

IMAGE CONFERENCE
ADVERTISING AND CONSUMER PSYCHOLOGY
SEOUL, KOREA, JUNE 5-7, 2003
COEX Intercontinental, Seoul, Korea

**Jointly sponsored by the Society for Consumer Psychology
and the Korean Marketing Association**

Bongjin Cho (KMA President)
Dipankar Chakravarti (SCP President)
Lynn R. Kahle (Conference Co-Chair)
Chung-Hyun Kim (Conference Co-Chair)

A nation in touch with information and communications

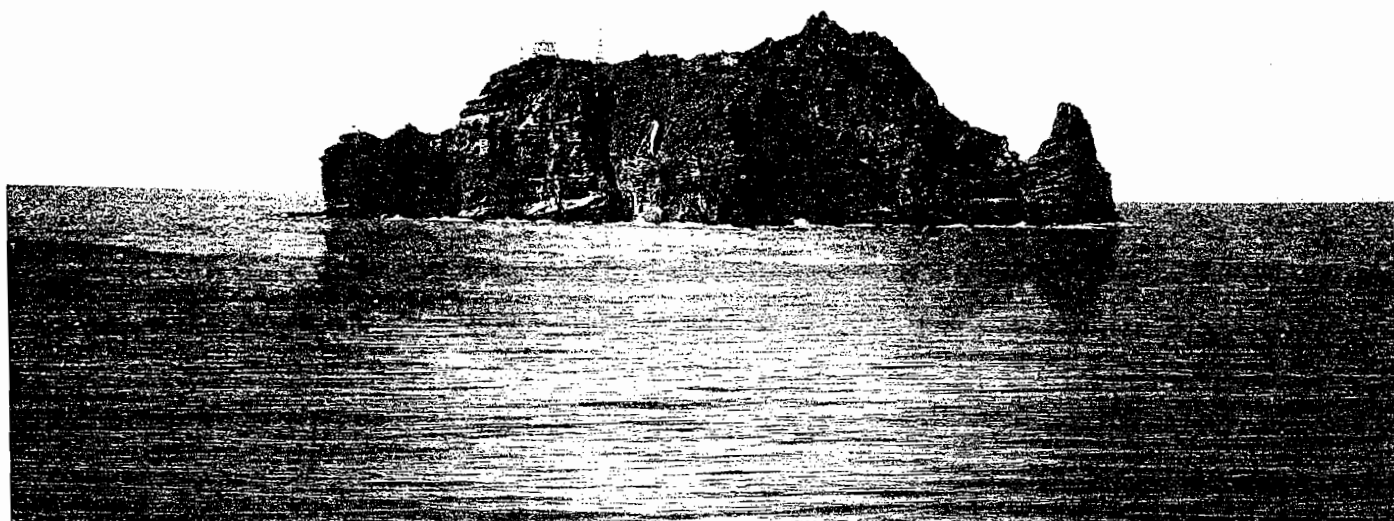
In a remote island, between mountains,
no one should be alienated from information and
communications in this nation.

Allowing every place equal access to information and communications,
KT's super high-speed Internet connects the Dokdo Islets, the far eastern end of our nation,
transforms secluded farming and fishing villages into a digitalized community.

The whole nation will be in touch with information and communications,
and KT will continue its efforts until every citizen has full access
to information and communications.

KT's super high-speed Internet connects all the way to the Dokdo Islets.

Let's **KT**



Greetings:

Welcome to Seoul! We have been eagerly awaiting you. This conference promised to be an exciting and worthwhile opportunity to meet new friends, to experience new situations, and to learn new ideas. Enjoy your time here in one of the world's most cosmopolitan and interesting cities. For some of you attending required a certain amount of courage. We hope you are rewarded with an excellent experience.

This conference is a continuation of the Advertising and Consumer Psychology series. The first conference took place in 1982, and it has been an annual event ever since. It has always been a small, intimate conference where only the best scholars are invited to participate. The informal interaction often proves as beneficial as the papers; hence, we hope you will use the opportunity to get to know other participants and other ideas.

This 21st installment of the Advertising and Consumer Psychology Conference is the first conference outside of North America. That fact is particularly appropriate given the topic of image, which requires one to have a unique viewpoint to understand. This year's conference has joint sponsors: the traditional sponsor, the Society for Consumer Psychology, has joined forces with the gracious Korean Marketing Association. Thus, we have the opportunity for a dynamic interaction between two important and influential organizations. Expect rich types of interactions you could not have at a conference with only one sponsor.

The topic of Image has played an important peripheral role in marketing for a long time, but few attempts to understand it head first have taken place. This conference could move the concept front and center, allowing it receive the attention that is appropriate. The theme includes topics such as country image, product/brand image, the issues of country-of-origin, the images of such entities as cities, organizations, manufacturers, retailers, or personalities, the role of web sites in building an image for companies and organizations, and creativity in image advertising and marketing communications. Image may be considered a special link with or type of belief, attitude, schema, perception, symbol, value, or emotion. Image can be an important element in many marketing activities such as positioning or sponsorship. Also, the topic may include international or cross-

cultural issues in images, which will be especially appropriate for a conference outside of North America.

Enjoy your stay. If we can do anything to help you, do not hesitate to ask.

Sincerely,

**Lynn R. Kahle
University of Oregon
Conference Co-Chair**

**Chung-Hyun Kim
Sogang University
Conference Co-Chair**

**Dipankar Chakravarti
University of Colorado
SCP President**

**Bongjin Cho
Keimyung University
KMA President**

Thursday – June 5th

8:30 AM Meeting at Hotel Lobby

9:00 AM Seoul City/Places Tour

-Tour Schedule-

Time	Program	The Time Required
09 : 00 ~ 09 : 10	Departing from Hotel	5'
09 : 10 ~ 10 : 00	Going to SamcheongGak	50'
10 : 00 ~ 12 : 00	Experience of Korean Culture	120'
12 : 00 ~ 12 : 10	Moving To Restaurant	10'
12 : 10 ~ 13 : 20	Lunch	70'
13 : 20 ~ 13 : 30	Moving To Changdeokgung Palace	10'
13 : 30 ~ 14 : 50	Changdeokgung Palace	80'
14 : 50 ~ 15 : 10	Moving To Insa-dong	20'
15 : 10 ~ 16 : 00	Insa-dong Tour	50'
16 : 00 ~ 16 : 50	Returning to Hotel	50'

<SamcheongGak>

SamcheongGak (the name literally means "Three Purity Palace-Jade Purity, Noble Purity, and Great Purity) is the authentically recreated building and home of performing arts. You can enjoy the public performance by the most respected Korean dancers, musicians, and vocalists.

<Changdeokgung Palace>

Changdeokgung(Palace) was built during the 5th year of the reign of King Taejong(1405) as a royal villa. It was later used as royal residence when Gyeongbokgung Palace was burnt down during the Japanese invasion in 1592. Since the site of the Palace is not level, the layout of the buildings is designed in such a way that architectural forms adapt to the changing natural terrain. In particular, the

back garden, along with numerous pavilions, tens of thousands of trees and flowering plants attest to the Korean design tradition that harmonizes the structure with its natural surroundings.

<Insa-dong>

Insa-dong, located in the middle of the city, is an important place where old but precious and traditional items come and go. There is one main road in Insa-dong with a labyrinth of alleys on each side. Within these alleys are galleries, traditional restaurants, traditional teahouses, and cafes. The shops in Insa-dong are very popular among all age groups, because each store brings its own uniqueness. The galleries are the heartbeat of Insa-dong. There are about 100 galleries in the area and you can see every example of Korean traditional fine art from paintings to sculptures.

7:00 PM Opening Reception & Registration (Jupiter, 30th FL)

KNOW HOW

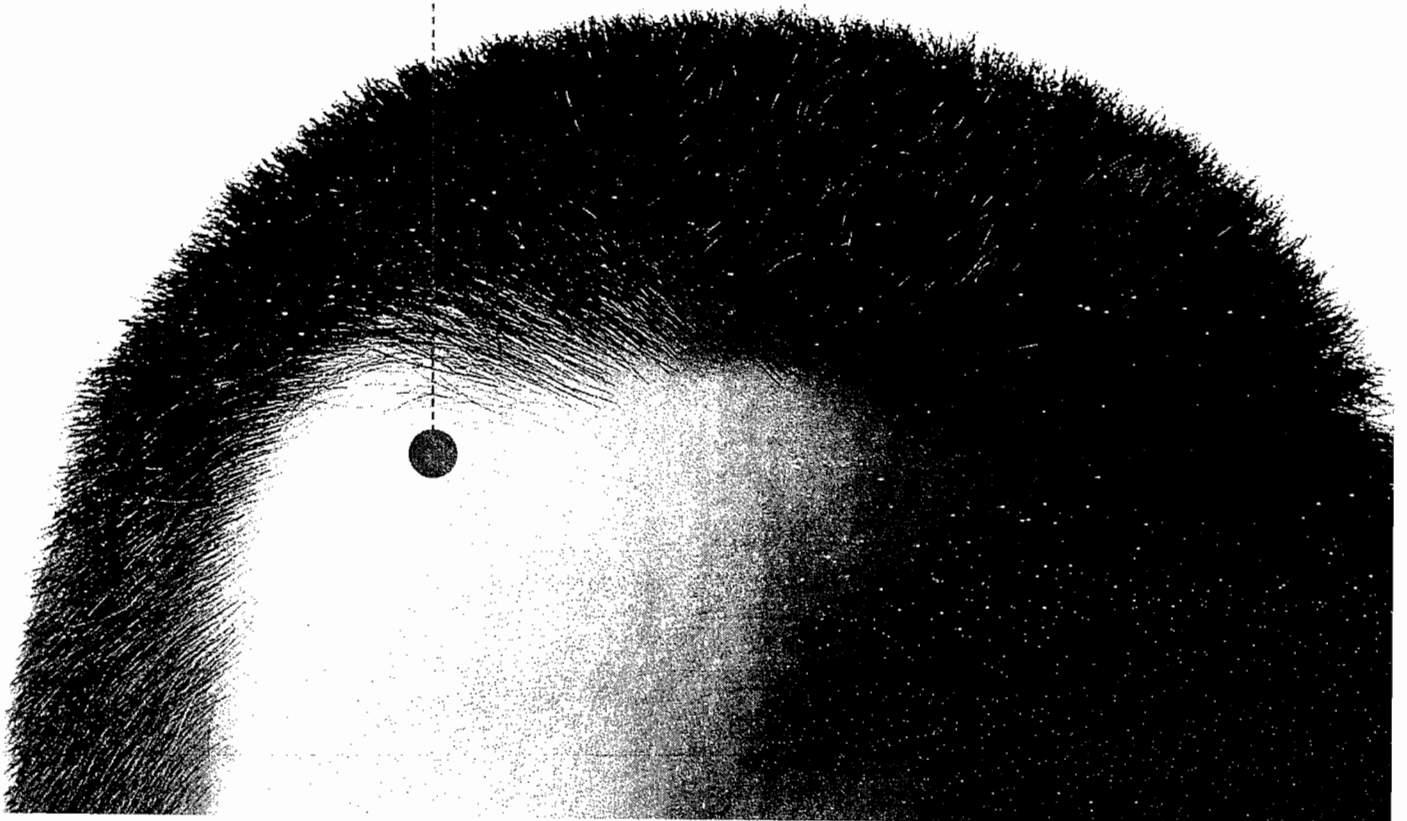
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대홍의 크리에이터들은 잘 알고 있

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Friday – June 6th

8:00 AM Registration

8:45 AM SESSION 1A (Vivace I) : Advertising and Persuasion

Session Chair : Lynn R. Kahle

Exemplars' Images, Images of the Product Category, and Self-Image: Prototypicality in Measurement and Persuasion

Timothy C. Brock, The Ohio State University and Laura A. Brannon, Kansas State University, USA

Cross-cultural Comparisons of Brand Personality in Print Media: The Case of Mainland China and Taiwan

Yung-Cheng Shen, Yun-Zi University, and Lien-Ti Bei, National Cheng Chi University, Taiwan

Advertising and the Emergence of Consumer Product Image in Social Constructionism Perspective: Christmas Consumption in Japan, 1900-2000,

Jun Kimura, Hagoromo University, Japan

8:45 AM SESSION 1B (Vivace II) : Communication Tactics

Session Chair : Joseph Ha

Word of Mouth Effects in Building Country Image: A Cross-cultural Comparison

Woonbong Na, Silla University, YoungSeok Son, Hanyim University and Chung-Hyun Kim, Sogang University, Korea

The Role of Articulation in Sponsorship-linked Marketing

T. Bettina Cornwell, The University of Queensland, Michael Humphreys, The University of Queensland, Angie Maguire, The University of Queensland, and Cassandra Tellegan, The University of Queensland, Australia

Understanding English as Second Language (ESL) Consumers: A Qualitative Study

Madhubalan Viswanathan, University of Illinois, Urbana-Champaign, Tianjiao Qiu, University of Illinois, Urbana-Champaign, Hila Riemer, University of Illinois, Urbana-Champaign, and Sukki Yoon, University of Illinois, Urbana-Champaign, USA

10:00 AM Break

10:30 AM SESSION 2A (Vivace I) : Brand Evaluation

Session Chair : Leslie Burns

Martin Roll, VentureRepublic Pte Ltd, Singapore

“Image” Attributes of Automobiles and Their Influence on Purchase Price Decision

Keiko I. Powers, J. D. Power and Associates, Westlake Village, CA, USA

Feedback Effect of Brand Extension on Family Brand and Its Products,

Siena Kim, KAIST (Korea Advanced Institute of Science and Technology), Minhi Hahn, KAIST and Sang Yong Kim, School of Management, Korea

10:30 AM SESSION 2B (Vivace II) :Source Effects in Advertising

Session Chair: Woonbong Na

Dimensions of Celebrity Images: Scale Development and Validation

Sejung Marina Choi, The University of Texas at Austin, Nora J. Rifon, Michigan State University, USA and Taiwoong Yun, University of Texas of Austin

Third-Person Effect: National and Individual Culture's Role in the Perceived Effect of Source Expertise in Advertising

Sukki Yoon, University of Illinois at Urbana-Champaign and Patrick Vargas, University of Illinois at Urbana-Champaign, USA

Impact of Brand Endorsements on Celebrity Image

Ajit Arun Parulekar, Goa Institute of Management and Preety Raheja, Goa Institute of Management, India

Users' Attitudes Towards Movie-Related Websites and E-Satisfaction

Yoon Cho, Hawaii Pacific University and Joseph Ha, Hawaii Pacific University, USA

12:00 NOON SESSION 3 (Allegro) Lunch

Session Chair: Lynn R. Kahle

Keynote : Brand Reputation-Brand Equity Model: Some Unresolved Issues

C. W. Park, University of Southern California, USA

1:30 PM SESSION 4A (Vivace I) : Social Influences

Session Chair: Boonghee Yoo

Well-Matched Employees Make Customers Happy: Effects of Brand-Employee Congruence

Youjae Yi, Seoul National University and Suna La, Seoul National University, Korea

Assessing the Influence of Cultural Values on Consumer Susceptibility to Social Pressure for Conformity: Focusing on Comparison between Self-Image Enhancing and Information Searching Motivations

Heonsoo Jung, Konkuk University, Korea

Proneness to Social Influence: Authority Effects in France and the United States

Jae Min Jung, North Dakota State University and James J. Kellaris, University of Cincinnati, USA

Consumers' Multi-layered Experience and Their Perception of Corporate Image

Chung-Hyun Kim, Sogang University, Korea and Taewon Suh, Saint Louis University, USA

1:30 PM SESSION 4B(Vivace II) : Country of Origin Effects

Session Chair: Francis M. Ulgado

How Situational and Enduring Involvement Affect Consumer's Country-of-Origin Cue

Utilization in Information Processing: Additive vs. Interactive?

TaiWoong Yun, Department of Advertising, The University of Texas at Austin, Wei-Na Lee, Department of Advertising, The University of Texas at Austin, Byung-Kwan Lee, Department of Advertising, The University of Texas at Austin, USA

Measuring Country Image: The Case of South Korea

Cho Dong-Sung, Seoul National University and Suh YongGu, Sookmyung Women's University, Korea

The Impact of New Zealand Made Films on New Zealand's Destination Image

Gretchen Larsen, University of Bradford, England and Veronica George, University of Otago, New Zealand

Country Image: Effects of Advertising Exposure and Other Experiences,

Yong-Soon Kang, Binghamton University-State University of New York, Jaebeom Suh, Kansas State University, USA and Moonkyu Lee, Yonsei University, Korea

3:00 PM Break

3:30 PM SESSION 5A(Vivace I) : Appearance and Fashion

Session Chair: Youjae Yi

Consumer Evaluations of Counterfeit Fashion Products

Seung-Hee Lee, Sungshin Women's University, Korea and Boonghee Yoo, Hofstra University, USA

Vanity, Body Image and Plastic Surgery in Korea

MinJeong Kim, Keimyung University, USA and Bongjin Cho, Keimyung University, Korea

"No Sweat Labor" Labeling: Creating an Image of Social Responsibility,

Leslie Davis Burns, Oregon State University and Eunyoung Chang, Oregon State University, USA

Beauty in Advertising: A Cross-Cultural Analysis of Women's Images Portrayed in

Cosmetics TV Commercials

Kyoo-Hoon Han, University of Georgia, USA

3:30 PM SESSION 5B(Vivace II) : Ethnocentrism and Authority

Session Chair: Timothy C. Brock

Chinese Consumer Evaluation of Hybrid Products: Effects of Decomposition, Brand, and Ethnocentrism

Kwon Jung, KDI School of Public Policy and Management, Seoul, Korea and Ah Keng Kau, National University of Singapore

Influences of Ethnocentrism, Animosity, and Global Openness on Country-of-Origin Image

Hyun Seung Jin, Kansas State University, Taewon Suh, Boeing Institute of International Business, Saint Louis University and Eunmi Suh, Kyungsoong University, Busan, Korea

The Impact of Knowledge, Ethnocentrism and Country-of-Origin on Product Attitude

Byeong-joon Moon, KyungHee University, Korea

Korean Consumers' Responses to White Models and Korean Models: The Effects of Media Exposure and Cultural Values on Racial Image Preference

Douglas M. McLeod, University of Wisconsin and Seung-jun Moon, University of Wisconsin, USA

7:30 PM Banquet Sponsored by Daegu Bank

Special Speech : The Miracle of River Han and A New Perspective on Korean Economy,

YoungHoon Paik, The President of Korea Industrial Development Institute

Saturday – June 7th

8:00 AM SESSION 6 (Vivace I): Internet Attitudes

Session Chair: Chung-Hyun Kim

A Study on the Internet Shopping Mall's Initial Web page Image Affecting Site Attitude and the Consumer's purchase Intent

Yong-Man Kim, Kyungnam University and Kyu-Yeol Shim, Gumi College, Korea

A Proposed Model of Internet Advertising: How a Medium's Image Shapes Consumer Acceptance of Its Creative Strategies

Richard Ganahl, Bloomsburg University, USA

Consumers' Attitudes Formation Processing on the Web: The Animated Character's Role as Mediator of the Creative Platform

ChangHyun Jin, The University of Texas at Austin, ByungKwan Lee, The University of Texas at Austin, Wei-Na Lee, The University of Texas at Austin, USA and YooKyung Kim, Hankuk University of Foreign Studies, Korea

9:30 AM SESSION 7(Vivace I)

Session Chair: Bongjin Cho

Keynote: From Image to Experience

Bernd Schmitt, Columbia

10:30 AM Break

11:00 AM SESSION 8 (Vivace I) : Consumer Values

Session Chair: T. Bettina Cornwell

The Role of Trust in Internet Banking: Interaction between On-line and Off-line

Kyung Hoon Kim, Changwon National University and Il Goo Yeo, National Agricultural Cooperative Federation, Korea

The Impacts of Media Contact and Culture on Women's Consumption Value in China and Taiwan

Tsai-Ju, Liao, National Cheng Chi University and Lien-Ti Bei, National Cheng Chi University, Taiwan

Chinese Cultural Values; Their Diversity and Stability? An Investigation into the Marketing Communications/advertising Implications

Mike Bastin, University College Northampton, UK

Values, Brands, and Image

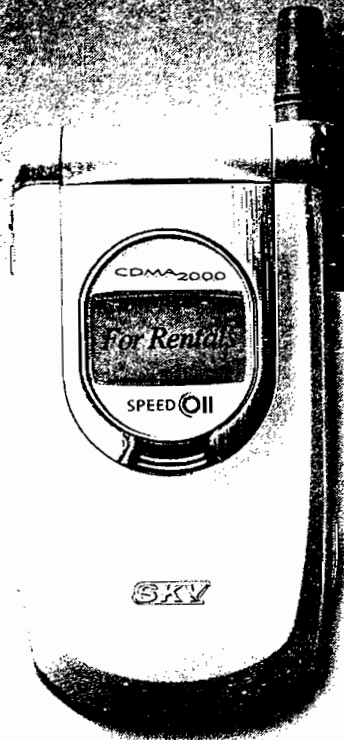
Lynn R. Kahle and David Boush, University of Oregon, USA

The Role of Trust in Internet Banking : Interactions between On-line and Off-line

Kyung Hoon Kim, Changwon National University and Il Goo Yeo, National Agricultural Cooperative Federation, Korea

The Effects of Intrinsic and Extrinsic Cues on Consumer Perception of Value of a Third World Country (Bangladesh): An Experiment

Humayun Kabir Chowdhury, Rajshahi University, Bangladesh



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