

The Influence of Interactive Art Infusion Advertising on Engagement and Interactivity Level

Kwang Seok Han

Professor, Dept. of Advertising and Public Relations, 91, Daehakro Seobukgu Cheonan, 3120 Korea

kshan@nsu.ac.kr

Corresponding author*: Kwang Seok Han

Article Info

Volume 81

Page Number: 530 - 537

Publication Issue:

November-December 2019

Abstract

Background/Objectives: The present study empirically investigated differences in attitude toward advertising and eWOM according to Interactivity (low vs. High) and Engagement Levels (low vs. High).

Methods/Statistical analysis: The present study investigated differences in eWOM and attitude toward advertising (Aad) through an experiment according to interactivity (low vs. High) and Engagement Levels (low vs. High). Accordingly, a 2 (interactivity: low vs. high) x 2 (engagement levels: low vs. high) between-subject factorial design was created, and analysis was conducted using two-way MANOVA. 124 subjects were randomly assigned to six experimental advertising.

Findings: First, low level of interactivity of interactive art infusion advertising shows positive attitude toward advertisement rather than high. However, oral intention was low regardless of the level of interactivity. Second, the interactive art infusion advertising according to the level of engagement showed a positive attitude toward the advertisement and a tendency toward the oral communication rather than the high advertising engagement level. Third, interactive Art Infusion Advertising had a positive attitude toward advertising with low interactivity and high engagement. However, oral intention was positive when interaction level was high and engagement level was low.

Improvements/Applications: If advertising attitude is a strategic goal, it is effective to lower the level of interactivity and increase the level of engagement. However, using interactive Art Infusion Advertising, it may be effective to keep the level of engagement high even if the level of interactivity is low, in order to increase online eWOM effect.

Keywords: Art Infusion, Interactivity, Engagement, eWOM, Attitude

Article History

Article Received: 3 January 2019

Revised: 25 March 2019

Accepted: 28 July 2019

Publication: 22 November 2019

1. Introduction

Advertisements using famous artworks have recently been on the rise. Art-infused

advertising, originally used for prestige branding for luxury brands, now reflects the trends of lifestyle changes, seeks unique sensitivity, and has expanded to various

hedonic and utilitarian product groups [1, 2].

The art infusion effect is generally known to transfer the image of a luxury brand [3]. Prior to the transfer of this luxury image, however, it is necessary to magnify the art infusion effect from the perspective of consumer attitude and behavior regarding how consumers engage with art to form attitude and end up transmitting stories orally. Art-infused advertising has traditionally been made through TV commercials or traditional print media ads. The expansion of the digital media and changes in media behavior has now led to the introduction of art-infused advertising through the online and mobile media. Traditionally, advertisements for advertising are generally made through traditional media such as TV commercials and print advertisements. However, due to the expansion of digital media and the change of media behavior, advertisements for advertising by SNS through online or mobile are emerging[4].

The majority of art-infused advertising had been made on the traditional advertising media, such as TV, magazines, and newspapers. The increased use of the online and mobile media by consumers has led to the need to take an interest in art-infused advertising using the interactive media, as well as product types[5].

This study aims to empirically examine how the interactive online media expands on the art infusion effect, forming different attitudes depending on interactivity and engagement levels, influencing online word-of-mouth.

2. Theoretical Background and

Published by: The Mattingley Publishing Co., Inc.

Hypothesis

Art-infused marketing is thought to have positive effects on brand image, as famous artworks transfer an image of sophistication on the product or the brand. Studies have evolved in the diverse range of control variables of art-infused marketing, around product groups (hedonic, utilitarian goods), consumer (psychological, individual tendencies), and art characteristics (art infusion technique). The results of these studies have all pointed to the effectiveness of art-infused advertising. However, they have been limited in their variables, as the diverse variables of the individual consumer have been simplified into variables such as engagement and the logical/emotional consumer split. As such, this study aims to expand on these limitations and utilize behavioral characteristic variables, interactivity from art infusion and engagement, empirically verifying the art-infused effects in advertising.

The advent of the online and mobile media, stemming from digital technology, has led to the expansion of advertising communication which have allowed consumers to proactively interact with and experience the media. Particularly, interactive advertising is known to increase understanding of, and engagement with, the marketing message through interactive communication which differs from the one-way transmission of message[6]. The majority of research relating to interactivity have concluded that higher interactivity levels lead to increased acceptance of information contained in the message, resulting in a positive influence on the receiver's memory and attitude [7, 8].

However, coming in contact with art-infused advertisements online and mobile is

generally very coincidental in nature, or takes place in a very limited space such as at home, in office, or through mobile devices, making active interaction difficult. While advertisements using the smart media have increased due to technological advancements, raising interactivity to pique consumers' interest without careful planning may lead to situations in which sustaining and improving positive advertising and brand attitudes will be difficult. Therefore, this study aims to apply the behavioral variables relating to interactivity levels in art-infused digital advertising and the concept of engagement, which encompasses concepts such as immersion, participation, and interest, empirically examining the relationship between attitudes in interactive art-infused marketing and online word-of-mouth. According to Hagtvedt and Patrick (2008), art is becoming an integral part of products, such as "artistically designing furniture, painting on shirts," etc. For example, if you do not go to a gallery or museum Art can be appreciated around us, and art is penetrating deeply into our daily lives through various media such as TV and advertising, gallery of department store, credit card, bag, etc[9]. The emergence of online and mobile media due to the development of digital technology is expanding the advertising communication as a way of communication that consumers use and experience media more actively and actively. In particular, interactive advertising is known to increase understanding and commitment of advertising messages due to interactive communication rather than unilateral delivery of media and messages[10]. Engagement is a concept that includes many factors such as roll involvement, interest, and relevance to the

level of understanding, concentration, and concentration of the audience in messages and information. Especially internet, mobile, smart media and other connected network society and engagement are becoming very important concept based on consumer experience and empathy. Ephron (2006) argues that 'engagement' is converged to 'relevance', and it occurs through the process of understanding related information through the process of immersion in media. In addition, involvement of advertisement, media appreciation, And that there are three dimensions of involvement in the organization[11].

As such, this study has set the following hypotheses:

H1: Low interactivity levels in interactive art-infused advertising will lead to a higher brand attitude and online word-of-mouth intention versus high interactivity levels.

H2: Low levels of engagement in interactive art-infused advertising will lead to a higher brand attitude and online word-of-mouth intention versus high engagement levels.

H3: High interactivity in interactive art-infused advertising and low perceived engagement will lead to a higher advertising attitude compared to low interactivity and high perceived engagement.

3. Research Method

The purpose of this study is to investigate the difference of advertising attitude and online oral effect according to the interaction level (low vs. high) and engagement level (low vs. high) of interactive advertisements. To validate this, we conduct factorial design for 2x2 subjects through experimental studies and verify them through two-way MANOVA analysis.

The manipulation of the advertisement for interactive narratives was made by transforming advertisement by using 'self portrait' of 'Vincent Van Gogh'. First, the selection of products was conducted by FGI for eight college students to select products that interest university student subjects. Hybrid digital cameras were selected (notebooks, cameras, and smart phones, which are expected to be the most effective camera products This selection).

Experimental manipulation was manipulated in the form of hanging a digital camera on the person's neck of Van Gogh's 'Self Portrait' work[Figure 1]. The main attributes of the digital camera were manipulated by adding the attribute information of the number of pixels, continuous shooting, sensor size, and camera weight. Interaction level manipulation was manipulated by two conditions: low interactivity and high interactivity. The interactivity level of the interactive art advertisement was manipulated in such a manner that the camera and the advertisement message are displayed sequentially in the masterpiece work of the original work by touching or touching the mouse on the art screen. High interactivity was manipulated by varying the level of interactivity of the three conditions of the screen, as well as capturing and sending it to the user's personal e-mail and changing the color in various ways.

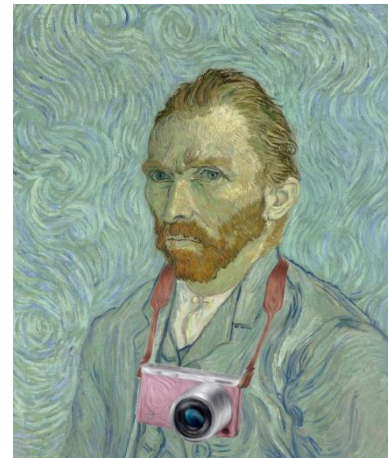


Figure 1. Experimental Manipulation

Engagement was defined by manipulating the user to immerse themselves in the feelings they felt while using interactive advertisements for advertising, and to concentrate on their interest and concentration. I used this ad and media without knowing the time, "" The information provided by this ad was very useful, "" This ad caught my eye. ", " The contents of this ad are reliable Do). We conducted two-way MANOVA analysis with low-high and low-high as independent variables and ad attitude and word-of-mouth intention as dependent variables before hypothesis testing.

In the experiment, 129 college students participated (male: 65 / female: 64), but 124 respondents (male: 61 / female: 63) were used for statistical analysis. 60 respondents with low interactivity, and 64 subjects with high interactivity.

4. Research Results

We conducted two-way MANOVA analysis with low-high and low-high as independent variables and ad attitude and word-of-mouth intention as dependent

variables before hypothesis testing.

The primary effect on the first independent variable, interactivity, was statistically significant, with a Wilks' Lambda value of .40 ($F = 86.37$, $df = 2$, $p < .01$). The main effect on the second independent variable, the Wilks' Lambda value, was found to be .26 ($F = 168.89$, $df = 2$, $p < .01$). In addition, Wilks' Lambda value was .64 ($F = 32.39$, $df = 2$, $p < .01$) for the interaction effect of these two independent variables. There was statistically significant difference between two independent variables.

Analysis of the main effects and interaction effects between independent variables and dependent variables through ANOVA analysis showed that there was statistically significant difference in posttest

ANOVA analysis of interactivity as dependent attitude ($F = 168.81$, $p < .01$). However, there was a statistically significant difference in word-of-mouth intention ($F = .27$, $p > .05$).

In the post - analysis ANOVA analysis of engagement, there was a statistically significant difference between the attitude of attitude ($F = 101.71$, $p < .01$) and word of mouth intention ($F = 278.49$, $p < .01$). Finally, in the post-analysis ANOVA analysis of the interaction effects between interaction and engagement, there was a significant difference between ad attitude ($F = 42.16$, $p < .01$) and word of mouth intention ($F = 31.65$, $p < .01$). Table 1 and Table 2 show the results

Table 1: Mean and Std. Deviation

Dependent	Interactivity	engagement	Mean	Std. Deviation	N
Aad	Low	Low	6.08	.891	26
		High	3.53	.662	34
		total	4.63	1.484	60
	High	Low	3.08	.874	36
		High	2.54	.962	28
		total	2.84	.946	64
	Total	Low	4.34	1.727	62
		High	3.08	.946	62
		total	3.71	1.524	124
eWOM	Low	Low	5.81	.694	26
		High	2.03	.870	34
		total	3.67	2.047	60
	High	Low	4.94	.924	36
		High	3.07	1.184	28
		total	4.13	1.397	64
	Total	Low	5.31	.934	62
		High	2.50	1.142	62
		total	3.90	1.750	124

Table 2: Research of ANOVA

Main Effect	MANOVA		df	ANOVA	
	Wilks' Lambda	F		Aad	eWOM
A: Interactivity	0.40	86.37**	2	168.81**	0.27
B: Engagement	0.26	168.89**	2	101.71**	278.49
AxB	0.64	32.39**	2	42.46	31.65

Note : * $p < .05$, ** $p < .01$

Hypothesis 1 predicted that the advertising attitude and online word-of-mouth intention would increase when the interactivity level of the ad for interactive art infusion advertising is low. As a result of the hypothesis test, the attitude toward the advertisement was positive when the interactivity was low ($M = 4.63$, $SD = 1.48$) and the interactivity was high ($M = 3.71$, $SD = 1.52$). However, there was no statistically significant difference in the level of interactivity between the two groups. Hypothesis 1 was partially supported.

Hypothesis 2 predicted that the advertising attitude and online word-of-mouth intention would increase when the level of engagement advertising for interactive art infusion advertising is low. As a result of the hypothesis test, the ad attitude was more positive when the level of engagement was low ($M = 4.34$, $SD = 1.72$), and the admission level was higher ($M = 3.08$, $SD = 0.94$). ($M = 5.31$, $SD = 0.93$) were more positive than those with higher levels of mentorship ($M = 2.50$, $SD = 1.14$). Hypothesis 2 was supported.

Hypothesis 3 shows that the level of interactivity of interactive advertisements is high, and when the audience perceives a low level of engagement, the level of interactivity is low and the level of advertising attitude

and eWOM intention is high Respectively. As a result of the hypothesis test, the attitude of advertising appeared to be opposite to the hypothesis. In other words, a positive attitude toward advertising ($M = 3.08$, $SD = 0.84$) was obtained when the level of interactivity was low and the engagement was high ($M = 3.53$, $SD = 0.66$). On the other hand, when the level of interactivity was high and the engagement level was low ($M = 4.94$, $SD = 0.92$), the level of interactivity was low and the engagement level was high ($M = 2.03$, $SD = 0.87$) The intention to speak was high. Hypothesis 3 was partially supported [Figure 2].

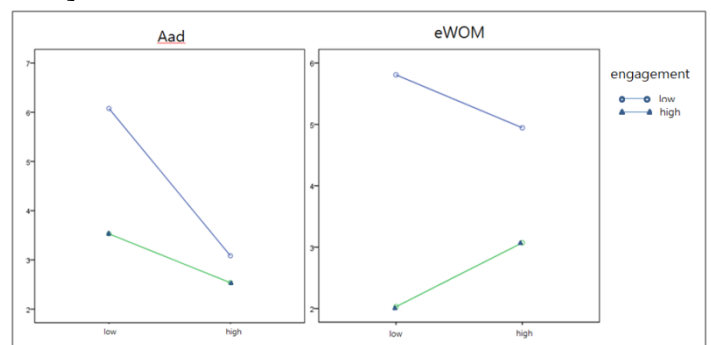


Figure 2. Interaction Effect in Aad, eWOM

5. Conclusion

The purpose of this study is to investigate the difference of advertising attitude and online word of mouth effect according to the interaction level (low vs. high) and engagement level (low vs. high) of

interactive advertisements. To validate this, we conduct factorial design for 2x2 subjects through experimental studies and verify them through two-way MANOVA analysis.

The results of this study are as follows: First, low level of interactivity of interactive art infusion advertising shows positive attitude toward advertisement rather than high. However, oral intention was low regardless of the level of interactivity. This is because, when establishing Art Infusion Advertising strategy through online or mobile, excessive interactivity affects ad attitude rather adversely, so it is necessary to apply appropriate level of interactivity.

Second, the interactive art infusion advertising according to the level of engagement showed a positive attitude toward the advertisement and a tendency toward the oral communication rather than the high advertising engagement level. This suggests that as the level of engagement increases, the user's commitment increases excessively, which increases the possibility that the intention to the attitude and word of mouth is rather negative. Therefore, it would be effective to avoid excessive application of factors that would increase the level of involvement in the advertisement itself when establishing the strategy of Art Infusion Advertising.

Third, interactive Art Infusion Advertising had a positive attitude toward advertising with low interactivity and high engagement. However, oral intention was positive when interaction level was high and engagement level was low. If advertising attitude is a strategic goal, it is effective to lower the level of interactivity and increase the level of engagement. However, using interactive Art Infusion Advertising, it may be effective to keep the level of engagement

high even if the level of interactivity is low, in order to increase online eWOM effect.

6. Acknowledgment

Funding for this paper was provided by Namseoul University

7. References

1. Sung YS, Ryoo Y. Art infusion effect in product design: The roles of art popularity and art image. *The Korean Journal of Psychology*. 2014 15(4):601-629.
2. Hagtvædt H, Tukachinsky RH. The use of fine art in advertising: A survey of creatives and content analysis of advertisements. *Journal of Current Issues and Research in Advertising*. 2005 27(1):93-107.
3. Kim JH. The effect of the ad with art image on the consumers' response. *Journal of Public Relations*. 2009 13(1):97-122.
4. Cutler BD, Javalgi RG. Analysis of print ad features: Service versus products. 1993 March:62-69.
5. Holbrook MB, Hirschman EC. The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 1982 Sep;9:132-140.
6. Annama J, Sherry JF. Speaking of art as embodied imagination: A multisensory approach to understanding an esthetic experience. *Journal of Consumer Research*. 2003 Sep;30:259-282.
7. Margolin V. Product appeal and the aura of art. In *Objects and Images: Studies in Design and Advertising*. Susann Vihma, ed. Helsinki: University of Industrial Arts; 1992. P. 198-207.
8. Berlyne DE. *Studies in the new experimental aesthetics: Steps toward an*

objective psychology of aesthetic appreciation.

Washington,DC:Hemisphere Press; 1992.

P. 16.

9. Annama J, Sherry JH. Speaking of art as embodied imagination: A multisensory approach to understanding aesthetic experience. *Journal of Consumer Research*. 2003 Sep;30:259-282.
10. Hagtvedt H, Patrick V. The influence of art infusion on the perception and evaluation of consumer products. *Journal of Marketing Research*. 2008 45(3):379-289.
11. Kim EC, Kim SI. A study on the user experience of smartphone camera application. *Journal of the Korea Convergence Society*. 20178(12):221-226.
12. Ephron E. Media Planning. India: The ICFAI University Press Eubank, Sandy. Elevating Engagement Above the Silos: Tv, Print and the Internet. 1st annual Audience Measurement Symposium, New York.
13. Chernev A. Goal-attitude compatibility in consumer choice. *Journal of Consumer Psychology*. 200414(1):141-150.