self-improvement motive mediated the main effect of perception of the character's image congruence and mediate the effect of the established product attitude on product evaluation (see Figure 4).

Figure 4. The Serial Mediation



* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

5. CONCLUSION

5.1. Academic contribution

The first academic contribution of the present research is that it is the initial research that focused on the effect of the collaborated character's image on the collaboration products

evaluation. There is no research which investigated “collaborated character’s image” and its relationship with a consumer’s self-image congruence on the cosmetic products evaluation. The second academic contribution is that the present research investigated the relative importance of ideal self-image congruence and actual self-image congruence and revealed that consumers put more emphasis on pursuing ideal self-image when they make decisions of the beauty products. This findings show the opposing view point from a body of previous research which contended that consumers prefer brands or products which are congruent with their actual self-image. The third academic contribution is that the research discussed that consumers have a different perception of the same product or the product category differently. Previous research used product types and classified the types as public consumption products or private consumption products. However, the perception of products can differ even within the same product category. For example, the face power which was used in the present research was viewed by some people as a publicly consumed product and by others as a privately consumed one. It is also important to be aware whether a consumer thinks of the product as publicly consumed or is willing to use it in the presence of others.

5.2. Practical Implication

According to findings from the present research, first the collaboration activities should not be considered merely a short-term promotion, especially in the cosmetics industry. Characters are great tool to inspire consumers’ self-improvement motivation if the image of character can induce a consumer’s ideal self-image congruence. If the ideal self-image is used to advertise cosmetics products, it will have a powerful impact on consumers. Therefore, character collaboration should be carefully planned and designed, instead of exploiting the

fame of existing character brands' power. In addition, the collaboration strategy can be more effective for consumers who use the product in the presence of others if the collaborated products convey the consumer with s ideal self-image. The consumer with perception of cosmetics products as publicly consumed ones can be more easily encouraged to improve their image as another form of impression management.

5.3. Limitations and Future Research

The present research is not without its limitations. First, the sample included only female respondents between 20 and 30 year-old. It is true that the majority of the cosmetic product users are female; however, the number of male consumers who are interested in cosmetic products has increased. Therefore, future research could investigate the effects of the character collaboration by conducting research which includes not only male consumers, but also female consumers in different age groups. Second, in the study, four characters with different images were provided, which might be limited to include various self-images that consumers have. A wider range of characters, which could evoke more different self-images, could be applied in the future research. Last, this research focused on only one product, face powder. In order to broaden the scope of the character collaboration in the case of cosmetic products, future research could consider different cosmetic product categories and compare the differences, depending on the product category as well.

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APPENDIX

A. Examples of Character Collaborations



B. Character Stimuli



C. Questionnaire

화장품 제품 관련 소비자 인식조사

Q0. 안녕하십니까?

먼저 본 설문조사에 참여해 주신 것에 감사 드리며, 본 설문조사는 화장품 제품에 대한 소비자 인식을 조사하기 위해 작성되었습니다.

답변해 주신 모든 내용은 통계처리를 위해서만 사용되며,

통계법 제13조와 14조에 의거해 개인 정보가 철저히 보호됨을 약속 드립니다.

응답자께서는 이점 유념하시어 솔직하게 설문에 응해주시면 대단히 감사하겠습니다

서울대학교 경영대학

SCREENING QUESTIONS

SQ1. 귀하의 **성별**은 어떻게 되십니까?

- 1) 남성 ▶ **조사중단**
- 2) 여성

SQ2. 귀하의 **연령**은 **만**으로 어떻게 되십니까? 만()세

- 1) 20세 미만 ▶ **조사중단**
- 2) 20~29세
- 3) 30~39세
- 4) 40~49세 ▶ **조사중단**
- 5) 50~59세 ▶ **조사중단**
- 6) 60~69세 ▶ **조사중단**
- 7) 70세 이상 ▶ **조사중단**

SQ3. 귀하께서 바라보는 **자신의 실제 이미지**에 대해 생각해주시기 바랍니다.

귀하께서는 **실제로** 어떤 이미지의 사람이십니까?

형용사를 사용하여 본인의 **실제 이미지**를 1가지 이상 나열해주시기 바랍니다.

SQ4. 귀하께서 바라보는 **자신의 이상적인 이미지**에 대해 생각해주시기 바랍니다.

귀하께서는 평소 자신이 추구하는 **이상적인 이미지**가 어떻게 되십니까?

형용사를 사용하여 본인의 **이상적인 이미지**를 1가지 이상 나열해주시기 바랍니다.

다음으로는 아래 4개의 캐릭터를 하나씩 천천히 살펴봐 주시기 바랍니다.



캐릭터 A



캐릭터 B



캐릭터 C



캐릭터 D

SQ5. 각각의 캐릭터의 이미지를 살펴보고, 귀하의 실제 이미지와 가장 유사한 캐릭터 1가지와 이상적인 이미지와 가장 유사한 캐릭터 1가지를 각각 선정해주시기 바랍니다.

SQ5-1. 나의 실제 이미지와 가장 유사한 캐릭터: _____

SQ5-2. 나의 이상적인 이미지와 가장 유사한 캐릭터: _____

Version A

| | |
|-----------|----------------------|
| Section A | 소비자의 이미지와 캐릭터 이미지 인식 |
|-----------|----------------------|

※ 다음은 귀하의 실제 이미지와 관련한 질문입니다.

AQ1. 귀하께서 다음의 문장에 대해 동의하시는 정도를 숫자로 표시해 주십시오.

| | 전혀 동의하 지 않는다 | | | 보통이 다 | | | 매우 동의한 다 |
|----------------------------------|-----------------------|---|---|----------|---|---|----------------|
| 나는 <u>실제로 여성스러운 이미지</u> 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 나는 <u>실제로 우아한 이미지</u> 다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 나는 <u>실제로 섹시한 이미지</u> 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 나는 <u>실제로 성숙한 이미지</u> 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 나는 <u>실제로 귀여운 이미지</u> 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 나는 <u>실제로 어린 이미지</u> 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 나는 <u>실제로 남과 다름을 추구하는 이미지</u> 다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 나는 <u>실제로 진취적인 이미지</u> 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |

※ 다음은 캐릭터의 이미지와 관련한 질문입니다.



AQ2. 귀하께서는 캐릭터 A를 귀하의 실제 이미지와 가장 유사하다고 응답하셨습니다. 다음의 문장에 대해 동의하시는 정도를 숫자로 표시해 주십시오. 동의하지 않을수록 1점에 가깝게, 동의할수록 7점에 가깝게 응답해 주세요.

| | 전혀 동의하 지 않는다 | | | 보통이 다 | | | 매우 동의한 다 |
|----------------------------------|-----------------------|---|---|----------|---|---|----------------|
| 캐릭터 A는 <u>여성스러운 이미지</u> 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 캐릭터 A는 <u>우아한 이미지</u> 다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 캐릭터 A는 <u>섹시한 이미지</u> 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 캐릭터 A는 <u>성숙한 이미지</u> 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 캐릭터 A는 <u>귀여운 이미지</u> 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 캐릭터 A는 <u>어린 이미지</u> 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 캐릭터 A는 <u>남과 다름을 추구하는 이미지</u> 다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 캐릭터 A는 <u>진취적인 이미지</u> 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |

AQ3. 귀하께서 다음의 문장에 대해 **동의하시는 정도**를 숫자로 표시해 주십시오.

동의하지 않을수록 1점에 가깝게, 동의할수록 7점에 가깝게 응답해 주세요

| | 전혀 동의하 지 않는다 | | | 보통이 다 | | | 매우 동의한 다 |
|---|-----------------------|---|---|----------|---|---|----------------|
| 캐릭터 A는 내가 바라보는 나의 <u>실제 이미지</u> 와 유사하다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 캐릭터 A는 나의 <u>실제 이미지</u> 를 그대로 반영하고 있다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |

AQ4. 귀하께서는 캐릭터 A에 대하여 알고 계십니까?

- ① 캐릭터의 이름을 알고 있다.
- ② 캐릭터의 이름은 모르지만 본 적이 있다.
- ③ 처음 보는 캐릭터이다.

Version B

| | |
|-----------|----------------------|
| Section B | 소비자의 이미지와 캐릭터 이미지 인식 |
|-----------|----------------------|

※ 다음은 귀하의 이상적인 이미지와 관련한 질문입니다.

BQ1. 귀하께서 다음의 문장에 대해 동의하시는 정도를 숫자로 표시해 주십시오.

| | 전혀 동의하 지 않는다 | | | 보통이 다 | | | 매우 동의한 다 |
|--|-----------------------|---|---|----------|---|---|----------------|
| 내가 추구하는 나의 <u>이상적인 이미지</u> 는 <u>여성스러운 이미지</u> 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 내가 추구하는 나의 <u>이상적인 이미지</u> 는 <u>우아한 이미지</u> 다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 내가 추구하는 나의 <u>이상적인 이미지</u> 는 <u>섹시한 이미지</u> 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 내가 추구하는 나의 <u>이상적인 이미지</u> 는 <u>성숙한 이미지</u> 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 내가 추구하는 나의 <u>이상적인 이미지</u> 는 <u>귀여운 이미지</u> 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 내가 추구하는 나의 <u>이상적인 이미지</u> 는 <u>어린 이미지</u> 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 내가 추구하는 나의 <u>이상적인 이미지</u> 는 <u>남과 다름을 추구하는 이미지</u> 다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 내가 추구하는 나의 <u>이상적인 이미지</u> 는 <u>진취적인 이미지</u> 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |

※ 다음은 캐릭터의 이미지와 관련한 질문입니다.



BQ2. 귀하께서는 캐릭터 A를 귀하의 **이상적인 이미지**와 가장 유사하다고 응답하셨습니다.
 다음의 문장에 대해 **동의하시는 정도**를 숫자로 표시해 주십시오.

동의하지 않을수록 1점에 가깝게, 동의할수록 7점에 가깝게 응답해 주세요.

| | 전혀 동의하 지 않는다 | | | 보통이 다 | | | 매우 동의한 다 |
|----------------------------------|-----------------------|---|---|----------|---|---|----------------|
| 캐릭터 A는 여성스러운 이미지 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 캐릭터 A는 우아한 이미지 다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 캐릭터 A는 섹시한 이미지 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 캐릭터 A는 성숙한 이미지 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 캐릭터 A는 귀여운 이미지 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 캐릭터 A는 어린 이미지 다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 캐릭터 A는 남과 다름을 추구하는 이미지 다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 캐릭터 A는 진취적인 이미지 이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |

BQ3. 귀하께서 다음의 문장에 대해 **동의하시는 정도**를 숫자로 표시해 주십시오.

동의하지 않을수록 1점에 가깝게, 동의할수록 7점에 가깝게 응답해 주세요

| | 전혀 동의하 지 않는다 | | | 보통이 다 | | | 매우 동의한 다 |
|--|-----------------------|---|---|----------|---|---|----------------|
| 캐릭터 A는 내가 되고 싶은 나의 이상적인 이미지 와 유사하다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 캐릭터 A는 나의 이상적인 이미지 를 그대로 반영하고 있다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |

BQ4. 귀하께서는 캐릭터 A에 대하여 알고 계십니까?

- ① 캐릭터의 이름을 알고 있다.
- ② 캐릭터의 이름은 모르지만 본 적이 있다.
- ③ 처음 보는 캐릭터이다.

최근 화장품 산업에서 많은 기업들이 캐릭터를 화장품 패키지에 담은 “캐릭터 콜라보레이션”을 선보이고 있습니다. “콜라보레이션”은 사전적으로는 협동, 협력, 공동연구로 정의되며, 현재 많은 기업과 브랜드가 공동작업을 통해 특별한 가치를 지닌 새로운 제품을 개발하고 있습니다. 그렇다면 다음의 화장품 제품의 다양한 캐릭터 콜라보레이션 사례를 천천히 살펴봐 주시기 바랍니다.



※ 다음은 **화장품 제품의 평가**와 관련한 질문입니다.

이 전 페이지에서 보셨듯이 최근에 유행하는 “캐릭터 콜라보레이션”을 한다고 가정하였을 때, 캐릭터 A와 화장품(파우더)이 콜라보레이션 한 제품을 자유롭게 상상하신 뒤 떠올려 주시기 바랍니다.



CQ1. 귀하께서 화장품(파우더)에 대해 어떻게 평가 하시는지 숫자로 표시해 주십시오.

왼쪽 문장에 가깝게 평가하실수록 1점에 가깝게, 오른쪽 문장에 가깝게 평가하실수록 7점에 가깝게 응답해 주세요.

| | | | | | | | | |
|-------------|---|---|---|---|---|---|---|---------|
| 호감이 가지 않는다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ | 호감이 간다. |
| 나쁘다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ | 좋다. |
| 매력적이지 않다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ | 매력적이다. |

CQ2. 귀하께서 본 제품을 **구매하실 의향**을 숫자로 표시해 주십시오.

| | | | | | | | |
|---------------------------|-------|---|---|---|---|---|-------|
| | 매우 낮다 | | | | | | 매우 높다 |
| 내가 화장품(파우더)을 구매할 의향은~ | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 내가 화장품(파우더)을 구매할 가능성은~ | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 내가 화장품(파우더)의 구매를 고려할 확률은~ | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |

※ 다음은 **제품구매 상황**에 관련한 질문입니다.

CQ3. 귀하께서 **화장품(파우더)을 구매하시는 상황을 고려했을 때**, 다음의 문장에 대해 **동의하시는 정도**를 숫자로 표시해 주십시오.

동의하지 않을수록 1점에 가깝게, 동의할수록 7점에 가깝게 응답해 주세요.

| | | | | | | | |
|--|-------------|--|--|--|------|--|---------|
| | 전혀 동의하지 않는다 | | | | 보통이다 | | 매우 동의한다 |
|--|-------------|--|--|--|------|--|---------|

| | | | | | | | |
|--|---|---|---|---|---|---|---|
| 화장품(파우더)를 구매함으로써 보다 나은 이미지를 가질 수 있다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 화장품(파우더)를 구매함으로써 나의 이미지가 보다 더 향상될 수 있다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 화장품(파우더)를 구매함으로써 내가 추구해야 할 이미지를 획득할 수 있다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |

| | |
|-----------|-----------------|
| Section D | 소비자 생활 양식 관련 질문 |
|-----------|-----------------|

※ 지금부터는 귀하의 평소 생활 양식과 관련된 질문입니다.

DQ. 귀하의 평소 **파우더**에 대한 태도를 떠올려보시기 바랍니다.
 귀하께서 다음의 문장에 대해 **동의하시는 정도**를 숫자로 표시해 주십시오.
동의하지 않을수록 1점에 가깝게, 동의할수록 7점에 가깝게 응답해 주세요.

| | 전혀 그렇지 않다 | | | | | | 매우 그렇다 |
|---|-----------|---|---|---|---|---|--------|
| | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 대부분의 사람들은 파우더를 다른 사람 앞에서 사용할 수 있다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 파우더를 다른 사람 앞에서 사용하는 사람들이 많을 것이다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |
| 내가 아는 대부분의 사람들은 다른 사람 앞에서 파우더를 사용할 수 있다고 생각한다. | ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ |

| | |
|-----------|-----------|
| Section E | 인구 통계적 질문 |
|-----------|-----------|

※ 마지막으로 통계분석용 질문입니다.

EQ1. 귀하의 **직업**은 다음 중 어디에 해당되십니까?

- 1) 대학(원)생
- 2) 전문직(의사/변호사/교수 등)
- 3) 사무직(강사/교사/공무원 포함)
- 4) 서비스/판매/생산직
- 5) 전업주부
- 6) 자영업
- 7) 취업 준비 생

EQ2. 귀하의 **월평균 소득 또는 용돈**은 어느 정도 되십니까?

- 1) 100만원 미만
- 2) 100~199만원
- 3) 200~299만원
- 4) 300~399만원

5) 400만원 이상

EQ3. 귀하의 **최종학력**은 다음 중 어디에 해당되십니까?

- 1) 고졸 이하
- 2) 전문대 재학/졸업
- 3) 4년제 대학 재학/졸업
- 4) 대학원 재학 이상

국 문 초 록

캐릭터 콜라보레이션에서 소비자와 캐릭터간의 이미지 일치성이 화장품 제품평가에 미치는 영향

서 정 민

경영학과 경영학 전공

서울대학교 대학원

많은 기업들이 다양한 콜라보레이션을 활용한 제품을 개발하여 더 많은 고객을 확보하기 위한 마케팅 전략을 펼치고 있다. 본 연구에서는 최근 화장품 산업에서 유행하고 있는 ‘캐릭터 콜라보레이션’의 효과를 조사하기 위하여 콜라보레이션에 사용된 캐릭터와 소비자의 이미지의 일치성이 캐릭터 콜라보레이션 제품 평가에 미치는 영향을 탐색하였다. 화장품 제품의 경우, 소비자들이 현재의 모습보다 보다 더 나은 모습을 추구하기 때문에 이러한 자기향상 동기에 의해 화장품 제품을 구매하는 경향이 있다. 따라서 화장품 제품에 있어서 콜라보레이션에 사용된 캐릭터의 이미지가 소비자가 추구하는 이상적인 이미지(Ideal self-image)와 유사할 때, 실제 이미지(Actual self-image)와 유사할 때보다 더 효과적일 것이라고 예상하였다. 이를 확인하기 위하여 온라인 설문 조사를 실시하였고 그 결과, (1) 소비자가 캐릭터의 이미지를 자신의 이상적인 이미지(Ideal self-image)와 유사하다고 인지하였을 때, (2) 소비자의 자기향상 동기(Self-improvement motive)가 매개하여 캐릭터 콜라보레이션 제품의 평가가 더욱 긍정적으로 나타났고, (3) 이러한 효과

는 소비자가 화장품 제품을 다른 사람들 앞에서 사용하는 공공적 소비제품(Public consumption product)으로 인식하는 경우에 더욱 강화되는 것을 확인할 수 있었다. 이에 본 연구는 캐릭터 콜라보레이션이 화장품 제품에 있어서는 단순히 단기 프로모션 전략으로 활용되는 것이 아니라 결과에서 나타난 바와 같이 소비자의 이상적인 이미지를 상기시킬 수 있는 캐릭터를 활용한다면 장기적인 관점에서의 성공적인 콜라보레이션 제품 창출이 가능하다는 시사점을 도출하였다.

주요어: 캐릭터 콜라보레이션, 자기 이미지 일치성, 자기향상 동기, 공공적 소비제품

학 번: 2015-20619