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경영학 석사학위논문

**The Joint Effect of Emoticon and
Thinking Style on Ad Effectiveness**
: The Moderating Role of Product Framing

이모티콘과 사고 방식이 광고 효과에 미치는 영향:
제품 프레임의 조절 효과를 중심으로

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김새봄

Abstract

**The Joint Effect of Emoticon and
Thinking Style on Ad Effectiveness
: The Moderating Role of Product Framing**

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The study of emoticon effect has recently received growing attention in the consumer psychology literature. In this study I looked at the interaction effects of emoticon, thinking style, and product framing on willingness-to-pay. I contribute both theoretically and empirically to the development of consumer psychology by revealing a three-way interaction of emoticon, thinking style, and product framing.

When advertising products with functional benefits, the emoticon effect varied depending on the way consumers thought. When emoticons were used, affective-thinking consumers preferred products to be paid higher, while analytical-thinking consumers preferred products to be paid lower. When emoticons were not used, analytical-thinking consumers preferred products to be paid higher, while affective-thinking consumers preferred products to be paid lower. Therefore, a judicious use of emoticon is recommended for products with a utilitarian framing. That is, emoticon is not a panacea that persuades all types of consumers, and only selectively works for affective-thinking consumers.

When advertising products with hedonic benefits, the main effects of emoticon and thinking style were significant. Affective-thinking consumers preferred products with a higher willingness-to-pay, whereas analytical-thinking consumers preferred products with a lower willingness-to-pay. When emoticons were used, consumers preferred products with a higher willingness-to-pay than when emoticons were not used. Hence, emoticons in the advertisement serve a persuasive role for hedonic-framed products. Consumers would prefer the hedonic-framed product when an emoticon is used, regardless of their thinking style. Affective-thinking consumers would prefer hedonic-framed products compared to analytic-thinking consumers.

Possibly due to methodological issues in the experiment, the mediating effect of perceived playfulness was not significant for the interactive effect of emoticons, thinking style, and product framing on willingness-to-pay. These issues are delineated in the General Discussion.

Keywords: emoticon, thinking style, context effect, compensation effect, playfulness, dual processing, social media marketing

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Introduction

Vincent van Gogh, a Dutch painter known for works like “Starry Night,” said, “Let’s not forget that the little emotions are the great captains of our lives, and we obey them without realizing it.” Indeed, we all have been exposed to emoticons at least once through text messaging or social media, but we are not fully aware of how little emotional icons momentarily change our attitudes and behaviors.

Emoticons are stereotyped as high in warmth and low in competence because they facilitate feelings of playfulness or empathy in social interactions. Van der Heijden (2004) recommended that perceived playfulness is a meaningful construct to measure our hedonic disposition.

Some customers tend to rely more on hedonic consumption, whereas other customers are predisposed to depend more on utilitarian (Venkatraman & MacInnis, 1985). As suggested by Comesaña and colleagues (2013), little research has addressed how emoticons influence affective or cognitive information processing.

Appropriateness of emoticon use in a social context has been explored but it has not yet been tested in a social media advertising context. To a certain extent, affect-dominant icons may be perceived as a distraction or immersion for analytic-versus affective-thinking consumers, respectively. The interaction effect of thinking style and emoticon on willingness-to-pay may be further influenced by product framing.

The moderating role of product framing on purchase decisions may be consequential because a dual-processing framework suggests that pleasure-oriented customers’ anticipated emotions about purchasing may be at odds with the type of

product benefits offered by companies.

This research aims to investigate to what extent emoticons could influence willingness-to-pay for an advertised product. The heuristic-systematic model (HSM) and cognitive-experiential self-theory (CEST) propose that the emoticon use will lead to two different types of customer responses to advertising depending on individual thinking styles: (1) simple and intuitive that does not require deliberate thinking, so eases information processing and (2) confusing that require deliberate processing, so disrupts information processing. The underlying mechanism for dual processing of emoticons will be explained by the stereotype content model (SCM) and reversal theory.

Theoretical Background

Emoticons or emojis (i.e., emotional icons) is considered as one of the nonverbal or textual paralinguistic (TPL) cues, which is defined as “written manifestations of nonverbal audible, tactile, and visual elements that supplement or replace written language and that can be expressed through words, symbols, images, punctuation, demarcations, or any combination of these elements” in computer-mediated communication (CMC; Luangrath, Peck, & Barger, 2017). There are three types of emoticons: textual, pictorial or graphical, and animated emoticons (Walther & D’Addario, 2001; Li, Chan, & Kim, 2018). The most popular rates of emoticon use are in text messaging, followed by social media sites, with email being the lowest (Kaye, Wall, & Malone, 2016). Compared with textual emoticons, graphical emoticons are more widely used on Twitter (Vidal, Ares, & Jaeger, 2016). Emoticons are more frequently used in a positive context rather than a negative context (Chang, 2016; Park, Fink, Barash, & Cha, 2016). Positively valenced emoticons are more commonly used than negatively valenced emoticons in online interactions (Derks, Bos, & Von Grumbkow, 2008). Therefore, this study will focus on pictorial emoticons, which allow richer expression of emotions than textual ones on social media (Pavalanathan & Eisenstein, 2015; Chen, Lu, Ai, Li, Mei, & Liu, 2018). The use of sarcastic (Thompson & Filik, 2016) or negatively valenced emoticons on Twitter will not be examined in this paper.

Previous research has indicated the numerosity of emoticons in influencing information processing. Riordan (2017a) has found that more emoticons a text message contains, the stronger the recipients judge the sender’s feelings of joy to be to a certain extent. For positive text messages (e.g., obtaining an allowance,

winning a game, and having a party), inclusion of one, two, or three nonface emoticons increase the emotion of joy compared with absence of emoticons. Trust perceptions are also derived from one emoticon versus no emoticon and from one emoticon versus two emoticons (Riordan, 2017a). However, when used in sharing emotions, increased number of face emoticons in text messages from a message sender create greater intimacy for a message recipient after participating in the same movie experience, regardless of emoticon valence (Janssen, IJsselsteijn, & Westerink, 2014). Moreover, omission of stories and emoticons in a text-messaging intervention for health promotion enhance message elaboration and perceptions of message credibility (Willoughby & Liu, 2018). These findings suggest that there has been growing interest in testing the emoticon quantity in a different context. Yet, testing the number of emoticons in a different promotional context has been unexplored.

Nonface emoticons are similar to face emoticons in that they are capable of disambiguating the meaning of statements and conveying more emotions than text messages (Riordan, 2017a). These communicative functions of emoticons promote playfulness or enjoyment (Webster & Martocchio, 1992), which in turn promote personal interactions in instant messages, further leading to greater information richness and information usefulness (Huang, Yen, & Zhang, 2008). However, information richness and usefulness did not fully capture the extent to which some individuals differentially perceive emoticons as offering more hedonic or less utilitarian values.

Emoticons and Playfulness

Emoticons are associated with one of the moral (e.g., empathy) or sociable

(e.g., playful) warmth traits (Park & Sundar, 2015; Hsieh & Tseng, 2017; Liu & Lin, 2018). Playful nature of emoticons facilitates identity expressiveness, social connectedness, and word-of-mouth intention in text messages (Hsieh & Tseng, 2017). Service employees who use emoticons are more preferred by customers than those who use a profile picture with their responses because emoticons convey empathy (Park & Sundar, 2015). Consequently, empathy or playfulness of emoticons creates an emotional connection.

Playfulness is critical for enhancing customer experience (Holbrook, Chestnut, Oliva, & Greenleaf, 1984) and is defined as an “internal predisposition characterized by creativity, curiosity, pleasure, sense of humor, and spontaneity” (Guitard, Ferland, & Dutil, 2005). Enjoyment, which is derived from playfulness (Gao, Liu, & Li, 2017), is a stronger predictor of intention to use compared to perceived usefulness for a hedonic-framed product (Van der Heijden, 2004). While hedonic or experiential value is the perceived utility related to fun, pleasure, and enjoyment (Holbrook, 1986), utilitarian value is the perceived utility acquired from price and attributes related to functional or physical product performance (e.g., reliability and durability; Sheth, Newman, & Gross, 1991). Previous research has found that expectation of engaging in a pleasure-oriented consumption may increase enjoyment about the upcoming hedonic consumption (Mandel & Nowlis, 2008). Anticipated positive emotions toward finding a desired product can increase willingness to purchase the product (Holbrook & Hirschman, 1982). However, reversal theory suggests a boundary condition of customer expectations for a hedonic product acquisition.

Drawing on reversal theory (Apter, 2007), individuals switch between

playfulness or paratelic states and seriousness or telic states due to frustration or satiation. For instance, a telic-oriented individual may feel more frustrated by a given high- versus low-arousal situation, which may trigger a reversal to a paratelic state (Apter, 1982; Frey, 1999). Whereas telic-oriented individuals use problem-focused coping, those with paratelic-orientation adopt emotion-focused coping such as distraction (Martin & Svebak, 2001). Thus, the theory suggests that paratelic- or telic-dominant individuals will perceive emoticons as high in playfulness or low in seriousness, respectively. Compared to paratelic-oriented individuals, telic-oriented individuals will feel frustrated by the presence of emoticons, but this pattern will be more prominent in a hedonic-framed ad, which may elicit a reversal to a paratelic-state.

Emoticons and Compensation Effect

Previous emoticon research has shown that there are contextual variations in social perceptions toward emoticon users. Supported by stereotype content model (SCM; Fiske, Cuddy, Glick, & Xu, 2002), a compensation effect is defined as a negative relationship between perceived warmth and competence in impression formation (Yzerbyt, Kervyn, & Judd, 2008). For instance, service providers who use emoticons for customer support are evaluated higher in warmth but lower in competence by customers in online interactions (Li, et al., 2018).

Incidents of service failure allow customer service assessment in terms of competence, which can count against the employees' emoticon use. When employee citizenship behaviors are performed, the compensation effect is attenuated; Customer service experience is evaluated in terms of warmth, which can increase service satisfaction based on service agents' use of emoticons (Li et

al., 2018). When emoticons are used in professional context, the compensation effect is amplified; Emoticons do not enhance warmth perceptions but solely discount competence perceptions (Glikson, Cheshin, & van Kleef, 2017). The reason is that emoticons run counter to norms of formal communication (Kaye et al., 2016), which can further disrupt sharing of personal information (Glikson, et al., 2017). Since this paper will not test emoticons on a professional platform, inclusion of emoticons will be jointly judged as warmer but less competent by customers.

The compensation effect of emoticons can be extended to the advertising research. When viewing an advertisement, customers are more likely to be persuaded by inferred information about related attributes rather than explicit advertising claim (Yi, 1990). They are less likely to become highly involved in an inferential process toward missing product information if there is no relationship between unfeatured and featured attributes. Low repair cost of a car can be inferred from high dependability of a car due to perceived interdependency between dependability and repair costs of a car (Yi, 1990). Customers are also more likely to make inferences about ambiguous product information based on contextual information, especially when they look at product advertising without prior product knowledge. The previous study indicates that whether a product information cue (e.g., a large-sized car) is interpreted positively as car safety or negatively as low gas mileage depends largely on contextual information about flight safety or oil industry (Yi, 1993). Therefore, the compensation effect suggests that when customers make inferences about a missing attribute based on a given advertising claim, the relationship between missing and given attributes will be inversely

related.

Emoticons, Dual Processing, and the Congruence Principle

Consistent with heuristic-systematic model (HSM; Chaiken, 1980), prior emoticon research has found that emoticons induce heuristic or deliberate processing in a non-advertising context. Emoticons are regularly used as proxies for spontaneous expressions of a variety of food and beverage consumption on Twitter (Vidal, Ares, Machín, & Jaeger, 2015) because people are favorably disposed towards appetite (Desmet & Schifferstein, 2008). Most of the tweets are typed in emoticons without texts and are positively valenced (Vidal et al., 2015). Hence, emoticons are deemed intuitive to convey emotions related to hedonic consumption.

On the other hand, when used for social norms, emoticons trigger deliberate processing (Derks, Bos, & Grumbkow, 2007; Walther & D'Addario, 2001). Compared with face-to-face interactions, text message exchanges with emoticons involve more conscious efforts to manage social cohesion or impression management (Darics, 2010; Riordan, 2017a, 2017b). Beyond indicating affiliation and emotional state, an emoticon serves as a proxy for enforcing an injunctive norm (e.g., electricity conversation and recycling; Schultz, Nolan, Cialdini, Goldstein, & Griskevicius, 2007; Meng & Trudel, 2017). It can be inferred that companies can simply use emoticons in their promotional messages without incurring substantial TV advertising expense. Further, the above findings suggest that effortful processing of emoticons in a promotional context has not been explored.

Moreover, the social psychology literature has highlighted the importance

of personal dispositions in addition to social contexts in shaping attitudes and behaviors of individuals. According to cognitive-experiential self-theory (CEST), individuals absorb product information using intuitive or analytic decision-making styles. Intuitive thinking is characterized as effortless, holistic, associative, automatic, affective, rapid, and non-conscious (Epstein, 1994; Norris & Epstein, 2011) and therefore prompts simultaneous processing (Inbar, Cone, & Gilvich, 2010). Conversely, analytic thinking is considered rule-based, precise, sequential, and effortful (Epstein, 1994) and therefore requires evaluation through logic and evidence, thereby resulting in a slower processing of complex information (Inbar, et al., 2010; Epstein, 1991). For instance, individuals who rely on affective thinking style are more reluctant to make financial decisions compared to analytical thinking style due to decision-style misfit: a financial decision that is largely deemed cold and apathetic would be more compatible with analytic versus affective processing (Park & Sela, 2017).

Emoticons are most likely to be accepted under low involvement or low need for cognition in the context of advice taking (Duan, Xia, & Swol, 2018). Involvement is defined as perceived relevance of an object based on inherent needs, values, and interests (Zaichkowsky, 1994), and need for cognition is an intrinsic motivation that measures how individuals enjoy effortful thinking (Haugtvedt, Petty, & Cacioppo, 1992). Previous research has found that perceived relevance or congruence between an advertising message and expected product benefits influences ad evaluation (Zawisza & Pittard, 2015). Warm advertising strategy is more favorable for a low- than for a high-involvement context (Zawisza & Cinnirella, 2010; Xu, Leung, & Yan, 2013; Zawisza & Pittard, 2015) and is also

judged appropriate for hedonic or experiential purchases due to the compatibility between socioemotional benefits and warmth, whereas functional advertising strategy is considered germane for utilitarian purchases because performance-related attributes are associated with perception of competence (Chattalas, & Takada, 2013).

Taken together, matching the advertising message with customers' values or perceived decision styles enhances ad message persuasiveness by increasing its message relevance to the message recipient. Affective or experiential thinkers will like the presence of emoticon versus no emoticon because they are attuned to affect-dominant information that allows processing based on abstract information which emoticons are. Utilitarian-framed messages will be perceived as less pleasurable by affective thinkers (Gil, 2008). On the other hand, logical thinkers will dislike the presence of emoticon versus no emoticon because they are attuned to text-driven information that allows processing based on concrete product information which emoticons are not. Since hedonic-framed messages are perceived as less useful, logical thinkers will be distracted from processing the advertising content when the content is framed as intended for affective thinkers. Emoticons will interrupt logical thinkers with their hedonic property. Hence, I posit that the inclusion of emoticon will decrease perceived playfulness among analytic thinkers for a hedonic-framed product, which will lead to a lower willingness-to-pay than affective thinkers.

Based on the above reasonings, I therefore hypothesize that the joint effect of emoticon and thinking style on willingness-to-pay for the advertised product will be moderated by product framing. This interactive effect of emoticon, thinking

style, and product framing, in turn, will be mediated by perceived playfulness.

H₁. There will be an interaction effect of thinking style and emoticon on willingness-to-pay for a utilitarian-framed product.

H_{1a}. Affective (versus analytical) thinker will report a higher willingness-to-pay amount for a utilitarian-framed product in an advertisement with emoticons.

H_{1b}. Analytical (versus affective) thinker will report a higher willingness-to-pay amount for a utilitarian-framed product in an advertisement without emoticons.

H₂. There will be no interaction effect of thinking style and emoticon on willingness-to-pay for a hedonic-framed product.

H_{2a} (*main effect of thinking style*). Affective (versus analytical) thinker will report a higher willingness-to-pay amount for a hedonic-framed product, regardless of the emoticon use in an advertisement.

H_{2b} (*main effect of emoticon*). There will be a higher willingness-to-pay amount for a hedonic-framed product in an advertisement with emoticons (versus without emoticons), regardless of the type of thinking style.

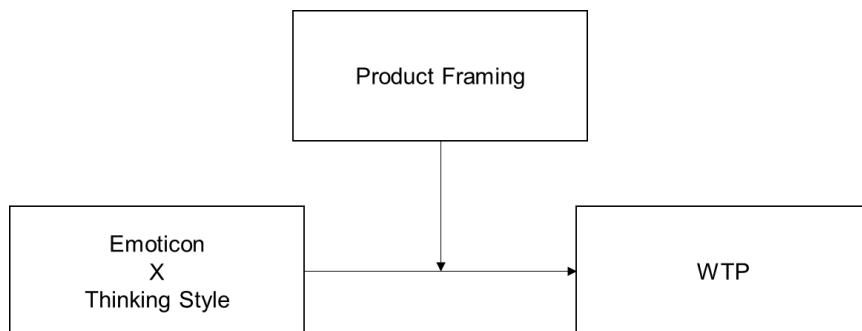


Figure 1. Research model

H₃. Perceived playfulness will mediate the interactive effect of thinking style, emoticon, and product framing on willingness-to-pay.

Experiment

Method

Participants and Design. A total of 115 responses were collected via Amazon Mechanical Turk, with responses limited to U.S. residents. Nonetheless, seven participants incorrectly answered to an instructional manipulation check (IMC) question, rendering the final sample size as $N = 108$. There were 45 males and 63 females in the final sample with a mean age of 31.53 years. Participants were randomly assigned to a 2 (product framing: utilitarian vs. hedonic) x 2 (thinking style: analytic vs. affective) x 2 (emoticon: emoticon vs. no emoticon) between-subjects design.

Stimuli Development. A low-involvement product (candle) was chosen for this study because the use of warmth in advertising is more favorable for a low- than for a high-involvement product category (Zawisza & Cinnirella, 2010; Xu et al., 2013; Zawisza & Pittard, 2015). If a high-involvement product is selected, emoticon-focused ads may not be preferred by customers, regardless of their decision style. The product was manipulated as an insect-repellant candle (utilitarian-framed condition) or a decorative scented candle (hedonic-framed condition; adapted from Klein & Melnyk, 2016). Prior research has found that low-emoticon messages were more personalized than no-emoticon and high-emoji messages (Willoughby & Liu, 2018). The number of emoticons used in the low-emoji and high-emoticon conditions was six and eighteen, respectively. I chose to focus on testing six emoticons in this study to capture the nature of personalized Twitter ads (Lin & Peña, 2011). The number of emoticons remained consistent across all emoticon-driven ads for a hypothetical brand (see Figure 2).

Utilitarian Framing Without Emoticons Condition

R
D **Radevo** @radevo · 1h ▼

Introducing this insect-repellent candle!

Feel protected – forget about mosquitoes and other insects

Enhances your outdoor activities with no chemical ingredients

Burn time: 30 hours

Utilitarian Framing With Emoticons Condition

R
D **Radevo** @radevo · 1h ▼

Introducing this insect-repellent candle! 🕯️

Feel protected – forget about mosquitoes and other insects 🦟🛡️

Enhances your outdoor activities with no chemical ingredients 🔍🍷

Burn time: 30 hours ⏰

Hedonic Framing Without Emoticons Condition

R
D **Radevo** @radevo · 1h ▼

Introducing this decorative scented candle!

Enjoy life – relax on a cloud of gentle fragrance

Creates an inviting atmosphere at your place with a warm flickering glow

Burn time: 30 hours

Hedonic Framing With Emoticons Condition

R
D **Radevo** @radevo · 1h ▼

Introducing this decorative scented candle! 🕯️

Enjoy life – relax on a cloud of gentle fragrance 🌺🌸

Creates an inviting atmosphere at your place with a warm flickering glow 😊🌟

Burn time: 30 hours ⏰

Figure 2. Advertising stimuli used

Procedure. Thinking style was experimentally manipulated by first asking participants to complete a decision-making assessment in order to help participants

learn about their decision styles. Items used in a false-feedback manipulation were adapted from the work of Park and Sela (2017). After completing five generic product choices unrelated to candle (e.g., sporting goods, musical instruments, vacation options, movie tickets, and family gifts), participants were presented with a message that told them to wait until processing of their answers is complete. Immediately after the message, participants received a summary of the results that they are either emotion- or reason-based decision-makers compared to other survey respondents. The results were also visually presented in a pie chart to highlight that each participant's decision style was largely dominated by emotions or reasons (see Figure 3).

Next, participants in the affective-thinking condition were given a brief description of their decision making that read as follows:

What exactly is emotion-based decision making? Emotion-based decision making is a method for selecting among possible choices that is based on feelings and intuition. We're trained to regard emotions as irrational impulses that are likely to lead us astray. But researchers have consistently proved that emotions are riddled in the predictions of highly flexible brain cells which are constantly adjusting their connections to reflect reality. Every time you make a mistake or encounter something new, your brain cells are busy changing themselves. Emotions are profoundly smart and consistently learning, they are not simply animal instincts that must be tamed (Park & Sela, 2017, Web Appendix D, p. 12).

On the other hand, participants in the analytic-thinking condition read:

What exactly is reason-based decision making? Reason-based decision making is a method for systematically selecting among possible choices that is based on reason and facts. In other words, it is a practice of methodically gathering, analyzing, and evaluating information. It is one of the vital and effective ways of making decisions, as it is the act of clearly thinking through options that will lead to a final choice. Reasons can lead to actionable conclusions and help define whether the choice is sound (Park & Sela, 2017, Web Appendix D, p. 12).

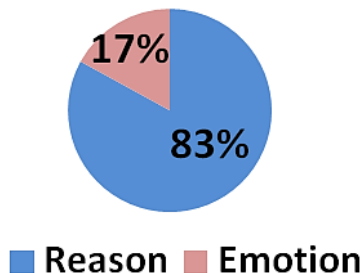
Participants affirmed the false feedback about their decision making by writing about their personal experience in which they made decisions based on their emotions or reasons and were successful.

RESULTS

Based on your responses...

YOU ARE A **REASON**-BASED DECISION MAKER

Your decision-making style



Compared to the decisions of other people who share similar demographic characteristics with you, **your decisions are mostly driven by reasons** rather than emotions.

Click >> to learn more about your decision-making style.

Figure 3. False-feedback screen for the analytic-thinking condition shown to participants at the end of the decision-style assessment

Following the false-feedback manipulation, participants were randomly given one of the four advertising stimuli (utilitarian-framed ad without emoticons, utilitarian-framed ad with emoticons, hedonic-framed ad without emoticons, or hedonic-framed ad with emoticons). After viewing a Twitter advertisement, participants completed a questionnaire that included dependent measures. They were asked to evaluate a candle product advertised by a hypothetical company. I

created a bipolar slider (-3 = “three dollars less”, 0 = “the same”, 3 = “three dollars more”) to measure how much each participant is willing to pay (WTP) more or less for the promoted candle product compared to typical candle purchases. Participants indicated their WTP using the slider and then rated the extent to which they found the promoted product to be playful on a seven-point Likert scale. Perceived playfulness was measured as an average of nine items (e.g., “I did not realize how time elapses”, “I was not aware of any distracting noise”, “I forgot other commitments I must do today”, “The advertisement gave me enjoyment”, “The advertisement was fun to me”; “The advertisement kept me happy”, “The advertisement stimulated my curiosity”, “The advertisement led to my exploration”, and “The advertisement aroused my imagination”; 1 = “strongly disagree”, 7 = “strongly agree”; Hung, Tsai, & Chou, 2016).

Participants completed manipulation checks for thinking style (1 = “more analytical”, 7 = “more affective”) and product framing (1 = “definitely practical”, 4 = “equally practical and pleasurable”, 7 = “definitely pleasurable”; Klein & Melnyk, 2012); these were measured with a bipolar scale. IMC was placed after dependent measures to prevent affective-thinking participants from switching attention to deliberate information processing (Hauser & Schwarz, 2015). The survey also contained questions related to Twitter use frequency, product familiarity, emoticon familiarity, and demographic information (e.g., gender, age, ethnic background, and income). After completing the survey, participants were thanked and compensated for their participation.

Results

Sample Characteristics. Chi-square test was conducted to see if there are

any compositional differences across cells that potentially confound the result (see Table 1). The chi-square test demonstrated that there is no strong evidence of a systematic association in the sample composition between emoticon condition and thinking condition for hedonic framing ($\chi^2 = .07, df = 1, p = .79$) and utilitarian framing ($\chi^2 = .001, df = 1, p = .99$). The results indicated that participants were equally represented in affective-thinking ($N = 54$) and analytic-thinking condition ($N = 54$), hedonic-framing ($N = 54$) and utilitarian-framing conditions ($N = 54$), and emoticon ($N = 55$) and no-emoticon conditions ($N = 53$).

		No Emoticon	Emoticon
Hedonic Framing	Affective Thinking	13	14
	Analytic Thinking	14	13
Utilitarian Framing	Affective Thinking	13	14
	Analytic Thinking	13	14

Table 1. Cross-tabulation of participants across thinking style, emoticon, and product framing

Reliability and Validity Analysis. The mediator used in this research (i.e., perceived playfulness) was measured with nine items (adopted from Hung, Tsai, & Chou, 2016). Exploratory factor analysis on perceived playfulness was conducted using principal component method. The nine items were rotated by the varimax rotation method during the exploratory factor analysis (see Table 2). Cronbach's alpha value was calculated to obtain the indicator of internal consistency for perceived playfulness. According to Nunnally (1978) and Nunnally and Bernstein (1994), a reliable Cronbach's alpha should exceed the minimum .70 threshold.

The 9-items of perceived playfulness loaded onto a single factor and

displayed high internal consistency (Cronbach's $\alpha = .94$). Therefore, the average of 9-items was calculated to derive a single index representing perceived playfulness.

Items	Factors 1
1. I did not realize how time elapses.	.73
2. I was not aware of any distracting noise.	.62
3. I forgot other commitments I must do today.	.70
4. The advertisement gave me enjoyment.	.94
5. The advertisement was fun to me.	.93
6. The advertisement kept me happy.	.93
7. The advertisement stimulated my curiosity.	.89
8. The advertisement led to my exploration.	.89
9. The advertisement aroused my imagination.	.91
Eigen-values	6.42
Variance explained (%)	71.36
Cumulative variance explained (%)	71.36

Table 2. Factor analysis of perceived playfulness

Manipulation Checks. Since this research manipulated three factors, a manipulation check was conducted prior to hypothesis testing. There were manipulation checks for thinking style and product framing.

Manipulation check for thinking style (affective- versus analytic-thinking) showed that participants reported a significant difference in their thinking style after the manipulation, $t(106) = 16.05, p < .001$. Specifically, the affective-thinking condition ($M = 5.93, SD = 1.37$) felt that their thinking style was more emotional compared to the analytic-thinking condition ($M = 1.89, SD = 1.24$). Hence, the manipulation for thinking style is deemed successful.

Manipulation checks for product framing (utilitarian versus hedonic) showed that participants reported a significant difference in how they perceive the product after the manipulation for candle, $t(106) = 11.01, p < .001$. The hedonic condition ($M = 5.41, SD = 1.65$) believed the product seem more pleasurable than the utilitarian condition ($M = 2.09, SD = 1.47$). Thus, the manipulation for product framing is deemed successful.

Tests of the Hypotheses. A three-way ANOVA was performed with thinking style (affective versus analytic), emoticon (emoticon versus no emoticon), product framing (utilitarian versus hedonic), and their two- and three-way interactions as the predictor variables and WTP as the outcome variable. The three-way ANOVA yielded the main effect of thinking style, $F(1, 100) = 5.32, p = .023$ partial $\eta^2 = .050$, where WTP value for the candle was higher among affective-thinkers ($M = 1.00, SD = 1.69$) than analytic-thinkers ($M = .24, SD = 1.66$). Most pertinent to the hypotheses, the main effect was qualified by a significant three-way interaction, $F(1, 100) = 8.34, p = .005$, partial $\eta^2 = .077$. No other effects were significant ($ps > .146$).

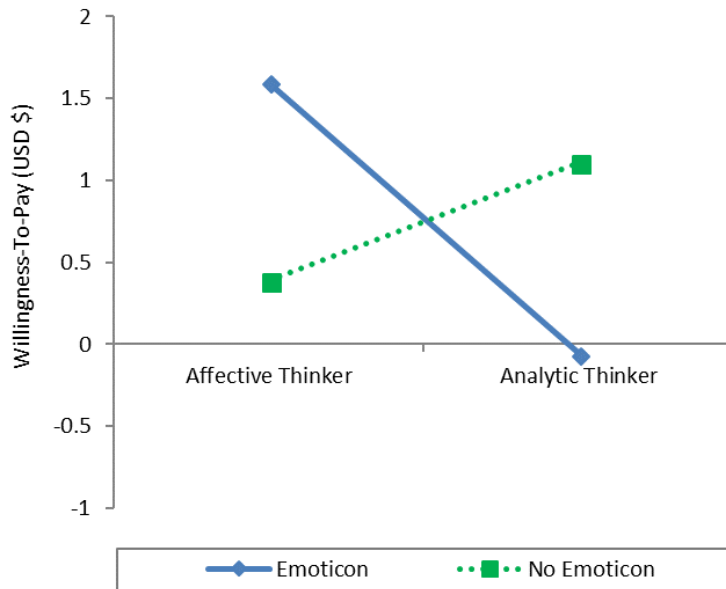
To clarify the three-way interaction, further analyses were conducted. In support of hypothesis 1, planned contrasts showed that when the candle was framed as a utilitarian product, there was a significant interaction between thinking style and emoticon condition, $F(1, 100) = 7.37, p = .008$ (see Figure 4). Among affective-thinkers, the presence of emoticons ($M = 1.60, SD = 1.61$) led to higher WTP values than the absence of emoticons ($M = .39, SD = 2.05; F(1,100) = 3.82, p = .054$). Among analytic-thinkers, the absence of emoticons ($M = 1.11, SD = 1.37$) led to higher WTP values compared to the presence of emoticons ($M = -.06, SD =$

2.06; $F(1,100) = 3.55, p = .062$. In sum, the results provide marginal support for hypothesis 1a that affective versus analytic thinkers will report a higher WTP amount for a utilitarian product in an advertisement with emoticons. The results also marginally support for hypothesis 1b that analytic versus affective thinkers will report a higher WTP amount for a utilitarian product in an advertisement without emoticons.

Consistent with hypothesis 2, when the candle was framed as a hedonic product, the interaction between thinking style and emoticon was not significant, $F(1, 100) = 1.87, p = .174$. As expected, there was a main effect of thinking style, $F(1, 50) = 6.40, p = .015$. Affective thinkers ($M = .97, SD = 1.47$) reported higher WTP values than analytic thinkers ($M = -.02, SD = 1.47$), supporting hypothesis 2a. There was also a main effect of emoticons, $F(1, 50) = 5.48, p = .023$. Advertisement with emoticons ($M = .85, SD = 1.76$) led to higher WTP values than advertisements without emoticons ($M = .38, SD = 1.63$). The results provide a clear support for hypothesis 2b.

Furthermore, to examine whether the interactive effect of thinking style, emoticon, and product framing on WTP is mediated by perceived playfulness, PROCESS macro was used (Model 12; Hayes 2012). Bootstrapping analysis with 5,000 re-samples indicated that the index of moderated mediation was not significant (Effect = .02, 95% CI: $-.11, .11$). The 95% confidence interval for the index included zero, suggesting that perceived playfulness did not explain the moderated mediation pattern. Thus, hypothesis 3 is not supported.

Utilitarian Framing Condition



Hedonic Framing Condition

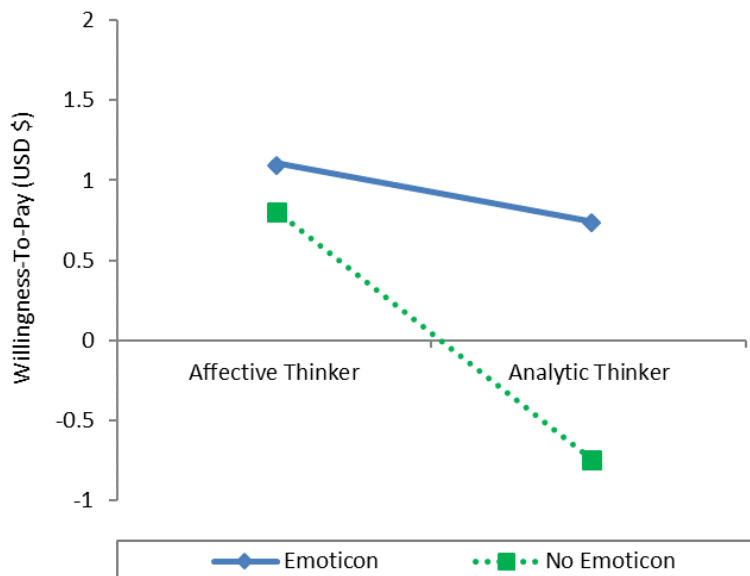


Figure 4. Participants' WTP as a function of emoticon and thinking style, shown separately for product framing conditions

General Discussion

Summary of the Findings

The study demonstrated that the effect of emoticon and thinking style on willingness-to-pay differ depending on the framing conditions: (1) For utilitarian-framed products, the emotion effect varied depending on thinking style. Affective thinkers preferred the presence of emoticon versus no emoticon with a higher willingness-to-pay because they were attuned to affect-driven information. Analytic thinkers did not prefer the presence of emoticons versus no emoticon with a higher willingness-to-pay because they were accustomed to text-driven information. (2) For hedonic-framed products, the emoticon effect held for both modes of reasoning. Affective and analytic thinkers preferred the presence of emoticon versus no emoticon with a higher willingness-to-pay. However, the experiment did not confirm the mediating role of perceived playfulness.

As seen in Figure 4, there was no framing effect for analytic thinkers in the hedonic framing condition with emoticons, meaning that there was an interdependent or interactive effect on individual judgment (i.e., concurrent heuristic and systematic processing; Eagly & Chaiken, 1993). Although analytic thinkers typically engage in deliberate approach, the appropriateness of perceived fit between emoticons and hedonic framing may have triggered a simple decision rule, which biased systematic processing of analytic thinkers. The congruence between an affective cue and a hedonic context may have attenuated the compensation effect of emoticons. Hence, the emoticon effect is deemed appropriate in the hedonic-framed condition even for analytic thinkers.

Theoretical and Managerial Implications

Emoticon in the advertisement for a hedonic-framed product serves a persuasive role. Consumers prefer the hedonic-framed product when the emoticon is used, regardless of their thinking style. Affective-thinking consumers prefer hedonic-framed products compared to analytic-thinking consumers. On the other hand, a judicious role of emoticon is recommended for products with a utilitarian framing. That is, emoticon is not a panacea that persuades all types of consumers and only selectively works for affective-thinking consumers.

This research extends the emoticon research by showing a three-way interaction of emoticon, thinking style, and product framing in a social media advertising context. Notably, the compensation effect influences categories of textual paralinguistic (TPL) cues. This study provides more evidence supporting the compensation effect by showing its boundary condition (hedonic versus utilitarian product framing). Consistent with the congruity principle (Zawisza & Pittard, 2015), emoticons in the advertisement for a hedonic-framed product demonstrate its persuasive role for consumers, regardless of their decision-making styles.

This study corroborates the findings of Park and Sela (2017) by showing the appropriateness of affective versus analytic thinking style in the context of low-involvement product class. By doing so, this paper provides communication strategies for the development of social media campaigns to promote low-involvement products.

Limitations and Directions for Future Research

It would be interesting to examine how self-construal interacts with emoticons in an advertising context. Self-construal can be understood at the

individual level and the cultural level because self-construal is tied to the implicit, normative expectations that cultures hold for its constituents (Nisbett, Peng, Choi, & Norenzayan, 2001). The idea that culture reinforces a certain system of thought corroborates the claim of Markus and Kitayama (1991) that the Western view of the person as an autonomous entity would render Westerners to construct a more independent self-construal, whereas the Eastern view of the person as part of a relationship would render Easterners to construct a more interdependent self-construal. Compared to an interdependent self-construal, an independent self-construal enhances preference for an affective superior option compared to a cognitive superior option (Hong & Chang, 2015). Customers with an interdependent self-construal focus on others in decision making and feel a greater need to justify their decisions to others, leading them to engage in cognitive thinking in decision making to prefer a cognitive superior option. Customers with an independent self-construal focus on the self in decision making which encourages a relative reliance on affective feeling in decision making to prefer an affective superior option. Therefore, joint use of emoticons and text in the ad for a utilitarian-framed product would promote customers with an independent self-construal who rely on affective thinking to have a more interest in the product. Customers with an interdependent self-construal who rely on cognitive thinking would not be influenced by the presence or absence of emoticons.

There are three possible reasons for the insignificant mediating effect of perceived playfulness. First, the insignificant result of moderated mediation model can be attributed to omission of extraneous variables (Kerlinger & Lee, 2000), meaning that gender, age, and source credibility were not included in the model as

covariates. Previous emoticon research has found that gender differences in using emoticons tend to be especially high in younger samples (Prada., Rodrigues, Garrido, Lopes, Cavalheiro, & Gaspar, 2018). Presentation of credible information is persuasive in increasing purchase intention (Harmon & Coney, 1982). As such, one could perhaps focus on younger individuals in future studies. Second, the advertising stimuli used in this study may not have reflected all components of actual Twitter advertisements. Informal communication style should be considered. Third, different variations of scales of perceived playfulness were not used in this study. Other scales of perceived playfulness (Mathwick & Rigdon, 2004; Saaksarjavi & Samiee, 2011) can be tested to see whether insignificant results of mediation analysis can be generalized.

This study focused solely on the two levels of emoticon use (emoticon versus no emoticon) to test the three-way interaction. Now that the three-way interaction is demonstrated in this study, future research can examine whether different levels of emoticon use can increase or decrease cognitive overload across a choice set for customers in a social media context.

Additionally, emoticons in the advertisement for a hedonic-framed product may not be persuasive in some product classes. Future research needs to investigate the emoticon effect in different product categories such as vitamin pills (Zawisza, 2006) other than the product used in this research.

This research did not test ironic or sarcastic emoticons but focused on the literal emoticons. The effect of ironic or sarcastic emoticons on perceived violations of communication norms, perceived humor, or negative emotions need to be further explored.

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요약 (국문초록)

이모티콘과 사고 방식이 광고 효과에 미치는 영향: 제품 프레이밍의 조절 효과를 중심으로

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이모티콘과 사고방식, 제품 프레이밍의 지불의향에 대한 상호작용영향을 살펴보았다. 최근 소비자 심리 연구에서 이모티콘의 활용이 중요하다라는 시점에서 사고방식과 제품 프레이밍과의 삼원상호작용을 밝힘으로써, 학문적으로 실무적으로 소비자심리학 분야의 발전에 공헌하였다.

실용적 메시지로 제품을 광고할 때 이모티콘의 효과는 사고방식에 따라 다르게 나왔다. 이모티콘이 사용되는 경우에는 정서적인 소비자는 제품을 더 높은 지불의사로 선호하지만, 분석적인 소비자는 제품을 낮은 지불의사로 덜 선호하였다. 이모티콘이 사용되지 않을 경우에는 분석적인 소비자는 제품을 더 높은 지불의사로 선호하지만, 정서적인 소비자는 제품을 낮은 지불의사로 덜 선호하였다. 따라서, 실용적 메시지로 제품을 광고하는 경우 이모티콘을 상황에 적합하게 사용하는 것이 좋다. 즉, 이모티콘은 모든 유형의 소비자를 설득할 수 없으며, 정서적인 소비자에게만 선택적으로 작용한다.

쾌락적 편익을 프레이밍을 하는 경우에는 제품의 광고에서 이모티콘의 주효과와 사고방식의 주효과가 유의미하게 나왔다. 정서적인 소비자는 제품을 더 높은 지불의사로 선호하지만, 분석적인 소비자는 제품을 낮은 지불의사로 덜 선호하였다. 이모티콘이 사용되는 경우, 소비자는 이모티콘이 없을 때 보다 더 높은 지불의사로 제품을 선호하였다. 따라서, 쾌락적 편익으로 제품을 광고하는 경우 이모티콘은 제품에 대한 설득력 있는 역할을 제공한다. 이모티콘이 사용되면 소비자는 사고방식에 관계없이 제품을 선호한다.

그러나 유희성은 이모티콘, 사고방식과 제품 프레이밍이 지불의향에 미치는 효과를 매개하지 않는 것으로 나타났다. 조절된 매개 모델이 비유의적인 것은 실험 방법에서 트위터 광고 효과를 실제로 반영하지 않았기 때문에 발생할 수 있다. 그리고 메시지 신뢰도, 성별과 나이같은 외적 변수들의 효과가 통제되지 않았기 때문일 수도 있다.

Keywords: 이모티콘, 사고방식, 맥락 효과, 보상 효과, 유희성, 이중처리, 소셜미디어 마케팅

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