제품평가에 대한 소비비전과 이동성의 역할
The Roles of Consumption Vision and Transportation on Product Evaluation

이승준 • Lee, Seung Jun, 최낙환 • Choi, Nak Hwan

본 연구는 소비비전과 이동성 개념을 다룬 이론적 제안들을 근거로 소비자가 광고를 본 후, 광고에서 제시한 제품을 평가하고 구매의도를 가질 때 소비자의 인지적 및 감정적 반응에 대해 소비비전이 어떠한 효과를 가지는지를 탐구하였다. 이를 위해 소비비전에 영향을 주는 요인들(자아준거, 생생함, 소비자의 정보 유창성, 광고의 내러티브 구성)을 기존의 연구들을 통해 추출하고 실험하였다. 그리고 소비비전이 형성된 후, 소비비전이 결과변수(긍정적 감정, 사용상황 적합성, 비판적 사고, 제품평가)에 영향을 미치는 과정을 이동성 개념을 이용하여 살펴보았다.

본 연구의 연구결과에 따르면 첫째, 광고의 자아준거성, 생생함, 정보유창성, 내러티브구성 등은 모두 소비비전 형성에 정(+)의 영향을 미치는 것으로 나타났다. 둘째, 선명하게 형성된 소비비전은 이동성에 정(+)의 영향을 미쳤으며, 이동성은 다시 긍정적 감정 및 사용상황 적합성에 정(+)의 영향을 미쳤고, 비판적 사고에는 부(-)의 영향을 주는 것으로 나타났다. 셋째, 긍정적 감정과 사용상황 적합성은 제품평가에 정(+)의 영향을 미치는 것으로 나타났으며, 비판적 사고는 제품평가에 부(-)의 영향을 미치는 것으로 나타났다.

핵심주제어: 소비비전, 이동성, 자아준거, 생생함, 유창성, 내러티브

이승준 | 전북대학교 경영학부 강사(slee0226@hanmail.net)
최낙환 | 전북대학교 경영학부 교수(cnh@chonbuk.ac.kr), 교신저자
ABSTRACT

Traditional consumer decision making models are applicable when consumers face familiar and structured consumption situation. However the models might not be able to explain how consumers make decisions on new products which they have never experienced. Thus, when consumers are facing unconventional situations, consumption vision is created to support their decision making. Consumption vision is a visual image formed with imagination drawing some results of a virtual purchase or experience.

This study has three research objectives. The first objective is to provide conceptual framework of consumption vision in the field of consumer behavior. The second objective is to discuss the concept of consumption vision and to classify factors (vividness, fluency, narrative, and self-reference) that might affect the formation of consumption vision. Third, this study is to understand roles of consumption vision in the decision making process and to explore the effect of consumption vision on both emotional and cognitive reactions. Lastly, this study is to explore the path to consequences (positive emotion, usage-situation fitness, critical thoughts and product evaluation) of consumption vision. In addition, at the end of the study, it suggests how consumer behavior researchers can apply consumption vision to consumer decision making. The study has not made a complete theory of consumption vision but contributed a space for future researches. It also suggests how this study can be utilized and applied on academic and managerial implications.

The results of the research are as followed. First, the four factors are all found to be positively affecting the formation of consumption vision. Second, a vivid consumption vision affects transportation positively. Third, transportation affects positive emotions and fitness of usage-situation and negatively affect the increase in critical thoughts. Fourth, positive emotions and fitness of usage-situation affect product evaluation positively and critical thoughts affects product evaluation negatively.

With using consumption vision and transportation concept, this research has contributed to find that consumers are able to have a clear decision-making mechanism even when they barely have their belief in a new product due to no direct and personal experience with the product. In addition, by verifying the causes and effects of consumption vision and transportation, this study has expanded the frame of consumption vision research which was treated with limitation on qualitative studies.

What this research implies is as follows. First, this research has some contributions to the existing theory of consumption vision because it has verified that positive consumption vision is constructed with the variables such as self-reference, vividness, fluency, and narrative form of advertisement in pre-purchasing situation, and this vision makes consumers immersed into the advertisement text, which after all inducing their positive feelings and influencing on fitness of consumption situation.

Secondly, as four factors (self-reference, vividness, information fluency, and narrative form of advertisement) in forming of consumption vision play important roles in inducing positive feeling, curb on critical thinking and affirmative consuming activities (that is, product evaluation), it makes senses that marketing managers need to expect on the level of not only consumers' cognitive but also emotional response on transportation induced by consumption vision. This means that consumers' consumption behavior can be different by manager's controlling of consumers' consumption vision, thus it can be said