Risk hedge of TV advertising
through the balance theory

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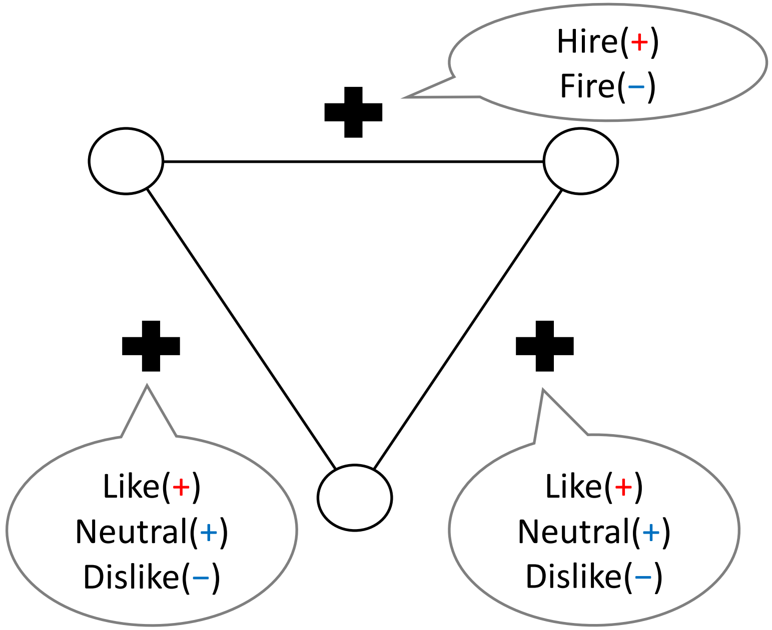


▽ The balance theory has the tendency that unstable imbalanced condition becomes stable the balanced condition.

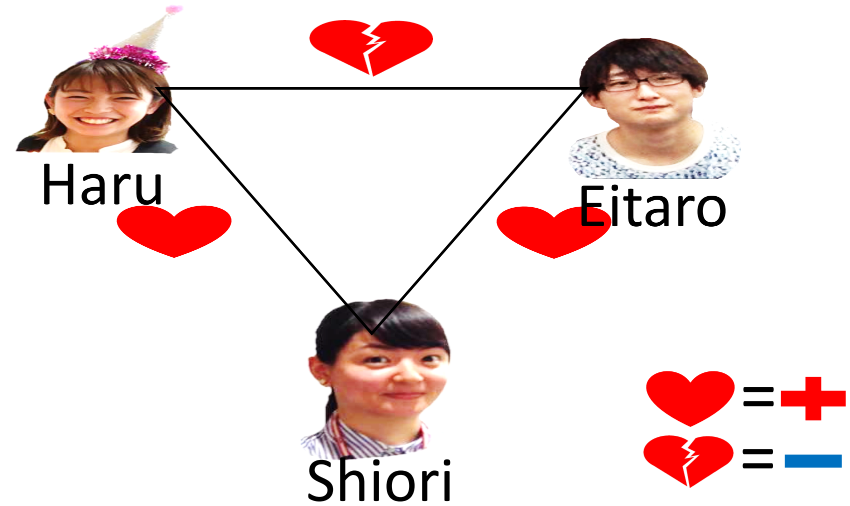
▽The triangle which has 0 or 2 negatives is balanced.

▽ =really like(stable)

=Neutral(easy to shift)

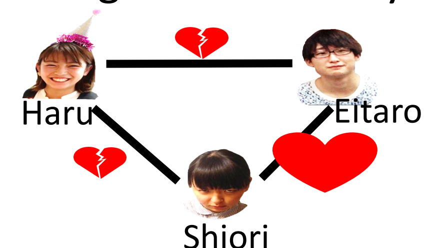
We analyzed using the theory to find out how should TV advertiser deal with celebrity's scandal that they hire and what type of celebrity should be used in TV ads.

The Basic thinking of likeability in our research

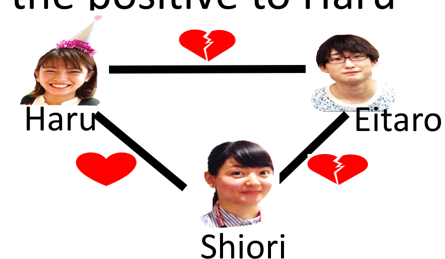


①Shiori is wondering why the persons she likes don't get along.

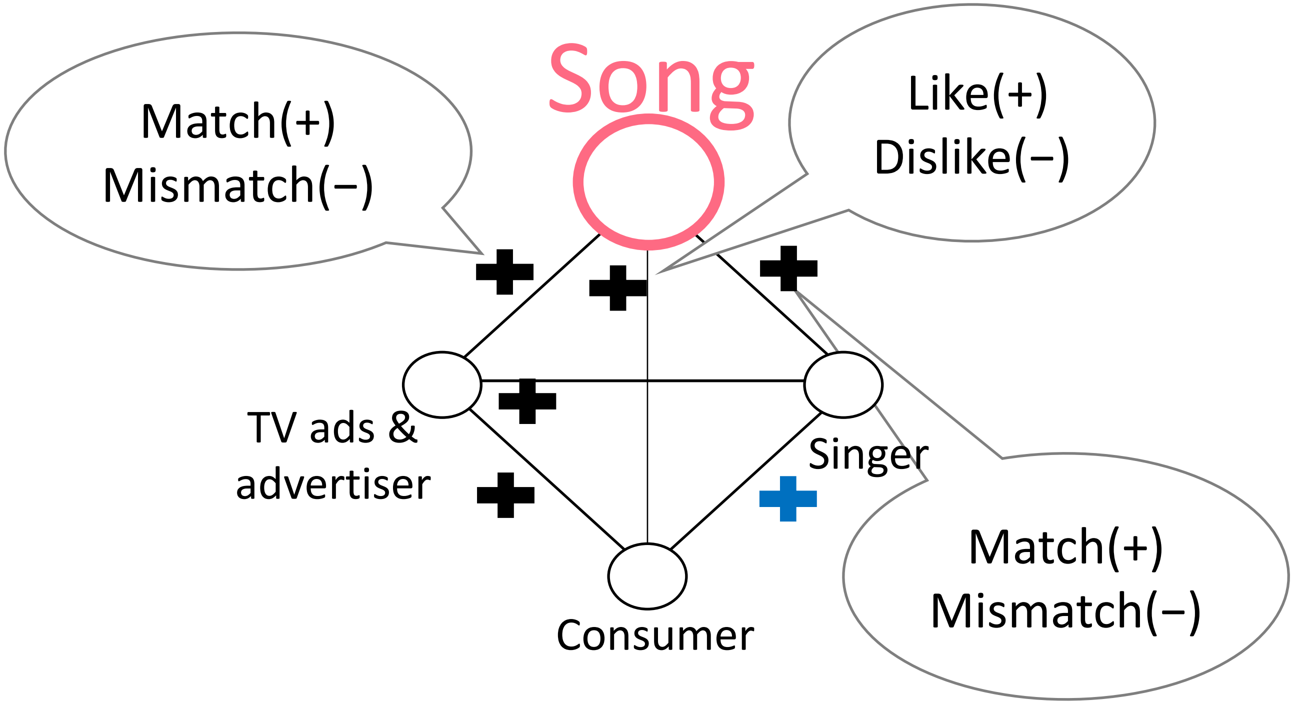
②If she has to Eitaro, she keeps liking him and the positive feelings for Haru may change into negative.



②If she has to Eitaro, the positive to him can change easily and the positive to Haru is maintained.



The New thinking of likeability in our research

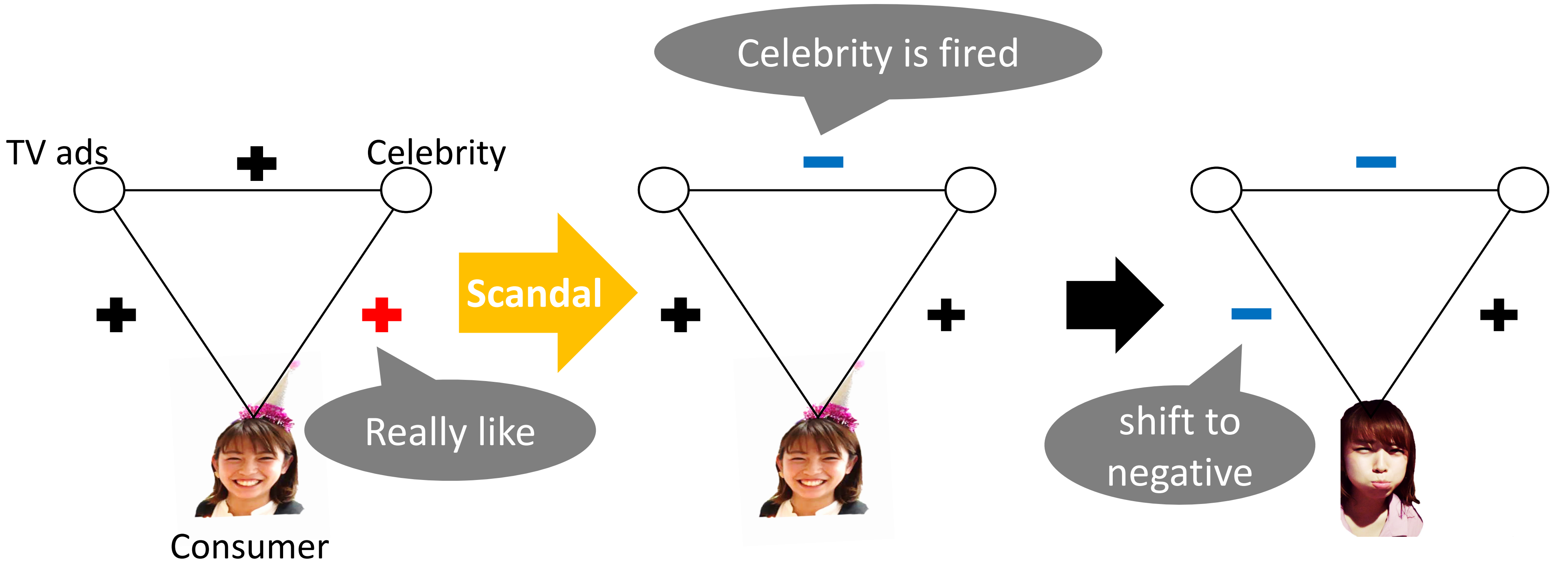


We made some cases based on these thinking into hypotheses in our research and collected questionnaire data to confirm them.

We used t-test of SPSS to analyze the mean value between two variables in all of our cases.

When we focused on the case of singers, bands, athletes or someone who has songs, performances or such kind of creations, we supposed that we can take their products as one element into the Balance theory.

We have studied especially about the case of singers and bands who are nothing special to consumers .In other words, consumers have neutral feelings for them.



Consumer really likes a celebrity. But, that celebrity caused a scandal.

The company fires that celebrity because they want to avoid the negative effects of the scandal being connected to their company.

However, consumer's positive feelings of the celebrity are stronger than negative feeling brought by the scandal.

Consumer really likes a celebrity.
But, that celebrity caused a scandal. So consumer's attitude toward TV ads will be negative.

At this point, this triangular relationship becomes a balanced condition.

Really like

+

Celebrity is fired

=

The attitude to TV advertiser turns negative

P-Value

P<0.01

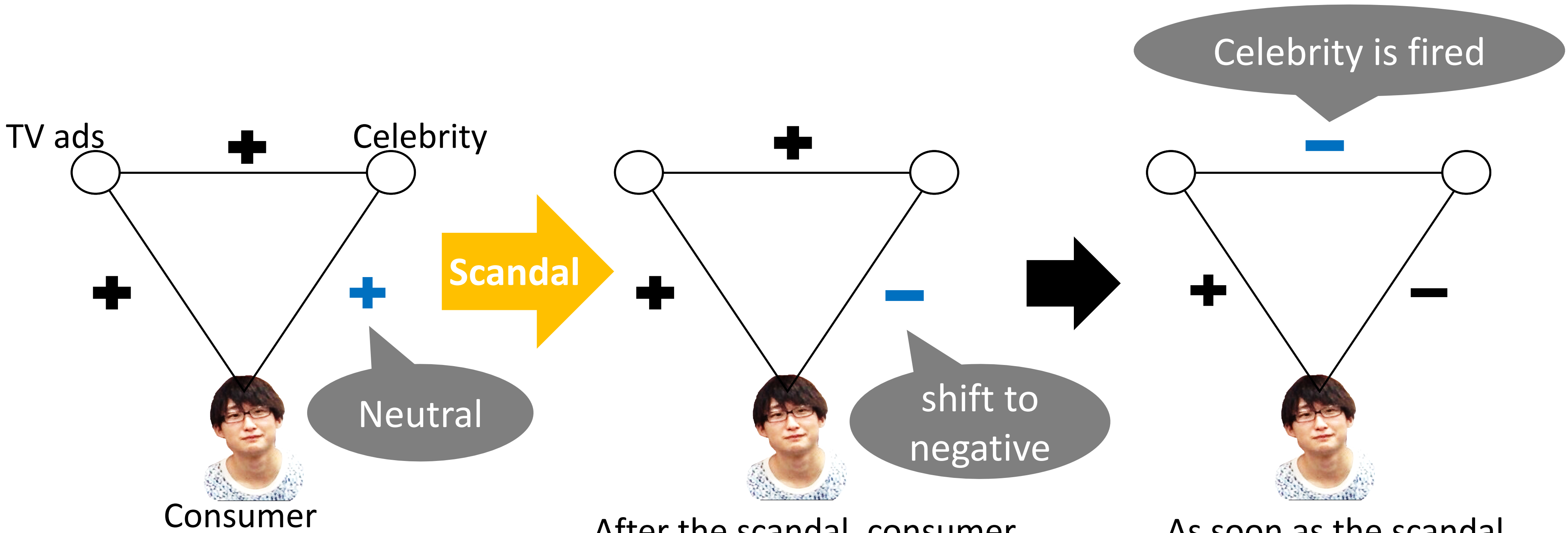
Mean Value

Before 5.200 ⇨ After 3.467

Statistically supported

Consumer's positive feelings are stronger than negative feelings brought by the scandal.

Company should continue using old celebrity who has stable fans and well-known by many people.



Consumer doesn't have any special feelings to the celebrity.

After the scandal, consumer Start to have negative feeling toward the celebrity.

As soon as the scandal Happened, celebrity got fired by the advertiser. So that celebrity’s negative influence won’t reach to the TV ads sponsor.

Neutral

+

Celebrity is fired

=

The attitude to TV advertiser won't change

P-Value

P=0.981>0.05

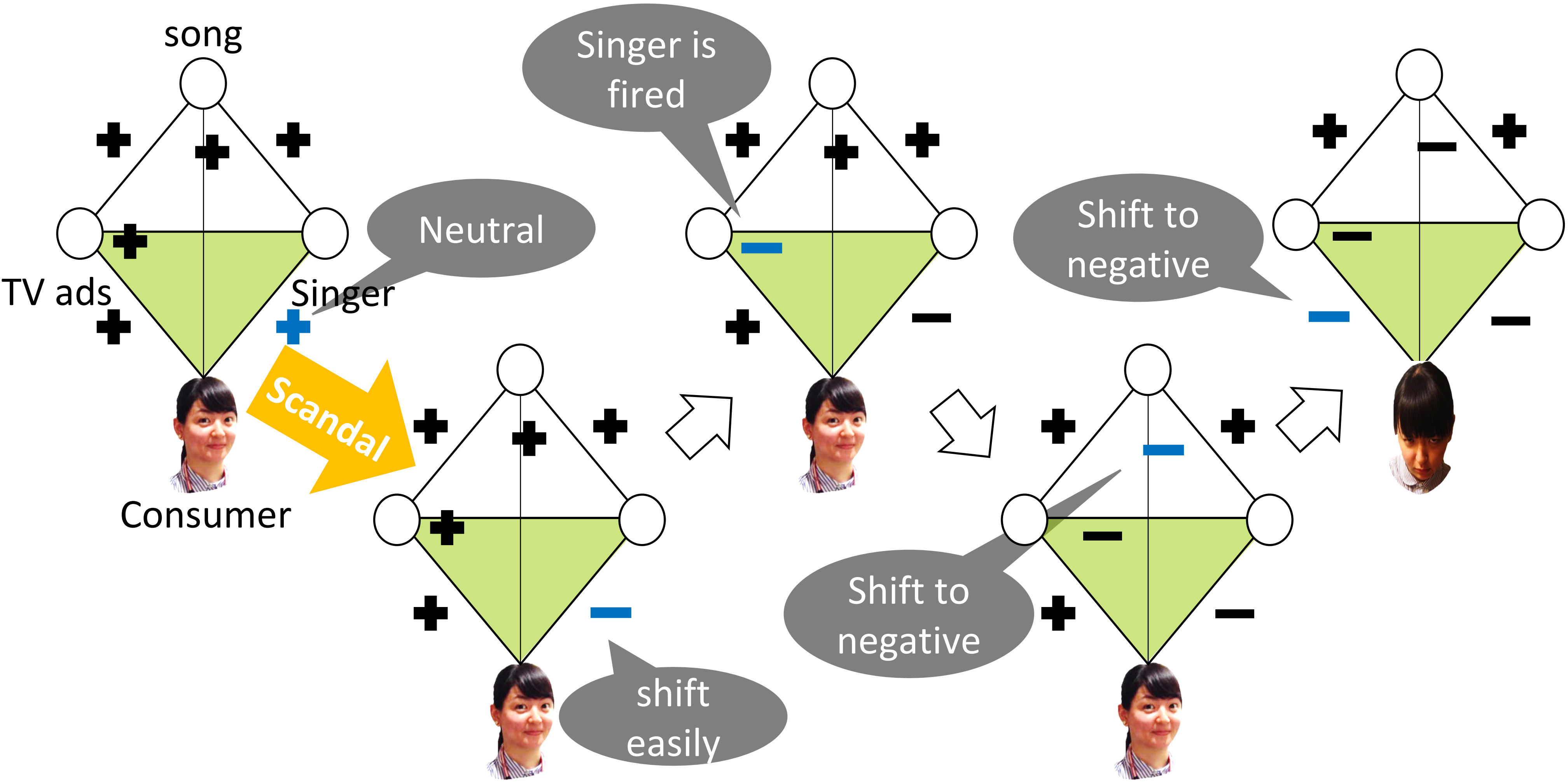
Mean Value

Before3.673 ⇨ After 3.687

Statistically supported

Consumer would pay stronger attention to the celebrity than the TV ads when they use new celebrity who became famous recently.

Company should fire the celebrity as soon as the scandal occurs.



A singer causes a scandal.

Consumers come to dislike the singers easily because they were neutral before.

TV advertiser fires the singer to avoid the reputation of their product going down.

Consumers will dislike the singer's song as well.

Consumers come to dislike the TV advertiser whose image is connected to the song consumers don't like.

Neutral

+

Celebrity is fired

=

The attitude to TV advertiser turns negative

P-Value

P<0.01

Mean Value

Before 4.479 ⇨ After 3.143

Statistically supported

Consumer feels a strong relationship between TV advertiser and the scandal.

If the TV advertiser keeps using the singer, consumer's attitude toward TV advertiser would be remain as it negative.

So company should fire the celebrity quickly.