

Strategy of Expression and Media in Webtoon Advertisement Effect

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Abstract

The purpose of this study is to investigate the factors affecting the effectiveness of the webtoon advertisement based on the expression strategy and media strategy of the webtoon advertisement. The results of the study are as follows. First, the attitude of the webtoon advertisement according to the product type and the advertisement placement position was found to have a significant interaction effect. In the case of experienced products, it was confirmed that the advertisement insertion position is the highest at the bottom. Second, it was confirmed that there is an interaction effect on the attitude of the webtoon advertisement according to the advertisement form and the position of the advertisement place. In the case of real image type advertisement, the advertisement attitude was the highest when the insertion position was at the bottom. Third, brand attitudes according to product type and ad placement were found to have interactive effects. In the case of experiential products, the brand attitude was the highest in the case of the bottom of the webtoon. In the case of the search product, the brand attitude was the highest in the middle of the webtoon. The result of this study suggests the expression strategy and media strategy that can be used for the advertisement of the

webtoon to the practitioners of the advertisement.

Key Words : Advertising effect, Expression strategy, Media strategy, Product type, Webtoon advertisement.

1 INTRODUCTION

Content using mobile and the Internet is growing rapidly with various forms and ideas. The existing cartoons have become a new form of webtoon through mobile web and internet, and the cartoons of webtoon have attracted much attention from companies and netizens. According to DIGIECO, run by the KT Economic Research Institute, the market for webtoons in 2013 was about 150 billion won, but in 2015 it doubled to about 295 billion won. It is expected to grow to about 500 billion won by 2018 (Jang, 2017). The webtoon market has doubled in three years.

Recently, companies are using webtoon as a channel to communicate with consumers. We are using webtoon as a tool for executing marketing strategies for our products and services. Among the marketing strategies using webtoon as a platform, advertisements using webtoon are emerging as an issue. Since the webtoon advertisement expresses the characteristics of products and services in the webtoons story, it can easily bring out the consensus and pleasure of the consumers (Sun, 2017). Also, since consumers are accepted without any objection, they are more impressive than other marketing strategies, and they can reach younger generations with fun and friendliness. It is also effective in targeting young people in their teens and thirties who are enthusiastic about new content called webtoon.

Webtoon advertisements, which are attracting attention as an attractive factor for promoting corporate marketing, are also factors that can grow the contents of webtoons. Webtoon advertisements are emerging in various forms and webtoons, and are anticipating the growth of webtoon advertisements. Webtoon advertisements are increasingly used as an advertising platform by forming advertisements with webtoon BigBanner, webtoon PPL, and branded webtoon. The activation of the webtoon advertisement has attracted interest in the research of the webtoon advertisement but it is insufficient. The study of the webtoon advertisement research is

the study of the brand webtoon (Kim, 2016; Ryu and Lee, 2014), the effect of the PPL advertisement in the webtoon (Hwang and Kim, 2014; Choi and Yu, 2016), the analysis of the content of the webtoon advertisement (Kim and Kim, 2017).

Therefore, in this study, we want to confirm the effectiveness of the webtoon advertisement for the practical and academic growth in the situation where the webtoon advertisement is a new advertisement form and there is no research. The purpose of this study is as follows. First, what is the attitude of the webtoon ad depending on the product type, ad type, and advertisement place? Second, we want to confirm the brand attitude according to product type, ad type, and advertisement place. The purpose of this study is to confirm the academic value of the webtoon advertisement in the absence of research on the effect of the webtoon advertisement. From a practical point of view, we intend to provide meaningful basic data for expression strategy and media strategy of webtoon advertisement.

2 RESEARCH PROBLEMS

Research Problem 1. What is the attitude of the webtoon ad depending on the product type, ad type, and advertisement place?

Research Problem 1-1. Is there a difference in the attitude of the webtoon according to the product type and the ad type?

Research Problem 1-2. Is there a difference in the attitude of the webtoon ad depending on the product type and ad placement?

Research Problem 1-3. Is there a difference in the attitude of a webtoon ad depending on the ad type and the place where it is advertised?

Research Problem 2. What is the brand attitude depending on the product type, ad type, and ad placement?

Research Problem 2-1. Are there differences in brand attitudes depending on product type and type of ad?

Research Problem 2-2. Is there a difference in brand attitudes based on product type and ad placement?

Research Problem 2-3. Are there differences in brand attitudes

depending on the ad format and ad placement?

3 RESEARCH METHOD

A. Subjects and Experimental Design

The subjects of this study were N colleges in Cheonan and M undergraduate in Daejeon. In order to control the influence of gender distribution on exogenous variables, we tried to make the male and female sample ratios the same. The subjects participated in the experiment were 450, and they were assigned to the experiment group of 12 experiments by randomly assignment. The 12 experimental groups were classified into 2*2*3 factorial design according to the product type (Experienced product / Search product), ad type (real type / webtoon type) and ad placement (top in webtoon / middle in webtoon/ bottom in webtoon). Of the total 450 samples, 439 samples were used as the analysis data of this study.

B. Independent variable

a. Product Type

Consumer attitudes of Internet users can be changed according to product type (Kim and Yu, 2016). Thus, in this study, it can be inferred that advertising effects using the webtoons of the Internet may differ depending on the product type. Lee, Ahn, and Ha (2003) explained that it is difficult for an experiential product to evaluate a product to make purchasing decisions based solely on external information. However, the search product claims that it is easy to purchase the product through the Internet because the information provided from the outside can be used to objectively evaluate the characteristics of the product. Therefore, we conducted a pre-test to select exploration products and experiential products to use in this experiment based on the theoretical basis, and objected 25 students from Daejeon M University. Considering the product involvement of respondents, Sneakers were selected as an experienced product, and Tablet PC was selected as a search product.

b. Ad type

The types of advertisements in the webtoon are classified into two types according to the expression strategy: real and webtoon

advertisement. First, the real-type advertisement form is an advertisement using the advertisement photograph in the expression strategy of the inserted advertisement in the webtoon. Second, the webtoon type advertisement form is defined as the advertisement using the cartoon technique of the webtoon artist in the expression strategy of the inserted advertisement in the webtoon.

c. Ad insertion location

According to previous research, it can be inferred that the effect of the webtoon advertisement will be different according to the place where the advertisement is inserted in the webtoon because the effect can be changed according to the position of the advertisement insertion. Therefore, in order to check the effectiveness of the advertisement according to the location of the advertisement in the webtoon, the location of the advertisement is positioned at the top of the cartoons, midway within the cartoons, and at the bottom of the cartoons.

C. Dependent Variable

a. Ad attitude

Attitude refers to the individual in a positive or negative with respect to any subject or object, or a favorable or non-favorable feels. Therefore, in this study, we tried to measure the emotional or emotional feelings of the respondents after seeing the advertisements in the experimental stimuli. We used the items used in Atkins and Bolck (1983), Mackenzie, Lutz, and Belch (1986) to rearrange the items used in this research. The measurement items are as follows. That is, the advertisement is trustworthy, the advertisement is impressive, the information is informative, the advertisement is favorable, the advertisement is generally good. Five items were measured on a five point Likert scale.

b. Brand Attitude

The brand attitude of this study was intended to measure the emotions that respondents feel about the brand in advertising. In order to measure this, the scale used in the study of Yoo (2010) was rearranged according to this study. The measurement scale consist of three items. That is, I like the brand in the advertisement, I like the brand in the advertisement, I am satisfied with the brand in the advertisement, and used Likert 5 point scale.

D. Data analysis method

This study confirmed the effect of the webtoon advertisement according to the product type, the advertisement type and the advertisement placement position. Data analysis was done using SPSS Windows 21.0 statistical program. In order to determine whether there is an interaction effect between ad attitude and brand attitude according to product type, ad type, and ad placement, we conducted ANOVA. The Cronbach’s value was verified to analyze the reliability of the scales used for this study.

4 RESULTS

E. Webtoon advertising attitudes by product type, ad type and ad placement

Advertisement according to the product type, the advertisement type and the advertisement placement position. In order to confirm this, ANOVA was carried out and the results are shown Table 2. In addition, the Mean and standard deviation of the attitude of the webtoon according to the product type, the advertisement type and the advertisement place are shown in Table

TABLE I.

WEBTOON ADVERTISING ATTITUDES BY PRODUCT TYPE, AD TYPE, AND AD PLACEMENT: MEAN AND STANDARD DEVIATION

Product Type Ad type Ad insertion location	Experience product		Search product	
	Real type	Webtoon type	Real type	Webtoon type
Top location	2.06(.66)	2.34(.73)	2.19(.63)	2.19(.77)
Middle location	2.19(.70)	2.09(.69)	2.06(.60)	2.56(.55)
Bottom location	2.31(.57)	2.18(.67)	2.21(.59)	1.84(.72)

TABLE II.

ANOVA RESULT OF WEBTOON ADVERTISEMENT ATTITUDE ACCORDING TO
PRODUCT TYPE, AD TYPE, AND AD PLACEMENT

Model	Sum of squares	df	Mean square	F
Product Type	.045	1	.045	.105
Ad type	.115	1	.115	.266
Ad insertion location	.654	2	.327	.757
Product Type*Ad type	.022	1	.022	.050
Product Type*Ad insertion location	2.735	2	1.367	3.166*
Ad type*Ad insertion location	4.190	2	2.095	4.851**
Product Type*Ad type*Ad insertion location	4.519	2	2.260	5.232**
Error	184.413	427	.432	
Total	2293.920	439		

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

a. Webtoon advertising attitude according to product type and ad type

The interaction effect between product type and ad type was confirmed. The results of the analysis of variance are shown in Table II. The mean and standard deviation of the experimental groups are shown in Table I. As a result, it was confirmed that the interaction effect of product type and advertisement type did not appear to be significant.

b. Webtoon advertising attitudes according to product type and location

The attitude of the webtoon advertisement according to the advertisement product type and the position where the advertisement was inserted was confirmed to have an interaction effect in Figure 1. The results of the ANOVA are shown in Table II, and the mean and

standard deviation of the experimental group are shown in Table I. As a result of the analysis, it was confirmed that the attitude of the webtoon advertisement according to the product type and the location of the advertisement insertion had a significant interaction effect. In the case of experienced products, it was confirmed that the advertisement insertion position is the highest at the bottom (M = 2.24, SD = .62). Next, the advertisement insertion position is at the top (M = 2.20, SD = .71), and the lowest ad attitude was identified as the middle position (M = 2.14, SD = .69).

In the case of search products, the ad attitude was the highest when the insertion position was middle (M = 2.30, SD = .63). Next, the advertisement insertion position was at the top (M = 2.19, SD = .70), and the lowest ad insertion position was found at the bottom (M = 2.02, SD = .66), (F = 3.166, p <.05).

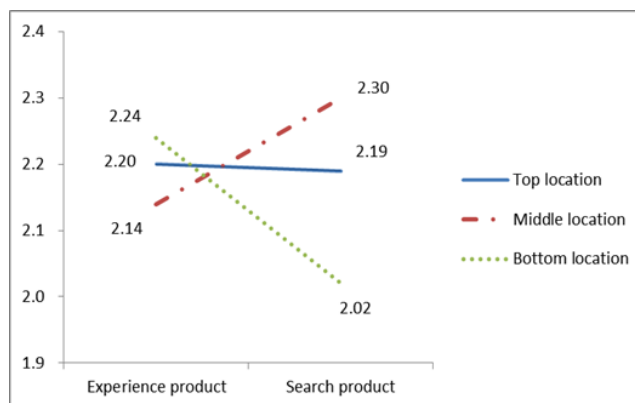


Figure 1: Interaction effects of ad attitudes with product type and ad placement

c. The attitude of the webtoon advertisement according to the advertisement type and the place

We confirmed the interaction effect according to the advertisement type and the insertion position. Table II shows the AVOVA results. The mean and standard deviation of the experimental group are shown in Table I. According to the results of the analysis in Figure 2, it was found that there was a significant interaction effect on the attitude of the webtoon advertisement according to the advertisement form and the place where the advertisement was placed

($F = 4.851, p < .01$).

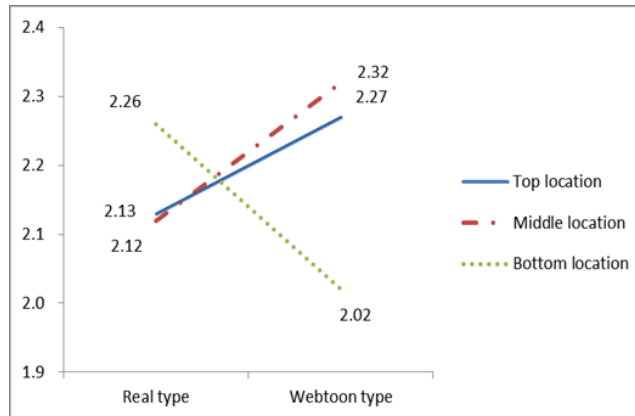


Figure 2: Interaction effect of ad attitude according to ad type and ad placement

In the case of real image type advertisement, the advertisement attitude is highest when the insertion position is at the bottom ($M = 2.26, SD = .56$). The next rank is when the advertisement insertion position is at the top ($M = 2.13, SD = .64$), in the middle location ($M = 2.12, SD = .65$), the ad attitude was the lowest. In the case of the webtoon type advertisement, the advertisement attitude was the highest when the insertion position was middle location ($M = 2.32, SD = .67$). In the next rankings, the insertion position was at the top of the webtoon advertisement ($M = 2.27, SD = .75$). The lowest ad attitude was found to be at the bottom ($M = 2.02, SD = .71$).

F. Brand Attitudes according to Product Type, Ad Type, and Ad Placement

The purpose of this study is to examine whether there is a difference in brand attitude according to product type, ad type, and ad placement. Table IV shows the results of ANOVA. Table III shows the mean and standard deviation of brand attitudes according to product type, ad type, and ad placement.

a. Brand Attitude according to Product Type and Ad Type

TABLE III.

BRAND ATTITUDE BY PRODUCT TYPE, AD TYPE, AND AD PLACEMENT: MEAN AND STANDARD DEVIATION

Product Type Ad type	Experience product		Search product	
	Real type	Webtoon type	Real type	Webtoon type
Top location	2.21(.79)	2.19(.68)	2.19(.66)	2.19(.61)
Middle location	2.13(.75)	2.03(.78)	2.19(.81)	2.57(.65)
Bottom location	2.28(.70)	2.31(.71)	2.43(.53)	1.91(.88)

TABLE IV.

ANOVA OF BRAND ATTITUDE ACCORDING TO PRODUCT TYPE, AD TYPE, AND AD PLACEMENT

Model	Sum of squares	df	Mean square	F
Product Type	.333	1	.333	.643
Ad type	.173	1	.173	.334
Ad insertion location	.140	2	.070	.135
Product Type*Ad type	.003	1	.003	.006
Product Type*Ad insertion location	3.597	2	1.798	3.474*
Ad type*Ad insertion location	2.789	2	1.394	2.694
Product Type*Ad type*Ad insertion location	4.951	2	2.475	4.782**
Error	221.031	427	.518	
Total	2387.778	439		

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

This study confirms whether there is interaction effect on brand attitude according to product type and ad type. The ANOVA results are shown in Table IV, and the mean and standard deviation are shown in Table III. As a result, it was found that there was no significant interaction effect on brand attitude according to product type and ad type.

b. Brand Attitudes according to Product Type and Ad Placement

This study confirms whether there is an interaction effect on brand attitude according to product type and ad placement. The ANOVA results are shown in Table IV, and the mean and standard deviation are shown in Table III. According to the results of the analysis in Figure 3, brand attitudes according to product type and place of advertisement were found to have a significant interaction effect ($F = 3.474, p < .05$). First, when we look at the experiential products, the brand attitude is the highest in the case of the bottom (M = 2.29, SD = .70) insertion position in the webtoon. Next, the place where the brand attitude is high is found in the top location of the webtoon (M = 2.19, SD = .73). The lowest attitude of the brand was found to be middle in the webtoon (M = 2.08, SD = .76).

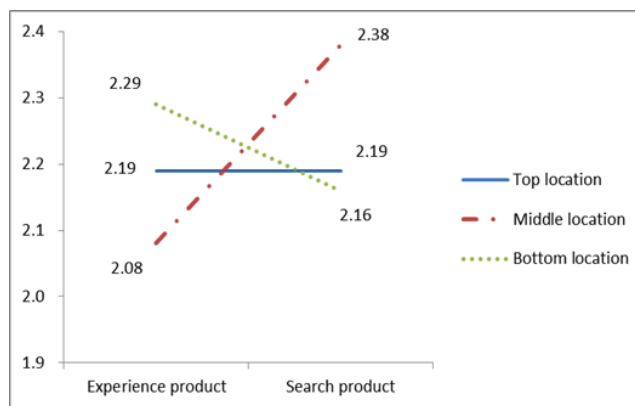


Figure 3: Interaction effects of brand attitudes with product type and ad placement

In the case of search products, the brand attitude was the highest in the middle of the webtoon (M = 2.38, SD = .76). The next

ranking is when I posted in the top of the webtoon ($M = 2.19$, $SD = .63$), and the lowest brand attitude was confirmed at the bottom of the web site ($M = 2.16$, $SD = .77$).

c. Brand Attitudes according to Ad Form and Ad Placement

This study confirms whether there is an interaction effect on the brand attitude according to the advertisement form and the advertisement place. To confirm this, the ANOVA results are shown in Table IV, and the mean and standard deviation are shown in Table III. The results of the analysis show that there is no significant interaction effect on the brand attitude according to the advertisement form and the advertisement place.

5 CONCLUSION AND DISCUSSION

In the development of social media, companies are using the webtoon advertisement as a way of communication by providing different kinds of attractions to consumers. It is to use the webtoon platform to form a positive advertising attitude and to enhance the brand attitude of its products or services. In this context, this study confirms the effect of advertising attitude and brand attitude according to product type, ad type, and webtoon advertisement placement position. Conclusions and discussions based on the results of the study are as follows.

First, it is confirmed that there is no significant difference in ad attitude according to product type and advertising expression strategy. The results of this study show that to form a favorable attitude of the webtoon advertisement, it is not necessary to take into consideration the actual or webtoon type in the presentation strategy of the webtoon advertisement according to the product type.

Second, a marketer who wants to execute a webtoon advertisement will consider how to insert the advertisement position in the webtoon according to the product type. In order to solve this problem, it was confirmed that when the product type is experiential product, advertisement is attracting attention, providing useful information, and forming an overall favorable advertisement attitude when the advertisement placement position in the webtoon is at

the bottom. However, in the middle of the webtoon, the advertisement attention of webtoons is low and it is confirmed that the advertising information is not effective. On the other hand, in the case of the search product, the results are different from those of the experiential product. In the case of search products, it was confirmed that advertisement position was the highest in the middle of the webtoon, and the ad attitude was favorable. However, in the case of search products, the placement with the lowest attitude was identified as the bottom of the webtoon. These results can be inferred that the stimulation of the content of the webtoon had an influence on the environmental context elements surrounding the audience, as suggested in the context effect. Therefore, it is necessary to consider the context effect according to the webtoons story and product type.

Third, the attitudes of the webtoon advertisements according to the ad type and the location of the advertisement place confirmed the contradictory results in the real type and the webtoon type. Among the advertising expression strategies, in the case of real type advertising, it was confirmed that the advertisement is attracting attention when the advertisement placement is at the lower part of the webtoon, and forms a favorable attitude toward the advertisement as a whole. In the case of the webtoon type, the ad attitude is favorable and positive when the advertisement position is middle location. However, when the media strategy is implemented at the bottom of the webtoon, it is found that the attention is low and the profitability is low.

In this respect, it is necessary to consider the expression strategy and the media strategy of the webtoon advertisement according to the product type of the company in order to form the attention, the favorability and the favorable advertisement attitude of the advertisement.

The following are conclusions and discussions related to the effect of product type, ad type, and ad position on brand attitude. First of all, it was found that there is no significant difference in the brand attitude according to the real form type and webtoon type in the webtoon advertisement expression strategy in both experiential products and search products.

Second, as the media strategy of the webtoon advertisement for forming a positive brand attitude toward the experiential product,

it was confirmed that the advertisement position in the webtoon is favorable and satisfied with the brand in the advertisement. However, when the webtoon advertisement was placed in the middle of the webtoon, it was confirmed that the brand favorability and satisfaction were low. On the other hand, in the case of search products, results were different from those of experiential products. The search products were found to have the highest satisfaction and satisfaction with the brand in the middle of the webtoon. In the case of the lowest likelihood and satisfaction of the brand in the advertisement, the position of the advertisement in the webtoon was confirmed at the bottom. This result can be interpreted that the process of the respondent's reaction through the webtoon is influenced by the environmental context factor of the audience.

Third, marketers will consider advertising strategy and media strategy to form a positive brand attitude by executing the webtoon advertisement. However, it was confirmed that there was no significant difference between the satisfaction of the brand in the advertisement according to the top, middle, and bottom of the webtoon. This result suggests that it will be meaningful basic data for marketer's advertising strategy and media strategy.

This study is divided into search product and experiential product. Also, it has a limit of confirming only the attitude of advertisement and brand attitude by dividing the strategy of webtoon advertisement expression into actual form and webtoon form.

Future studies should confirm the effect of the webtoon advertisement according to various product types such as pleasure products and practical products. In addition, I propose that the advertising effect of the webtoon advertisement should be verified according to various expression strategies in addition to the actual form and the webtoon. Finally, we propose that we need to check advertising effect according to webtoon genre.

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