Manuscript Revisions

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GAMA IJB <gamaijb@ugm.ac.id>
To: nana anin <ikejanitadewi@yahoo.com>, bizangsh@nus.edu.sg

14 May 2020 at 1:09 pm

Dear Authors.

Hope this email finds you well. With this email, we attached the reviewer comments that can help to make your manuscript better. We are looking forward to your response.

Should you have any inquiries, please contact our administrative staff at gamaijb@ugm.ac.id.

Your kind attention and cooperation is highly appreciated.

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30 June 2020 at 3:25 pm

Dear Editors of Gama IJB,

We would like to thank you for the suggestion and feedback by reviewer of Gama IJB.

We would like to re-submit our revised manuscript as well as our responses to the list of amendments/comments by the reviewer.

Thank you.

Yours sincerely,
Ike Janita Dewi
Ang Swee Hoon

On Thursday, 14 May 2020, 1:09:03 pm GMT+7, GAMA IJB <gamaijb@ugm.ac.id> wrote:

Dear Authors.

Hope this email finds you well. With this email, we attached the reviewer comments that can help to make your manuscript better. We are looking forward to your response.

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Short CV

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GAMA IJB <gamaijb@ugm.ac.id>
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20 July 2020 at 7:38 am

Dear Mrs. Ike,

Greetings from GamaIJB, we hope this email finds you well.
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Also, please send us all the Author's short CV. Please write it like this sample
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22 July 2020 at 9:38 am

Dear Editor of Gama IJB:

Please find attached the requested CV and scenarios/groupings/stimulus materials used in the study.

I have uploaded the file to the OJS but I am afraid I uploaded it in the wrong section....my sincere apology.

Thank you

Yours sincerely,
Ike Janita Dewi

On Monday, 20 July 2020, 7:38:50 am GMT+7, GAMA IJB <gamaijb@ugm.ac.id> wrote:

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GAMA IJB <gamaijb@ugm.ac.id>
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28 July 2020 at 8:05 am

Dear Mrs. Ike,

Greetings from GamaIJB, we hope this email finds you well.
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29 July 2020 at 10:11 am

Dear Editor of Gama IJB,

Please kindly find as attached my response in proofreading the manuscript.

Thank you

Yours sincerely,
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On Tuesday, 28 July 2020, 8:05:40 am GMT+7, GAMA IJB <gamaijb@ugm.ac.id> wrote:

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Preprint

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18 Aug 2020 at 2:52 pm

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24 Aug 2020 at 7:25 pm

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On Thu, Aug 20, 2020 at 4:43 PM nana anin <ikejanitadewi@yahoo.com> wrote:

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> Yours sincerely,
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25 Aug 2020 at 10:17 am

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On Monday, 24 August 2020, 7:25:18 pm GMT+7, GAMA IJB <gamaijb@ugm.ac.id> wrote:

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25 Aug 2020 at 10:25 am

Dear Mrs. Ike,

Greeting from GamaIJB, we hope this email finds you well.
Thank you for your email and cooperation, your manuscript will publish in this volume.

thank you.
Sincerely yours,

On Tue, Aug 25, 2020, 10:17 AM nana anin <ikejanitadewi@yahoo.com> wrote:

> Dear Sirs/Madams:
>
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> Thank you.
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Author's contact detail: .....complete address; ... phone number; e-mail:....."

Dewi, Ike Janita is a lecturer at Faculty of Economics, Sanata Dharma Universit, Yogyakarta. She earned her Ph.D (2003) in Marketing from National University of Singapore, and M.B.A. (1996) from Edith Cowan University, Australia. Her research interest(s) are marketing management, consumer behavior, marketing communication, and tourism marketing. She has publications in Asia-Pacific Advances in Consumer Research, Gadjah Mada International Journal of Business, Asia Marketing Journal, and ASEAN Marketing Journal.

Author's contact address: Faculty of Economics, Sanata Dharma University, Yogyakarta, Indonesia; Phone number: 62-8179415596; e-mail: ikejanitadewi@yahoo.com.

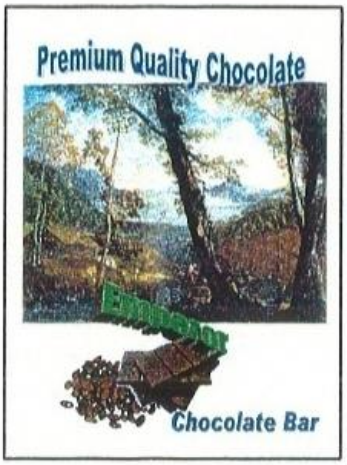
Ang, Swee Hoon is an Associate Professor at Business School, National University of Singapore. She earned her Ph.D in Marketing from University of British Columbia (1991). Her research interestes include marketing management, consumer behavior, marketing communication. She has publications in Social Indicators Research, Journal of Pragmatics, Journal of International Business Studies, Journal of Business Research, Journal of Advertising, Journal of the Academy of Marketing Science, etc.

Author's contact address: School of Business, National University of Singapore; Phone number: (65) 6516317; e-mail: bizangsh@nus.edu.sg.

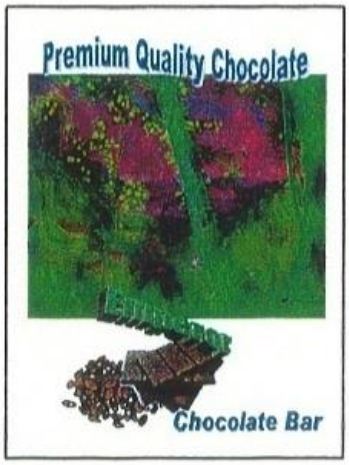
SCENARIOS

	Scenario	Type of Product	Ad execution
1.	Scenario #1 (Product Set #1)	Hedonic	Concrete
2.	Scenario #2 (Product Set #1)	Hedonic	Abstract
3.	Scenario #3 (Product Set #1)	Utilitarian	Concrete
4.	Scenario #4 (Product Set #1)	Utlitarian	Abstract
5.	Scenario #5 (Product Set #2)	Hedonic	Concrete
6.	Scenario #6 (Product Set #2)	Hedonic	Abstract
7.	Scenario #7 (Product Set #2)	Utilitarian	Concrete
8	Scenario #8 (Product Set #2)	Utilitarian	Abstract

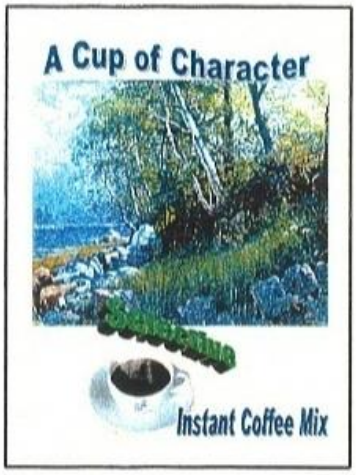
STIMULUS MATERIALS



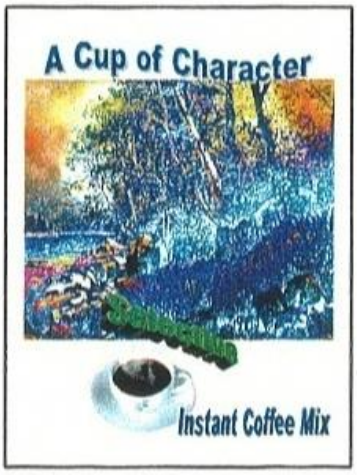
1. **Scenario #1**



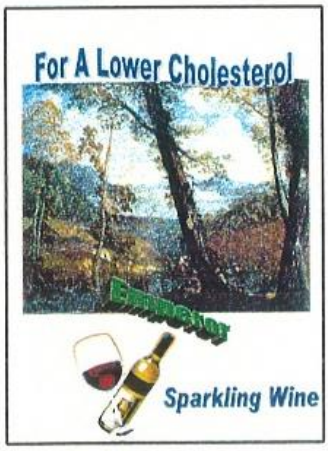
2. **Scenario #2**



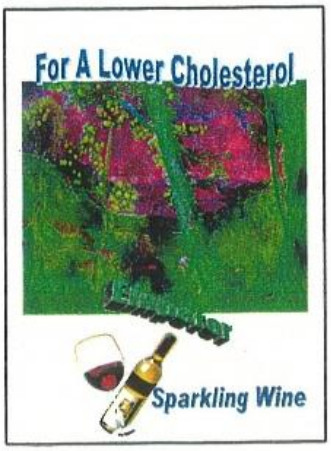
3. **Scenario #3**



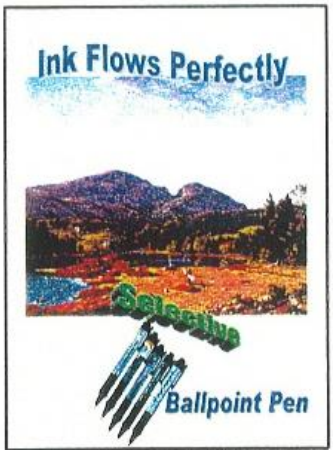
4. **Scenario #4**



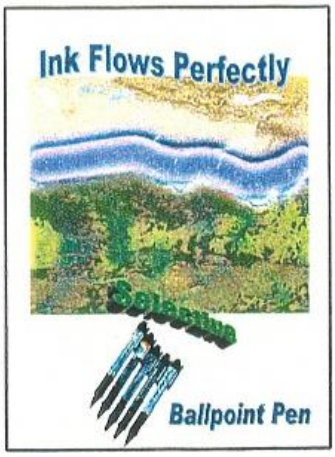
5. Scenario #5



6. Scenario #6



7. Scenario #7



8. Scenario #8

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A Table of Amendment (1st Manuscript Revision)

Manuscript's Code: **2019.11.806**

Title: "Assessing the Imagination Scale's Nomological Validity: Effects of Hedonic versus Utilitarian Product Type and Abstract versus Concrete Ad Execution"

	Comments of reviewer	Author Amendment
Reviewer 1	1. The premise of imagination being activated by the concreteness of ad execution to influence hedonistic processing is quite impressive.	
	2. The topic needs some work. Also the use of the keyword - 'abstract' may be too broad to be used in a keyword search	
	3. SEM may have been more useful in synthesizing the various relationships. The goodness of fit statistics could have shed more light on the suitability of the model.	
	4. The article is in itself quite technical. It may be unattractive for general reading. However, it has substantial merit within the specific domain. Grammar can be edited.	

A Table of Amendment (1st Manuscript Revision)

	5. An exciting proposition with strong empirical evidence. However, three issues arise: • Is the author sure that recent work has not already examined these concepts? All references are before 2000 except Dewi & Ang (2015). Reviewers' opinion is that there is a need to situate the work in light of recent literature properly. • Even though the author has given a path diagram of a Structural Equation Model (See Fig. 1), we cannot see any of the output statistics for the model. Low F-Scores could be an indication of something wrong (Type 2 Error). • The conclusion is still based in the last two decades. Comparisons are made with old literature.	

GADJAH MADA
INTERNATIONAL
JOURNAL of
BUSINESS

A Table of Amendment (1st Manuscript Revision)

Manuscript's Code: **2019.11.806**

Title: "Assessing the Imagination Scale's Nomological Validity: Effects of Hedonic versus Utilitarian Product Type and Abstract versus Concrete Ad Execution"

	Comments of reviewer	Author Amendment
Reviewer 1	1. The premise of imagination being activated by the concreteness of ad execution to influence hedonistic processing is quite impressive.	Thank you.
	2. The topic needs some work. Also the use of the keyword - 'abstract' may be too broad to be used in a keyword search	We employed the use of concrete vs abstract stimuli as an important part of our thesis which contrast imagination with imagery. In cognitive psychology, imagination is often referred to imagery. Imagery is defined as vivid representation or closed resemblance with the object. Therefore, concrete stimuli are the best to evoke imagery, Meanwhile, imagination can contain such a transcendental experience which can have no reference to the actual stimulus object so that can emerge as stimulus-independent thoughts (Dewi and Ang, 2015). As Lindaeur (1983) stated, imagination is induced by abstract stimuli. We would like to maintain the concrete vs abstract stimuli since this is an important part in the construction of the conceptualization of imagination which stimulates symbolic meaning of the stimuli.
	3. SEM may have been more useful in synthesizing the various relationships. The goodness of fit statistics	We already put the necessary statistics of the goodness of fit statistics for Figure 1 (in the main text).

	could have shed more light on the suitability of the model.	
	4. The article is in itself quite technical. It may be unattractive for general reading. However, it has substantial merit within the specific domain. Grammar can be edited.	I have edited erroneous grammar.
	5. An exciting proposition with strong empirical evidence. However, three issues arise: • Is the author sure that recent work has not already examined these concepts? All references are before 2000 except Dewi & Ang (2015). Reviewers' opinion is that there is a need to situate the work in light of recent literature properly. • Even though the author has given a path diagram of a Structural Equation Model (See Fig. 1), we cannot see any of the output statistics for the model. Low F-Scores could be an indication of something wrong (Type 2 Error). • The conclusion is still based in the last two decades.	• We have added new journal articles pertaining to the concepts of imagination (please kindly refer to additional text in the revised manuscript). Recent articles (Leopod and Mayer, 2014; Peason et al., 2015). showed that imagination is still oftentimes interpreted interchangibly with imagery and discussed in the domain of cognitive or even clinical pyschology While scholars have attempted to also conceptualize imagination (Abraham, 2016; Phillips, 2017, Rebecca & Molesworth, 2017; Thomas, 2014), measurement of imagination as responses to marketing stimuli has not been developed. Work by Dewi and Ang (2015) has specifically (and originally) developed ad-evoked imagination scale. Our current research has attempted to test the scale's nomological validity. • Nomological validity was tested using established constructs. Therefore, we

A Table of Amendment (1st Manuscript Revision)

	Comparisons are made with old literature.	purposely cite the research papers where those concepts were fistly presented to the scholarly world. For example, hedonic-utilitarian concepts were firstly coined by Holbrook and Hirschman (1982) and Hirschman and Holbrook (1982) and measurement of marketing stimuli-evoked responses were firstly brought by Edell and Burke (1987). As well, schema pertaining to how a product is evaluated was firstly coined in a seminal paper by Meyers-Levy & Tybout (1989). Old references about imagination were purposely traced back to its early discussion in the field of philosophy. • We already put the necessary model fit statistics for Figure 1 (in the main text). • Low F score indicate insignificant results (already addressed in the text).

Assessing the Imagination Scale's Nomological Validity: ~~Effects~~ Effect of Hedonic versus Utilitarian Product ~~Type~~ Types and Abstract versus Concrete ~~Ad~~ Advertising Execution

ABSTRACT

This research builds on ~~a~~ the study of an advertisement-evoked imagination scale developed by Dewi and Ang (2015). The imagination scale contains four types of imagination, that is, benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, and mind-wandering imagination. In this paper, the proposed constructs of the imagination types are related to other relevant constructs that already ~~existing~~ exist in the marketing literature. The purpose of this research is twofold. First, it establishes the nomological validity of the imagination measures by placing it in the context of hedonic-utilitarian concepts proposed by Holbrook and Hirschman (1983). Second, the research empirically studies the effect of a situational factor, ~~that~~ which is concrete versus abstract advertisement execution, on imagination elicitation. The study is an experiment which employs a mixed factor design involving eight sub-groups of participants. ~~Results~~ The results of the research demonstrate the nomological validity of the imagination scale where the four types of imagination were elicited in response to a hedonic/utilitarian product depicted in the advertisement~~ad~~ and situational factors (~~that is~~which are~~,~~ abstract versus concrete advertisements~~ads~~).

Keywords: ~~*Imagination*~~*imagination*, *hedonic*, *utilitarian*, *abstract advertisement*~~*ad*~~ *execution.*

JEL CLASSIFICATION: M3

INTRODUCTION

The ~~Marketing~~ marketing field's ~~interests~~ interests in the measurement of subjective ~~experience~~ experiences (e.g., Unger and Kernan, 1983) in particular, as well as the complex responses of consumers ~~towards~~ toward [A1][A2]advertising or other marketing stimuli (e.g., Edell and Burke, 1987; Hirschman and Holbrook, 1982) have been lacking ~~of~~ in their conceptualization and the measurement of imagination. Imagination has ~~been~~ oftentimes been interpreted interchangibly with imagery and discussed in the domain of cognitive or even clinical pyschology (Leopod and Mayer, 2014; Peason et al., 2015). While scholars have attempted to also conceptualize imagination (Abraham, 2016; Phillips, 2017, Rebecca & Molesworth, 2017; Thomas, 2014), the measurement of imagination, as a ~~responses~~ response to marketing stimuli and its one empirical validation, have posed a challenge to marketing scholars. With much advertising expenditure being wasted ~~in~~ on ineffective campaigns (Abraham and Lodish, 1990), advertisers

should be concerned with the complex relationships which exist between consumers and advertisements or other marketing stimuli.

A study ~~of~~ by Dewi and Ang (2015) ~~has~~ proposed the concept of imagination, identified the four ~~contents~~ components of~~in~~ imagination, and developed the communication-evoked imagination scale. Imagination was proposed as an absorptive, transcendental, and future-oriented subjective experience. ~~The~~ Their study ~~has~~ also offered empirical findings which supported the existence of the four types of imagination derived from the various components~~contents~~ of imaginative experience. Benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, and mind-wandering imagination were present as responses to a variety of advertisements~~ads~~ depicting various products. The invariant factorial ~~structure~~ structural analysis and the multitrait-multimethod procedure demonstrated that such a categorization of imagination qualifies as more than tentative, in which there was no systematic bias caused by different product types.

Those proposed constructs of four imagination types, and the developed imagination scale by Dewi and Ang (2015), need to be assessed in terms of their nomological validity. Therefore, this present research ~~relate~~ related imagination to other relevant constructs ~~existing~~ in the marketing literature. In doing so, this present research ~~reviews~~ reviewed and ~~adopts~~adopted the literature surrounding hedonic-utilitarian concepts (Babin, Darden, & Griffin, 1994; Batra & Ahtola, 1990; Chandon, Wansink, & Laurent, 1998; Hirschman& Hoolbrook, 1982; Holbrook& Hirschman, 1982; Kempf, 1999; Mano & Oliver, 1993; Spangenberg, Voss, & Crowley, 1997), imagination (Lindaeur, 1983; Giorgi, 1987) and ~~affect~~ effect versus cognition in the structure of attitudes (Breckler, 1984; Breckler & Wiggins, 1989; Zajonc, 1989).

Hoolbrook and Hirschman's (1982) hedonic-utilitarian concept ~~suggests~~ suggested a meaningful relationship between hedonic ~~product~~ products and imagination. They contend that evaluating a hedonic product involves feeling, fun, and fantasy.[1] This present study elaborates such concepts and identifies ~~a~~ the role of imagination in evaluating a product's hedonic dimension. Such an evaluation goes beyond its functional benefits. For instance, imagination's

[1]The term "fantasy" has a somewhat negative connotation. In differentiating and contrasting the concept of fantasy with that of imagination, Lynch (1974, cited in Giorgi, 1987) states that fantasy is a failure of imagination. Freud (1907, cited in Singer, 1975) states that "*happy people do not make fantasies, only unsatisfied do.*" Fantasy is often used in associations with ~~speculations~~ speculation about unconscious or subconscious processes (Sutherland, 1974). Even though frequently "fantasy" is used interchangeably with "imagination", this present study prefers not to confuse these two terms and therefore to use "imagination" in the whole study.

transcendental quality facilitates ~~a~~ the construction of a symbolic meaning ~~of~~ for a product. However, the role of imagination decreases in the more-cognitive-involving utilitarian information processing. This study compares imagination elicitation in hedonic ~~–~~[A3][A4]vis-à-vis utilitarian information processing to empirically assess the relationship between imagination and hedonic concepts.

The present research takes the views that imagination is a conscious processing (Giorgi, 1987; Singer, 1975) and that an individual can be induced to engage in processing~~a~~ certain information ~~processing~~ (Alesandrini& Sheikh, 1983). Therefore, an attempt is ~~taken~~ made to identify ~~a~~ the type of stimuli which ~~induces~~ induce imagination elicitation. On such a stimulus type, this present study argues that imagination is induced and facilitated when external stimuli are reduced (Antrobus, Singer, & Greenberg, 1966) as well as when freedom ~~for~~ to ~~interpreting~~ interpret the stimuli is given (Lindaeur, 1983). In other words, "incomplete information" is conducive for imagination elicitation. This present study proposes abstract vs concrete advertising~~ad~~ execution as another means to examine the imagination scale's construct validity and nomological validity. This is based on Lindaeur's (1983) study ~~on~~ of imagination in the context of abstract vs concrete paintings. While~~,~~ more concrete advertising~~ads~~ will elicit more imagination (Alesandrini& Sheikh, 1983), the effects of abstract vs concrete advertising~~ad~~ execution on imagination will provide insights to compare imagination vis-à-vis imagery. As argued by Dewi and Ang (2015), conceptually imagination differs from imagery and the difference should be implied in one important aspect pertaining to the nature of the stimuli (abstract or concrete) which is conducive for their elicitation.

Therefore, the purpose of this study is ~~twofolds~~twofold. First, it establishes the nomological validity of the imagination measures developed by Dewi and Ang (2015) by placing it in the context of the hedonic-utilitarian concepts proposed by Holbrook and Hirschman (1982). It would also extend the studies surrounding hedonic-utilitarian concepts. This present research builds on Kempf's (1999) and Mano and Oliver's (1993) studies ~~on~~ into the relationships between hedonic (utilitarian) product ~~evaluation~~ evaluations and ~~affective~~ effective (cognitive) responses by empirically examining imagination's role in hedonic vs utilitarian product ~~evaluation~~evaluations. Second, this research studies the effect of a situational factor, ~~that~~ which is concrete vs abstract execution, on ~~imagination~~ imagination's elicitation.

LITERATURE REVIEWAND HYPOTHESES

Hedonic Dimension and Utilitarian Dimension

The categorization of product attributes into hedonic and utilitarian is insightful as it captures the cognitive-affective and thinking-feeling of the information. Holbrook and Hirschman (1982) proposed the hedonic dimension of consumption as "experiential" consumption. It enlarges the concept of ~~affect~~ effect which captures only valenced feeling states of like or dislike ~~of~~ for a product (Babin *et al.*, 1994; Batra & Ahtola, 1990; Hirschman & Holbrook, 1982; Spangenberg *et al.*, 1997).

~~Affect~~ Effect plays an important role in evaluating a product's hedonic dimension. Involving feelings, fun, and fantasy (Hirschman& Holbrook, 1982; Holbrook & Hirschman, 1982), hedonic information processing deals with emotive responses and pursues the fulfillment of desires (Holbrook & Hirschman, 1982). It involves the basic motivation of a human being to have pleasure, fun, amusement, and enjoyment (Orbach, 1995) which become the criteria for the evaluation of a product ~~evaluation~~. Therefore, in an overall evaluation, hedonic information processing requires sensation, fantasy, imagination, emotional arousal, pleasure, and symbolic meanings (Holbrook & Hirschman, 1982). These are likely to be found in the intrinsic values or intangible attributes of a product.

The utilitarian dimension is evaluated based on a rational consideration. It pertains to the functional or instrumental benefits of the product (Babin *et al.*, 1994; Batra & Ahtola, 1990; Hirschman & Holbrook, 1992; Spangenberg *et al.*, 1997). Utilitarian processing corresponds to secondary process thinking which reflects the way mental processes function as a result of taking into account "the consequences of action" (Holbrook & Hirschman, 1982). ~~In~~ With normal shopping behavior, the utilitarian shopping experience is illustrated as task-related and rational. A product is purchased in a deliberate and efficient manner (Babin *et al.*, 1994), and valued for its utility-maximizing function. Product evaluation tends to be based on the product's tangible benefits and its objective features, such as calories (in food), fluoride (in toothpaste), and miles per gallon (in ~~gas~~gasoline[A5][A6]; Holbrook & Hirschman, 1982). Thus, a product's tangible benefits serve as the primary determinants of product quality (Hirschman & Holbrook, 1982). In contrast to the hedonic dimension which deals with product symbolism, the utilitarian dimension views products as objective entities. It is inferred therefore that utilitarian information processing requires cognitive efforts involving rational considerations of a product's functional performance.

A product carries both hedonic and utilitarian dimensions in varying degrees. Consumer choices can be based more dominantly on one dimension over ~~the other~~another (Dhar& Wertenbroch, 2000). In evaluating a product, consumers can take either the hedonic dimension or utilitarian dimension as the main criterion. For example, in evaluating sport shoes, a consumer can take the hedonic dimension as his/her main consideration. In which case, s/he sees the shoes as fulfilling his/her inner ~~desires~~ desire to be an athlete. If the utilitarian dimension is more dominant, then s/he will consider the shoes' durability.

Such a scenario depicts a product's hedonic and utilitarian dimensions in relation to the way a consumer evaluates a product. When the hedonic (utilitarian) dimension becomes the dominant criterion, a consumer is engaged in hedonic (utilitarian) information processing. The use of the terms "hedonic and utilitarian information" processing refers to the product evaluation process where a consumer chooses product features that become their primary basis in making a purchase decision and then he/she evaluates them.

When a product's hedonic dimension is dominant, a consumer turns inward and seeks "information" sourced from his/her inner desires and imagination. S/he also responds to imagination-eliciting stimuli and evokes affective reactions and imagination. In contrast, when the utilitarian dimension dominates a consumer's information processing, s/he will "logically" seek out information ~~on~~ about the ~~product~~ product's performance. In doing so, s/he elicits cognitive "efforts."

In this study, we examine the apparatuses – cognition, affect, and/or imagination – how they function under hedonic and utilitarian information processing. We are interested in the outcomes of hedonic/utilitarian information processing, but not the processes or ~~staffs~~ staff involved in information processing. This study pertains to the antecedents and consequences of information processing. The processing of the stimuli itself is therefore implicitly inferred. The antecedents of the information processing are the product type and ~~ad~~ advertising execution that induce consumers to engage in more ~~in~~ hedonic or utilitarian information processing.

Imagination in Hedonic Information Processing

Another distinctive characteristic of hedonic information processing vis-à-vis utilitarian information processing is the involvement of imagination. The degree of imagination involved in the information processing depends, to a large extent,~~,~~ on the nature of ~~a~~ the product dimension (hedonic or utilitarian) being evaluated. Evaluating a utilitarian dimension requires

cognitive effort pertaining to the objective performance of a product, therefore utilitarian information processing contains little imagination. When evaluating the hedonic dimension, the hedonic ~~information~~ processing elicits information which ~~affect~~affects~~,~~ cognition~~,~~ as well as the imagination. Holbrook and Hirschman (1982) ascribed the meaning of hedonic consumption as being beyond an effect~~affect~~, by encompassing a steady flow of fantasies, feelings, and fun. [A7][A8]This proposition indicates that there is more than ~~affect~~ an effect involved. Additional resources, such as imagination, are required.

Spangenberg *et al.* (1997) ~~suggest~~ suggested the importance of imagination in hedonic information processing. They contend that *"it is, therefore, possible that successful measurement of hedonic consumption may also help to gauge the extent to which such images are adopted by consumers."*~~.~~ It implies that imagination serves to facilitate hedonic consumption, but it is considered a latent construct. If a hedonic evaluation is made, imagination is activated.

A product's hedonic dimension deals with symbolic meaning and an imaginative construction of reality (Holbrook & Hirschman, 1982; Hirschman & Holbrook, 1982). These are beyond the tangible attributes of a product. Both tangible and intangible attributes serve as stimuli evoking cognitive and affective responses, upon which the perceptions of a product are formed. Yet, the perception remains as an impression if there ~~were~~ is no "bridge" ~~transforming~~to transform it into an abstract idea connected to the product. Although in affective reactions, stimuli are evaluated holistically, ~~it~~ they cannot create abstract ideas to "see" beyond a product's tangible attributes. In other words, ~~affect~~ effect is merely a passive "response" such as liking or disliking an object. Imagination is needed to "interpret" and "synthesize" the stimuli. In the words of Singer (1975), imagination functions to *"reproduce faces of persons, snatches of dialogue, or objects no longer immediately available to the primary senses and to reshape further the memories of these experiences into new and complex forms."*

To illustrate, when a consumer looks at a pair of Nike shoes, such an exposure leaves perceptions and impressions about ~~its~~ the shoes' features – ~~its~~ the color, sole thickness, style, and price. The exposure can also elicit feelings – happy, warmhearted, etc. – about the product. The processing of the objective and functional benefits involves cognitive functioning; while the elicited feelings are affective reactions. To engage in imagination, a consumer detaches himself/herself and ~~takes~~ assumes a distance from the object. Then imagination calls upon

his/her experience as a local athlete ~~and~~ who aspires to become a national athlete. In his/her imagination s/he can "see" himself/herself wearing sport shoes in an international basketball match. A pair of sport shoes then carries a subjective meaning and symbolizes one's wishes and desires. Therefore, imagination accompanies hedonic information processing. It serves as the resource utilized in evaluating a product. Therefore, hedonic information processing compared to utilitarian information processing involves greater imagination.

Affect and Cognition in Hedonic-Utilitarian Information Processing

The process of evaluating hedonic and utilitarian dimensions generates reactions which in turn influence people's ~~attitude~~ attitudes ~~towards~~ toward a product. The present study argues that ~~affect~~ the effect and cognition ~~exists~~ exist in hedonic and utilitarian information processing, but there is a dominance of one over the other in ~~a~~ one particular form of information processing.

It has been argued that the traditional view of purchase decision-making emphasizes rational behavior while overlooking the immediate affective responses that consumers may have ~~towards~~ toward a product (Holbrook & Hirschman, 1982). This view of immediate affective responses corresponds to Zajonc's (1980) proposition ~~on~~ of the primacy of ~~affect~~ effect in which consumers form attitudes without any awareness of the product's attributes. Affective reactions are crude responses which involve feelings and emotions, rather than thinking, and tend to be holistic – that is, they ~~do~~ are not ~~quite concern~~ concerned about the functional attributes of the products (Zajonc, 1980). Affective reactions are also spontaneous. Therefore, ~~affect~~ effect comes into play when there is hedonic information processing. Also, ~~affect~~ effect signifies the occurrence of hedonic information processing (Holbrook & Hirschman, 1982). Attitude ~~towards~~ toward a product, as a result of ~~a~~ hedonic information processing, will therefore be more ~~affect~~effect-based.

In contrast, utilitarian information processing deals with an evaluation on the functional benefits of a product (Holbrook & Hirschman, 1982). Such processing requires consumers to make conscious judgments when evaluating a product's attributes. It generates cognitive reactions (Mano & Oliver, 1993) such as the evaluation ~~on~~ of the attributes (Fishbein & Azjen, 1975; Smith & Swinyard, 1982), like the price. These cognitive reactions signify ~~a~~ utilitarian information processing. Such information processing is more cognitive-based and therefore produces a more cognition-based attitude.

Relationships between hedonic information processing and ~~affect~~effect-based attitude, and between utilitarian information processing and cognition-based attitude have received empirical support. Mano and Oliver (1993) found that hedonic evaluation correlates with ~~affect~~the effect. They also ~~suggest~~ suggested that utilitarian information processing works along with the cognitive dimension of attitudes. In the context of a ~~product~~ product's trial ~~context~~, Kempf (1999) ~~argues~~ argued that there is a relationship between affective/cognitive reactions and hedonic/utilitarian product ~~evaluation~~evaluations. ~~Evaluation~~ The evaluation of a hedonic product requires more ~~affective~~ effective resources, while the evaluation of a utilitarian product requires more cognitive resources. She found that arousal was an important determinant ~~of~~ in trial ~~evaluation~~ evaluations of~~for~~ hedonic products, but not for utilitarian products. Further, cognition – compared to ~~affect~~ effect – was more dominant in trial evaluations for utilitarian than hedonic products (Dewi & Ang, 2001).

Effects of Product Type and ~~Ad~~ Advert's[A9] Execution on the Elicitation of Different ~~Type~~ Types of Imagination

Based on the contention that imagination is a conscious processing (Giorgi, 1987; Singer, 1966) and that one can be induced to elicit certain kinds of responses (Edell & Staelin, 1983; Smith, 1993), we examine how ~~ad~~ advertising stimuli can influence the elicitation of the different types of imagination. As ~~an ad~~ adverts[A10] ~~depicts~~ depict different types of ~~product~~ products (that is, hedonic or utilitarian) and/or different types of executions (that is, abstract or concrete pictures), we argue that these different stimuli will have different implications on the elicitation of different types of imagination.

These two elements are chosen to address two issues. As elaborated earlier, products can naturally possess more hedonic or utilitarian attributes, where the former evokes more imagination. Hence, this serves as a nomological validity test for ~~imagination~~ imagination's scale (Dewi & Ang, 2015). Second, since situational factors (that is, elements of ~~ads~~adverts) can also influence imagination elicitation, we examine the different effects of concrete vs abstract ~~ad~~ adverts execution on the elicitation of the four types of imagination ~~types~~ and the formation of ~~attitude~~attitudes.

Effects of Hedonic vs Utilitarian Product Type

One of the factors influencing imagination elicitation is the product type. ~~Product type~~This ~~-~~can induce consumers to engage in a particular type of processing because consumers have a relatively established schema about how each product should be evaluated (Edell & Staelin, 1983; Meyers-Levy & Tybout, 1989). In other words, consumers will have their set of criteria for a product which they expect the product to have and upon which they will base their evaluation of the product ~~evaluation~~. Meyers-Levy and Tybout (1989) ~~suggest~~ suggested that product type is the basic category ~~in~~ for the consumers' processing of a product. That is, in a ~~product~~ product's evaluation, consumers will first consider the product type and then look for ~~product~~ the product's attributes to confirm their ~~expectation~~expectations.

The two types of products – hedonic and utilitarian – examined in this study have characteristics which will induce the elicitation of different types of imagination. Hedonic products have a hedonic personality – they are more emotionally involving, inspired by more imagination, and strong in their symbolic values rather ~~that~~ than by~~in~~ their tangible features (Hirschman & Holbrook, 1982; Holbrook & Hirschman, 1982; Kempf, 1999). Hence, such a product evokes ~~processing~~ processes which ~~is~~ are more imagination and ~~affect~~effect-based. On the other hand, a utilitarian product will "lead" consumers to spend more effort to evaluate the functional benefits of the product and therefore, induces a cognition-based ~~processing~~process. For example, a product that sells its image more than its core or functional benefits, such as cosmetics ~~and~~ or ~~fragrance~~fragrances, is naturally more hedonic. Products~~,~~ whose functional benefits are not apparent, such as paintings or antiques, also possess hedonic properties.

A hedonic product, when compared to a utilitarian product, can elicit more benefit-anticipatory imagination. There are two aspects involved in this imagination type, that is, *as-if* activities and utilitarian-like imagination. One may argue that the minimum content of cognition involved in hedonic information processing will not lead to imagining the "consequences" in consuming the product. It is due to the motive ~~in~~ for consuming the product – for fun and enjoyment (Holbrook & Hirschman, 1982). On the other hand, a utilitarian product, which delivers more cognition-oriented benefits (Kempf, 1999) provides a sounder basis for the elicitation of benefit-anticipatory imagination, one should at first engage in an imaginative experience. As a utilitarian product by its nature induces an analytical mindset, an evaluation of the product's functional benefits will inhibit a consumer in eliciting imagination. Consequently, utilitarian products will lead to a straight evaluation of the products, which does not involve ~~making believe~~make-believe activities. It is less likely that one will engage in *as-if* activities ~~of~~ by using

the products ~~and~~ or a future projection of them if one were ~~using~~ to use the ~~product~~products. Hence, a hedonic product vis-à-vis a utilitarian product will generate more benefit-anticipatory imagination.

The effect of product type on emotional-bonding imagination is similar. Emotional-bonding imagination concerns the emotional content of a product. Therefore, as a hedonic product evokes ~~affect~~ an effect and emotions (Holbrook& Hirschman, 1982; Kempf, 1999), it is suggested that a hedonic product will evoke the elicitation of such emotional-bonding imagination. In contrast, a utilitarian product evokes more cognition rather than ~~affect~~effect;~~,~~ it will elicit less emotional-bonding imagination.

Besides containing emotions, a hedonic product "needs" consumers to imagine, in order to "appreciate" the product (Holbrook & Hirschman, 1982; Spangenberg, Voss, & Crowley, 1997). Imagination's capacity to transcend immediate stimulus objects and construct a meaning to a product suggests that a hedonic product can be enjoyed, particularly since a hedonic product's values lie mostly beyond the product's objective and functional performance. Therefore, a hedonic imagination will induce the elicitation of symbolic imagination. In contrast~~,~~ a utilitarian product "conditions' consumers to focus on its functional benefits, because ~~basically~~ its value lies ~~on~~ in its functional benefits" (Kempf, 1999). There is minimal incentive to "see" what lies beyond its functional or objective performance. Therefore, compared to a hedonic product, a utilitarian product elicits less symbolic imagination.

Yet~~,~~ the transcending ability of imagination can generate stimulus-independent thoughts (Singer, 1966). That is, one can drift away from the object and ~~his/her~~one's mind wanders around. As a hedonic product suggests ~~one~~ that you to look beyond its functional and objective performance, it induces mind-wandering imagination. Whereas, as a utilitarian product's evaluation is based more on its tangible attributes (Holbrook & Hirschman, 1982; Kempf, 1999), its evaluation will induce an analytical mind-set which is more occupying, which therefore reduces the tendency to let one's mind wander~~-~~ off.

The aforementioned reasoning that the product type can influence the elicitation of various types of imagination also applies to the product type's influence ~~in~~ on attitude formation. As a hedonic product elicits more ~~affect~~ effect (Kempf, 1999; Mano & Oliver, 1993) and imagination – which also contains emotion – in its evaluation, both imply that attitude towards

a hedonic product will be more ~~affect~~effect-based rather than cognition-based. On the other hand, a utilitarian product which elicits more cognitive responses (Kempf, 1999; Mano & Oliver, 1993) and less imagination will lead to a cognition-based attitude rather than ~~affect~~an effect-based attitude.

Therefore, the effect of the ~~product~~ product's type on the elicitation of the various types of imagination, as well as the formation of attitude, is formally stated in Hypothesis 1.

Hypothesis 1: ~~Compared~~ compared to ~~ads~~ adverts for utilitarian products, ~~ads~~ those for hedonic products will generate:

a) more benefit-anticipatory imagination
b) more emotional-bonding imagination
c) more symbolic imagination
d) more mind-wandering imagination
e) less cognition-based attitude, and
f) ~~more~~ a greater ~~affect~~effect-based attitude.

Effects of ~~Ad~~ Advertising Executions: The Use of Abstract/Concrete Stimuli

The type of stimuli used in an ~~ad~~ advert can also influence the consumers' processing of the ~~ad~~advert. In particular, the use of pictures can influence the consumers' ~~ad~~ processing of the advertising, in that they can influence the consumers' inferences of the product (Smith, 1993) and alter the consumer's activity and structure while viewing the adverts~~ads~~ (Edell & Staelin, 1983; Janiszweski, 1990). This research proposes two types of stimuli – abstract and concrete pictures – that can have differential influences on imagination elicitation.

Compared to concrete stimuli, abstract stimuli tend to be more open ~~for~~ to interpretation (Lindaeur, 1983). Such a condition induces consumers to generate more imagination, for example, by creating *as-if* situations. However, these as-if thoughts can also distract consumers from imagining, in particular, the "costs and benefits" of using the product which requires more cognitive effort. If a stimulus tends to distract consumers from focusing on the product depicted by the ~~ad~~advert, then consumers' cognition plays a ~~lesser~~ less important role. Such reasoning is based on Edell and Staelin's (1983) contention that if a consumer is distracted by an ~~ad~~ advert's stimulus, s/he will activate ~~less~~ from memory less~~any~~ stored information about the product being advertised. This results in a ~~less~~ smaller allocation of cognitive resources. Although the use of abstract stimuli induces imagination, the content of imagination will not

pertain to a consideration of the product's "costs and benefits." Therefore, the use of abstract stimuli does not guarantee a significant difference in the elicitation of benefit-anticipatory imagination.

Yet, abstract stimuli in ~~ads~~ adverts can serve as "cues" for consumers by inducing them to engage in emotional-bonding imagination. This is based on the reasoning that abstract stimuli give more "freedom" to consumers to generate their own interpretations, where consumers can include their personally relevant information as well as create whatever they desire. This makes their emotional-bonding imagination more pronounced. Concrete stimuli, however, depict ready-made stimuli. These induce an analytical mind-set (Lindaeur, 1983) and provide less "room" for consumers to generate their own interpretations (Valkenburg & van der Voort, 1994). Both factors reduce the elicitation of emotional-bonding imagination in concrete stimuli.

A similar reasoning applies for the use of abstract or concrete stimuli in the elicitation of symbolic imagination. Compared to concrete stimuli, abstract stimuli induce more symbolic imagination based on two reasons. First, as it is more open for alternative interpretations (Lindaeur, 1983), consumers are not bound to the stimuli depicted by the ~~ad~~advert. Rather, they can develop their own interpretations depending on how they would like to see the stimuli. Second, an abstract stimulus induces some sense of distance and dissociative feelings (Lindaeur, 1983) because it does not quite represent an object as it is seen in the real world. Some distance and dissociative feelings provide a condition conducive for symbolic imagination elicitation, where one needs to transcend the objective stimuli and create ~~their~~ one's own interpretations of the product (Sartre, 1972). Therefore, the use of abstract stimuli in ~~ads~~ adverts will generate more symbolic imagination.

Abstract and concrete stimuli incur different implications ~~on~~ for the elicitation of mind-wandering imagination. Abstract stimuli – which depict less realistic images – provide a lack-of-concrete-focus condition (Algom & Lewin, 1981; Lindaeur, 1983) inducing consumers to drift away from the actual stimuli. In contrast, as a concrete product depicts realistic images, they induce an analytical mind-set (Lindaeur, 1983) directing consumers to engage in a more concrete product evaluation. This activity is more occupying and therefore will reduce the tendency to wander-off (Singer, 1966).

The use of abstract stimuli will also affect attitude formation, that is, to be more ~~affect~~effect-based or cognition-based. As argued earlier, abstract stimuli are more open ~~for~~ to interpretation and give consumers~~a~~ the freedom ~~for consumers~~ to see the stimuli as they like. This will make the consumers' attitude more ~~affect~~effect-based. On the other hand, concrete stimuli induce an analytical mind-set which in turn makes the consumers' attitude more cognition-based. Based on the above lines of reasoning, we formulate Hypothesis 2.

Hypothesis 2: ~~Compared~~ compared to the use of concrete stimuli in ~~ads~~adverts, the use of abstract stimuli in ~~ads~~ them will generate:

a) a similar level of benefit-anticipatory imagination
b) more emotional-bonding imagination
c) more symbolic imagination
d) more mind-wandering imagination
e) less cognition-based attitude, and
f) ~~more~~ a greater ~~affect~~effect-based attitude.

RESEARCH METHOD

Design of the Study

~~The~~ This study employed a 2 (hedonic vs utilitarian product) x 2 (abstract vs concrete ~~ad~~ advertising execution) mixed-factor design. The two levels of the ~~product~~ product's type factor were designed as a within-subjects factor. Meanwhile, the two levels of the ~~ad~~ advertising execution factor were designed as a between-subjects factor. Each participant evaluated one set of products consisting of one hedonic product and one utilitarian product. There were two hedonic products (~~that is,~~ a chocolate bar and sparkling wine) and two utilitarian products (~~that is,~~ instant coffee mix and a ballpoint pen) included in the study. The 2-between-subjects ~~factor~~ factors ~~was~~ were the abstract or concrete ~~ad~~ adverts' execution. Since there were two product sets evaluated, there were eight groups involved in the study. The ~~Subjects~~ subjects were 120 undergraduate students. The ~~Participants~~ participants were randomly assigned to each of the eight between-group conditions.

Stimulus Materials

A booklet of ~~ads~~ adverts was presented to each participant. Following the experimental design, there were eight types of booklets containing two ~~ads~~ adverts for~~of~~ a set of two products. The order of presentation of ~~ads~~ the adverts in the booklet was randomized. These sixteen ~~ads~~

adverts, which acted as stimulus ~~materials~~ material, were generated from three pretests that were conducted. The pretests included tests ~~on~~ of products which had hedonic/utilitarian properties, ~~ad~~ advertising messages/copies which served as hedonic/utilitarian[A11][A12], and pictures in the ~~ad~~ adverts which were concrete/abstract[A13][A14]. ~~There were two~~ Two aspects of the ~~ads~~ adverts were manipulated, ~~that is,~~which were the product type (within subject) and the advertisings'~~ad~~ execution (between subjects). While the brand name was specific for each product, the other aspects of the ~~ads~~adverts, such as the position of the pictures and the font sizes, were kept constant across ~~ads~~the adverts. Each ~~ad~~ advert was printed ~~with~~ in full color on A4-size ~~papers~~paper. The two ~~ads~~ adverts in each group were compiled and presented in a booklet.

Dependent Variables and Covariates

For testing the ~~hypothesis~~hypotheses ~~testing~~, the dependent variables ~~included~~ were: benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, mind-wandering imagination, the affective properties of attitude, the cognitive properties of attitude, and the purchase intention. There were also covariates included, ~~that is,~~which were the overall product attitude (in the measurement of the affective and cognitive properties of attitude) and the tendency to imagination (in the measurement of imagination elicitation).

Measures of the four ~~type~~ types of imagination were based on the imagination scale developed by Dewi and Ang (2015). Participants were asked to respond to statements measuring the four types of imagination. Possible responses ranged from 1 (disagree) to 7 (agree).

Measures of benefit-anticipatory imagination included three items ~~of~~which were: 1) The ~~ad~~ advert induces me to imagine how I would think about myself if I were using the product.~~,~~ 2) Looking at the ~~ad~~advert, I can imagine how the product ~~can~~ would fit my lifestyle.~~,~~ 3) The ~~ad~~ advert makes me imagine the things I can achieve if I use the product. Measures of emotional-bonding imagination consisted of three statements which were~~of~~: 1) The advert~~ad~~ reminds me of ~~any~~ experience~~e~~s or feelings I've had in my own life.~~,~~ 2) I think the advert~~ad~~ somehow inspires me to try out alternative ways to express myself with the product.~~,~~ 3) It is hard to give the specific reason but I think the product is for me. Symbolic imagination was measured using a scale consisting of three items as follows: 1) I feel the advert~~ad~~ conveys that the product ~~that the product~~ has benefits other than those I usually think of.~~,~~ 2) The ~~ad~~ advert suggests that the product symbolizes alternative ways of seeing and behaving.~~,~~ 3) The ~~ad~~ advert induces me to

think that there is an underlying value ~~of~~ to the product which cannot be judged based only on its functional benefits. Measures of mind-wandering imagination consisted of three statements as follows: 1) When I look at the ~~ad~~advert, I can dissociate myself and think of ~~the~~ meanings ~~of~~ for the ~~products~~ product other than those stated in the ~~ad~~advert.~~,~~ 2) The ~~ad~~ advert does not seem to be speaking to me directly~~. to me,~~ 3) When I look at the ~~ad~~advert, thoughts unrelated to the product can easily creep in.

Measures of the cognitive properties of attitude, affective properties of attitude, and overall product attitude used a semantic differential scale (1 to 7) with endpoints of cognitive adjectives, affective adjectives, and general evaluative terms for the cognitive scale, the affective scale, and the product attitude scale respectively. Since the structural characteristics of the measures (for example, the response format of the measures) can be confounded[A15][A16] with the construct being measured, similar ~~responses~~ response formats were ~~preferable~~ preferred to tease out the affective and cognitive properties constituting the overall product attitudes (Crites, Jr., Fabrigar, & Petty, 1984).

Operationalization of these variables ~~took~~ followed Crites, Jr., Fabrigrar, & Petty's (1984), Edelland Burke's (1987) and Trafimow and Sheeran's (1998) work as follows. The cognitive scale word pairs were: ineffective/effective, unbelievable/believable, and useless/useful. The affective properties of attitude used were: not excited/excited, not inspired/inspired, not enjoyable/enjoyable. The affective scales required the subject to: "attend to the feelings that you have towards the product and indicate how the product makes you feel." Whereas for measuring the overall product attitude, the assessment used three pairs of very general evaluative terms that do not describe affective states or traits of the object's attitude ~~objects~~. ~~Participants~~ The participants were presented with~~responded to~~ the stem "Having considered your thoughts and feelings ~~towards~~ toward the product, what is your overall rating for the product?" They responded by circling one of the ~~one~~ 1 to ~~seven~~ 7 numbers with endpoints labeled bad/good, dislikeable/likeable, and pleasant/unpleasant.

Although this study proposes that the nature of the product (hedonic or utilitarian) and situational factors (that is, ~~ad~~ the adverts execution) can influence imagination elicitation, we recognize that the tendency to imagine varies amongst individuals. Although such a difference is not an innate ~~characteristics~~characteristic, Swanson (1978) ~~contends~~ contended that

corresponding with the environment/education in which an individual in nurtured, some individuals are more open to imagining experiences. Therefore, this study held the tendency to imagine as a covariate when measuring the elicitation of the four imagination types. Tendency to imagine was measured by adopting Swanson's (1978) absorbing experience scale.

Control Variables

The control variables were measured to rule out other explanations, besides the manipulated variables, accounting for the subjects' responses ~~towards~~ toward the stimulus materials. This study identified two variables – that is, ~~ad~~ advert attitude and product involvement, which can confound the dependent variables' measures. Past research indicates that ~~ad~~ advert attitude influences product attitude (Mitchell & Olson, 1981). Therefore, this study checked the ~~ads'~~ adverts' equality in favorability[A17][A18]. Measures for ~~ad~~ the advert attitude were adopted from those of Edell and Burke (1987). As well, given that past research suggests that product involvement influences the types of ~~info~~ information processing (Petty & Cacioppo, 1986), this confound[A19] check was to ensure that differences in product involvement level ~~was~~ were not the factor which ~~explaining~~ explained the subjects' affective and cognitive properties of attitude. Measures for product involvement ~~was~~ were adopted from the Personal Involvement Inventory (PII) scale (Zaichkowsky, 1985).

Manipulation Check

To verify that significant differences in the perceptions of ~~ads'~~ the adverts' abstractness existed, this study included three measures of ~~ad~~ advert abstractness. These measures stem from the abstract/concrete picture characteristics implied in Lindaeur's research (1983). As part of the overall evaluation ~~on~~ of the ~~ads~~adverts, the participants rated the ~~ads'~~ adverts' abstractness on a 1 to~~–~~ 7 scale anchored by concrete/abstract (reverse coded), difficult to visualize/easy to visualize, and not lifelike/lifelike.

RESULTS AND DISCUSSION

Control and Manipulation Check Items

The ANOVA results (see Table 1) showed that hedonic ~~product~~ products' ~~ads~~ advertising vs utilitarian ~~product~~ products' ~~ads~~ advertising were perceived equal in ~~ad~~ advertisement attitude and involvement. As well, the ~~subjects~~ subjects' perceptions of the abstract vs concrete ~~ads~~ adverts were equal in terms of the ~~ad~~ adverts attitude and involvement.

As a manipulation check, the subjects' perceptions of the ~~ads'~~ adverts concreteness were measured. Results verified that the abstract vs concrete ~~ads~~ adverts were perceived as intended. As shown in Table 1, the concrete adverts~~ads~~ concreteness score was significantly different from that of the abstract adverts~~ads~~.

Dependent Variables

The two hypotheses proposed are ~~on~~ about the main effect of hedonic vs utilitarian product types and ~~on~~ the main effect of abstract vs concrete ~~ad~~ advertising execution. The hypotheses were tested using a 2x2 analysis of covariance with the tendency to imagine as a covariate ~~in~~ for measuring the elicitation of the four imagination types, and product attitude as a covariate ~~in~~ for measuring the ~~affect~~effect-based and cognition-based ~~attitude~~attitudes. Tendency to imagine was held as a covariate to ascertain that individuals' differences were not the source of different levels of imagination elicitation. The researcher also treated product attitude as a covariate since the present study examines the cognitive and ~~affective~~ effective component of attitude. While product attitude may involve cognitive and ~~affective~~ effective components in a variety of combination (Edwards, 1990; Zajonc, 1980), the present study is interested in measuring the cognitive vis-à-vis ~~affective~~ the effective basis of attitude, but not the overall attitude (which may vary between individuals).

Insert Table 1 here

Hypotheses 1a to 1f ~~examine~~ examined the effects of hedonic vs utilitarian products on imagination elicitation. These hypotheses also ~~serve~~ served as an assessment for the imagination scale's (Dewi & Ang, 2015) nomological validity, where hedonic products, compared to utilitarian ~~product~~products, are expected to generally generate more imagination since an evaluation of hedonic products ~~involve~~ involves imagination and ~~affect~~ effect (Babin *et al.*, 1994; Batra & Ahtola, 1990; Chandon *et al.*, 1998; Hirschman & Holbrook, 1982; Holbrook & Hirschman, 1982; Kempf, 1999; Mano & Oliver, 1993; Spangenberg *et al.*, 1997).

Hypotheses 2a to 2f pertain to the examination of the effects of concrete vs abstract ~~ad~~ adverts execution, where the latter ~~ad~~ advert execution ~~is~~ was predicted to generally elicit more imagination. Stemming from Lindaeur's (1983) contention that abstract stimuli will elicit more

imagination, these hypotheses serve as a nomological validity check for the imagination scale as well as an attempt to examine the distinction of imagination from imagery.

Effects of Product Type

Hypotheses 1a and 1b ~~propose~~ proposed the main effect of hedonic vs utilitarian products, where hedonic products ~~are~~ were hypothesized to evoke more benefit-anticipatory imagination, more emotional-bonding imagination, more symbolic imagination, and more mind-wandering imagination. ~~Attitude~~ People's attitudes towards hedonic products, compared with utilitarian products, ~~are~~ were also predicted to be less ~~cognition~~ cognitive but more ~~affect~~effect-based.

As shown in Table 2, measures of the dependent variables showed a significant main effect for different product types. Hedonic products vs utilitarian products generated significant differences in terms of benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, and mind-wandering imagination. Significant differences were also found in terms of the cognition-based attitude and ~~affect~~effect-based attitude. Accordingly, the empirical findings supported Hypotheses 1a to 1f.

Effects of ~~Ad~~ Advertising Execution

The nature of stimuli is argued as one aspect to distinguish imagination vis-à-vis imagery. That is, while concrete stimuli are conducive for imagery elicitation (Alesandrini & Sheikh, 1983), the researcher proposes that less concrete stimuli facilitate imagination elicitation (Lindaeur, 1983).

Therefore, we first ~~examine~~ examined the relationship between abstract and concrete ~~ads~~ adverts and elicitation of the four types of imagination. Based on the contention that less concreteness (or more abstractness) provides more "freedom" to interpret, we ~~expect~~ expected that the four types of imagination and the concreteness of stimuli would demonstrate a negative relationship. That is, less concrete stimuli elicit more imagination.

Secondly, we ~~test~~ tested Hypotheses 2a to 2f which ~~are~~ were based on the prediction that concrete ~~ads~~ adverts vs abstract adverts~~ads~~ generate more emotional-bonding imagination, symbolic imagination, mind-wandering imagination, less cognition but more ~~affect~~effect-based attitude. However, we ~~propose~~ proposed that the effect of concrete vs ~~ad~~ advert execution on

benefit-anticipatory imagination ~~is~~ would be different. That is, both elicit a similar level of this imagination type.

Insert Table 2 here

For testing the first contention on the negative relation between concreteness of ~~ad~~ advert execution and imagination elicitation, we constructed a path model testing the relationship between the variables (see Figure 1). Such a model showed an adequate model fit of 0.941 (GFI), 0.963 (NFI), 0.965 (CFI), chi-square value = 114.042, and p = 0.007.

Insert Figure 1 here

Table 3a depicts the results of the test suggesting the negative significant relationships between the four types of imagination and the concreteness of stimulus. This confirms the hypothesis that imagination is elicited in a situation, or by stimuli which induce freedom to interpret, but does not induce an analytical mind-set (Hamlyn, 1994; Lindaeur, 1983). Further, we provide more evidence that imagination differs from imagery, in that the latter requires concrete stimuli for its elicitation (Alesandrini & Sheikh, 1983), whereas the later[A20] does not.

Meanwhile, comparing the effects of abstract ~~ads~~ advertising vis-à-vis concrete ~~ads~~adverts, we ~~predict~~ predicted that abstract adverts would~~ads~~ elicit a similar level of benefit-anticipatory imagination to concrete adverts~~ads~~, but more emotional-bonding imagination, symbolic imagination, mind-wandering imagination, less cognition-based attitude, and more ~~affect~~effect-based attitude. Table 3b depicts the results of such hypotheses testing.

Insert Table 3a here

Insert Table 3b here

The results showed that the entire Hypotheses 2 on the effects of abstract adverts~~ads~~ vs concrete adverts~~ads~~ was supported. Hypothesis 2a which ~~predicts~~ predicted an insignificant difference in the elicitation of benefit-anticipatory imagination was supported by the data. Table 3b also shows that abstract adverts~~ads~~ versus concrete adverts~~ads~~ generated significant differences in the elicitation of emotional-bonding imagination, symbolic imagination, mind-wandering imagination, cognition-based attitude, and ~~affect~~effect-based attitude. Accordingly, Hypotheses 2a to 2f were supported.

CONCLUSION AND LIMITATION

This study provided empirical evidence for the imagination scale developed by Dewi and Ang (2015). In the context of hedonic and utilitarian products, the scale behaved as expected in which hedonic vis-à-vis utilitarian products evoke more imagination (Hirschman & Holbrook, 1982; Holbrook & Hirschman, 1982; Spangenberg *et al.*, 1997). Empirical evidence also accounts for the hedonic vs utilitarian product evaluation, which ~~affects~~ causes attitude formation to be more ~~affect~~effect-based or more cognition-based.

This study also provides empirical support for the contention that imagination is facilitated by ~~limited~~ limiting the~~of~~ stimuli and less concrete stimuli, which induce more freedom for interpretation (Lindaeur, 1983). Negative relationships were found between the concreteness of stimuli and the four imagination types.

However, the hypotheses formulated in this study do not deal with the combined effects of product type and ~~ad~~ advertising execution. Further study ~~on~~ into the interaction effects of these two factors on the elicitation of the four types of imagination will provide evidence ~~on~~ of the more salient factor ~~in~~ influencing consumers' processing. Consumers have a relatively definite schema pertaining to how a product is evaluated (Edell & Staelin, 1983; Meyers-Levy & Tybout, 1989). Holbrook and Moore (1981) argued that verbal stimuli (and also visual appeals) will be processed depending on the consumers' evaluative judgments ~~on~~ about the product. That is, consumers' existing schema about a certain product will firstly determine their product perception. Then consumers will process ~~ad~~ advertising stimuli to come up with a product evaluation. As a product can be more hedonic or utilitarian in nature, the consumers' evaluative judgement depends primarily on the product's hedonic or utilitarian values. Each will evoke different information processing strategies, where the first involves a highly subjective evaluation (for example, pertaining to the symbolic values of the product) and the latter involves objective criteria. Although the use of abstract or concrete ~~ad~~ advertising stimuli will serve as cues for the consumers to respond to the stimuli in certain ways (Burton & Lichtenstein, 1988; Edell & Staelin, 1983), it is a less salient factor compared to the product type. Still, the interaction effects of these two factors in eliciting each of the imagination types would be an intriguing future research agenda.

Further, this study has not tested a link between imagination elicitation and purchase intention. Such a link is worth ~~noted~~ noting since purchase intention can be ~~a~~ the proxy to a real purchase (Hoch & Ha, 1986). ~~A research~~ Research ~~on~~ into the relationship between purchase intention and imagination would also provide further nomological validity ~~of~~ for the imagination scale since imagination is defined as ~~making-believe~~make-believe activity which is future-oriented (Dewi & Ang, 2015).

Last but not least, there should be further nomological testing as well as application studies undertaken ~~by~~ to ~~examining~~ examine various ~~ad~~ advertising execution strategies and their comparative effectiveness at~~in~~ eliciting imagination. The potential advertising~~ad~~ execution strategies to be studied are the transformational versus informational, conclusion versus non-conclusion, and expected versus unexpected ~~ads~~adverts.

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TABLES AND FIGURES

Table 1
Manipulation Check Items: Cell Means and ANOVA Results

	Cell Means		ANOVA Results
	Product Type	**Ad Execution**	

	Hedonic Product Ads	Utilitarian Product Ads	Abstract Ads	Concrete Ads	Product Type F_{score}	Ad Execution F_{score}
Ad Attitude	4.31	4.36	4.37	4.33	0.087	0.133
Involvement	4.33	4.38	4.30	4.43	0.113	0.616
Ad Concreteness	-	-	2.55	4.58	-	193.44***

Note: *** = significant at the 0.01 level

Table 2
Product Type Effects: Cell Means and ANCOVA Results

	Cell Means		ANCOVA Results		
	Product Type				
	Hedonic Product Ads	Utilitarian Product Ads	Product Type F_{score}	Covariates	
				Product Attitude	Tendency to Imagine
Benefit-anticipatory Imagination	4.21	3.77	6.65**	-	0.079
Emotional-bonding Imagination	4.36	3.99	5.98**	-	0.008
Symbolic Imagination	5.00	3.41	126.17***	-	4.64
Mind-wandering Imagination	4.60	3.89	58.61***	-	5.65
Cognition	3.50	4.40	47.59***	0.064	-
~~Affect~~Effect	4.58	4.14	9.80***	0.380	-

Note: ** = significant at the 0.05 level; ***= significant at the 0.01 level

Figure 1. Imagination types and concreteness of stimuli

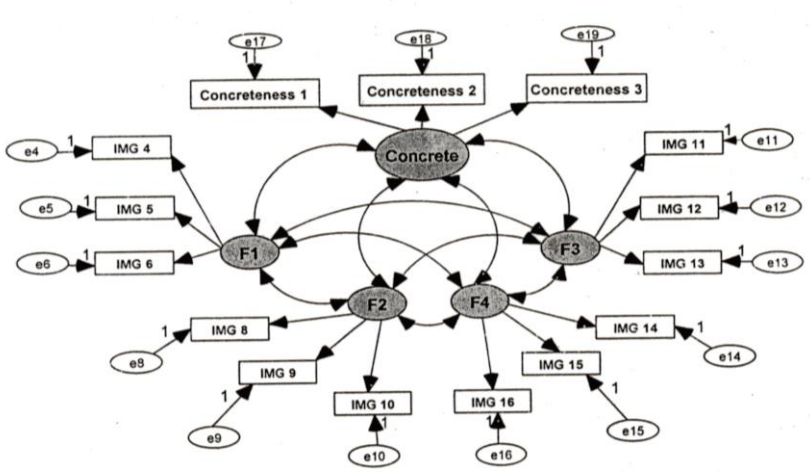


Table 3a
Covariances Between Imagination Types and Concreteness of Stimuli

Pairs of Variables	Covariances
Benefit-anticipatory Imagination	-0.338***
Emotional-bonding Imagination	-0.267***
Symbolic Imagination	-0.511***

Mind-wandering Imagination	-0.250***

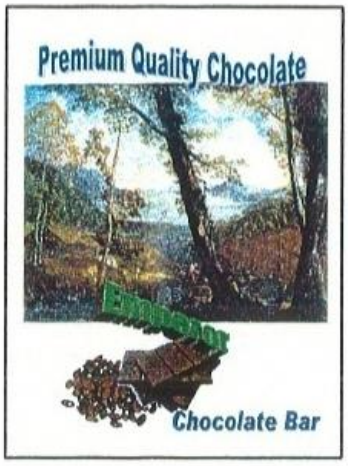
Note: ** = significant at the 0.05 level; ***= significant at the 0.01 level

Table 3b
Ad Execution Effects: Cell Means and ANCOVA Results

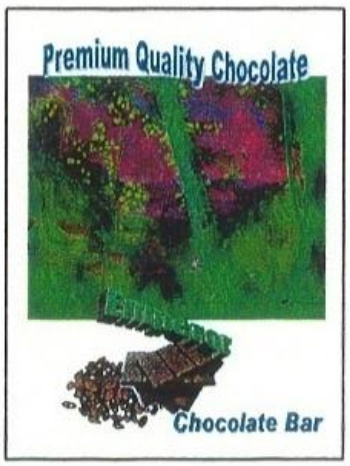
	Cell Means		ANCOVA Results		
	Ad Execution				
	Abstract Ads	Utilitarian Ads	Ad Execution *F* score	Covariates	
				Product Attitude	Tendency to Imagine
Benefit-anticipatory Imagination	4.05	3.93	0.446	-	0.079
Emotional-bonding Imagination	4.36	3.98	5.82**	-	0.008
Symbolic Imagination	4.50	3.91	17.68***	-	4.64**
Mind-wandering Imagination	4.26	3.83	8.55***	-	5.65**
Cognition	3.77	4.12	6.97***	0.064	-
~~Affect~~Effect	4.89	3.82	59.52***	0.380	-

Note: ** = significant at the 0.05 level; ***= significant at the 0.01 level

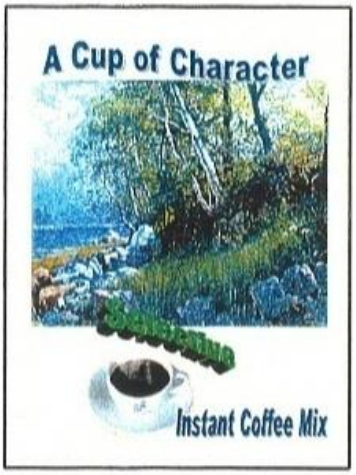
STIMULUS MATERIALS

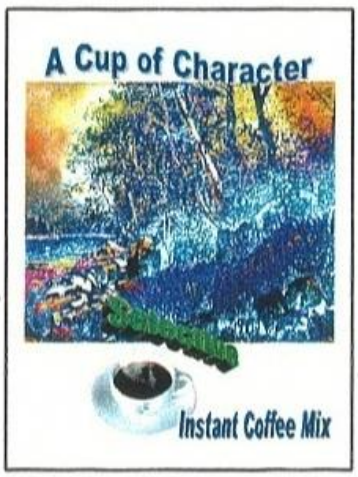


1. **Scenario #1**

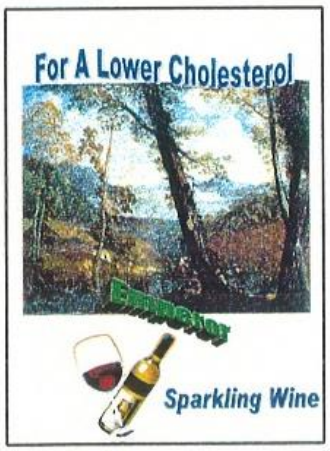


2. **Scenario #2**

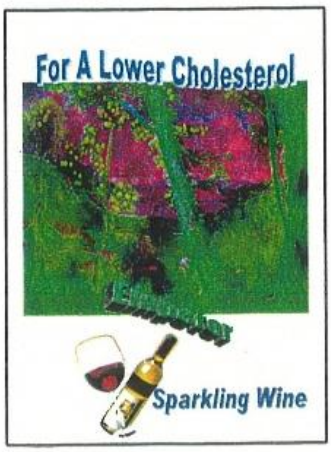




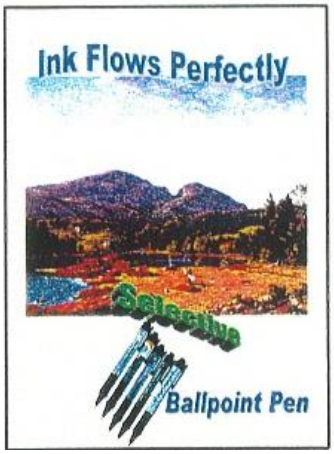
3. **Scenario #3**



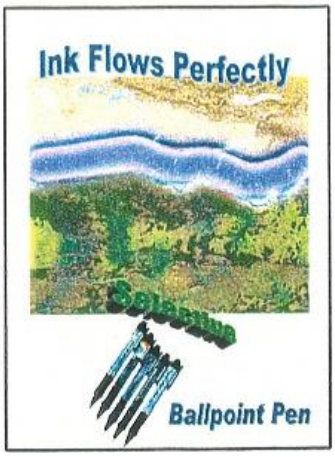
4. **Scenario #4**



5. Scenario #5



6. Scenario #6



7. Scenario #7 **8. Scenario #8**

SCENARIOS

	Scenario	Type of Product	Ad execution
1.	Scenario #1 (Product Set #1)	Hedonic	Concrete
2.	Scenario #2 (Product Set #1)	Hedonic	Abstract
3.	Scenario #3 (Product Set #1)	Utilitarian	Concrete
4.	Scenario #4 (Product Set #1)	Utlitarian	Abstract
5.	Scenario #5 (Product Set #2)	Hedonic	Concrete
6.	Scenario #6 (Product Set #2)	Hedonic	Abstract
7.	Scenario #7 (Product Set #2)	Utilitarian	Concrete
8	Scenario #8 (Product Set #2)	Utilitarian	Abstract

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Assessing the Imagination Scale's Nomological Validity: ~~Effects~~ Effect of Hedonic versus Utilitarian Product ~~Type~~ Types and Abstract versus Concrete ~~Ad~~ Advertising Execution

ABSTRACT

This research builds on ~~a~~ the study of an advertisement-evoked imagination scale developed by Dewi and Ang (2015). The imagination scale contains four types of imagination, that is, benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, and mind-wandering imagination. In this paper, the proposed constructs of the imagination types are related to other relevant constructs that already ~~existing~~ exist in the marketing literature. The purpose of this research is twofold. First, it establishes the nomological validity of the imagination measures by placing it in the context of hedonic-utilitarian concepts proposed by Holbrook and Hirschman (1983). Second, the research empirically studies the effect of a situational factor, ~~that~~ which is concrete versus abstract advertisement execution, on imagination elicitation. The study is an experiment which employs a mixed factor design involving eight sub-groups of participants. ~~Results~~ The results of the research demonstrate the nomological validity of the imagination scale where the four types of imagination were elicited in response to a hedonic/utilitarian product depicted in the advertisement~~ad~~ and situational factors (~~that is~~which are~~,~~ abstract versus concrete advertisements~~ads~~).

Keywords: ~~*Imagination*~~*imagination*, *hedonic*, *utilitarian*, *abstract advertisement*~~*ad*~~ *execution.*

JEL CLASSIFICATION: M3

INTRODUCTION

The ~~Marketing~~ marketing field's ~~interests~~ interests in the measurement of subjective ~~experience~~ experiences (e.g., Unger and Kernan, 1983) in particular, as well as the complex responses of consumers ~~towards~~ toward [A1]advertising or other marketing stimuli (e.g., Edell and Burke, 1987; Hirschman and Holbrook, 1982) have been lacking ~~of~~ in their conceptualization and the measurement of imagination. Imagination has ~~been~~ oftentimes been interpreted interchangibly with imagery and discussed in the domain of cognitive or even clinical pyschology (Leopod and Mayer, 2014; Peason et al., 2015). While scholars have attempted to also conceptualize imagination (Abraham, 2016; Phillips, 2017, Rebecca & Molesworth, 2017; Thomas, 2014), the measurement of imagination, as a ~~responses~~ response to marketing stimuli and its one empirical validation, have posed a challenge to marketing scholars. With much advertising expenditure being wasted ~~in~~ on ineffective campaigns

(Abraham and Lodish, 1990), advertisers should be concerned with the complex relationships which exist between consumers and ~~-~~advertisements or other marketing stimuli.

A study ~~of~~ by Dewi and Ang (2015) ~~has~~ proposed the concept of imagination, identified the four ~~contents~~ components of~~in~~ imagination, and developed the communication-evoked imagination scale. Imagination was proposed as an absorptive, transcendental, and future-oriented subjective experience. ~~The~~ Their study ~~has~~ also offered empirical findings which supported the existence of the four types of imagination derived from the various components~~contents~~ of imaginative experience. Benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, and mind-wandering imagination were present as responses to a variety of advertisements~~ads~~ depicting various products. The invariant factorial ~~structure~~ structural analysis and the multitrait-multimethod procedure demonstrated that such a categorization of imagination qualifies as more than tentative, in which there was no systematic bias caused by different product types.

Those proposed constructs of four imagination types, and the developed imagination scale by Dewi and Ang (2015), need to be assessed in terms of their nomological validity. Therefore, this present research ~~relate~~ related imagination to other relevant constructs ~~existing~~ in the marketing literature. In doing so, this present research ~~reviews~~ reviewed and ~~adopts~~adopted the literature surrounding hedonic-utilitarian concepts (Babin, Darden, & Griffin, 1994; Batra & Ahtola, 1990; Chandon, Wansink, & Laurent, 1998; Hirschman& Hoolbrook, 1982; Holbrook& Hirschman, 1982; Kempf, 1999; Mano & Oliver, 1993; Spangenberg, Voss, & Crowley, 1997), imagination (Lindaeur, 1983; Giorgi, 1987) and ~~affect~~ effect versus cognition in the structure of attitudes (Breckler, 1984; Breckler & Wiggins, 1989; Zajonc, 1989).

Hoolbrook and Hirschman's (1982) hedonic-utilitarian concept ~~suggests~~ suggested a meaningful relationship between hedonic ~~product~~ products and imagination. They contend that evaluating a hedonic product involves feeling, fun, and fantasy.[1] This present study elaborates such concepts and identifies ~~a~~ the role of imagination in evaluating a product's

[1]The term "fantasy" has a somewhat negative connotation. In differentiating and contrasting the concept of fantasy with that of imagination, Lynch (1974, cited in Giorgi, 1987) states that fantasy is a failure of imagination. Freud (1907, cited in Singer, 1975) states that "*happy people do not make fantasies, only unsatisfied do.*" Fantasy is often used in associations with ~~speculations~~ speculation about unconscious or subconscious processes (Sutherland, 1974). Even though frequently "fantasy" is used interchangeably with "imagination", this present study prefers not to confuse these two terms and therefore to use "imagination" in the whole study.

hedonic dimension. Such an evaluation goes beyond its functional benefits. For instance, imagination's transcendental quality facilitates ~~a~~ the construction of a symbolic meaning ~~of~~ for a product. However, the role of imagination decreases in the more-cognitive-involving utilitarian information processing. This study compares imagination elicitation in hedonic [A2]vis-à-vis utilitarian information processing to empirically assess the relationship between imagination and hedonic concepts.

The present research takes the views that imagination is a conscious processing (Giorgi, 1987; Singer, 1975) and that an individual can be induced to engage in processing~~a~~ certain information ~~processing~~ (Alesandrini& Sheikh, 1983). Therefore, an attempt is ~~taken~~ made to identify ~~a~~ the type of stimuli which ~~induces~~ induce imagination elicitation. On such a stimulus type, this present study argues that imagination is induced and facilitated when external stimuli are reduced (Antrobus, Singer, & Greenberg, 1966) as well as when freedom ~~for~~ to ~~interpreting~~ interpret the stimuli is given (Lindaeur, 1983). In other words, "incomplete information" is conducive for imagination elicitation. This present study proposes abstract vs concrete advertising~~ad~~ execution as another means to examine the imagination scale's construct validity and nomological validity. This is based on Lindaeur's (1983) study ~~on~~ of imagination in the context of abstract vs concrete paintings. While~~,~~ more concrete advertising~~ads~~ will elicit more imagination (Alesandrini& Sheikh, 1983), the effects of abstract vs concrete advertising~~ad~~ execution on imagination will provide insights to compare imagination vis-à-vis imagery. As argued by Dewi and Ang (2015), conceptually imagination differs from imagery and the difference should be implied in one important aspect pertaining to the nature of the stimuli (abstract or concrete) which is conducive for their elicitation.

Therefore, the purpose of this study is ~~twofolds~~twofold. First, it establishes the nomological validity of the imagination measures developed by Dewi and Ang (2015) by placing it in the context of the hedonic-utilitarian concepts proposed by Holbrook and Hirschman (1982). It would also extend the studies surrounding hedonic-utilitarian concepts. This present research builds on Kempf's (1999) and Mano and Oliver's (1993) studies ~~on~~ into the relationships between hedonic (utilitarian) product ~~evaluation~~ evaluations and ~~affective~~ effective (cognitive) responses by empirically examining imagination's role in hedonic vs utilitarian product ~~evaluation~~evaluations. Second, this research studies the effect of a situational factor, ~~that~~ which is concrete vs abstract execution, on ~~imagination~~ imagination's elicitation.

LITERATURE REVIEWAND HYPOTHESES

Hedonic Dimension and Utilitarian Dimension

The categorization of product attributes into hedonic and utilitarian is insightful as it captures the cognitive-affective and thinking-feeling of the information. Holbrook and Hirschman (1982) proposed the hedonic dimension of consumption as "experiential" consumption. It enlarges the concept of ~~affect~~ effect which captures only valenced feeling states of like or dislike ~~of~~ for a product (Babin *et al.*, 1994; Batra & Ahtola, 1990; Hirschman & Holbrook, 1982; Spangenberg *et al.*, 1997).

~~Affect~~ Effect plays an important role in evaluating a product's hedonic dimension. Involving feelings, fun, and fantasy (Hirschman& Holbrook, 1982; Holbrook & Hirschman, 1982), hedonic information processing deals with emotive responses and pursues the fulfillment of desires (Holbrook & Hirschman, 1982). It involves the basic motivation of a human being to have pleasure, fun, amusement, and enjoyment (Orbach, 1995) which become the criteria for the evaluation of a product ~~evaluation~~. Therefore, in an overall evaluation, hedonic information processing requires sensation, fantasy, imagination, emotional arousal, pleasure, and symbolic meanings (Holbrook & Hirschman, 1982). These are likely to be found in the intrinsic values or intangible attributes of a product.

The utilitarian dimension is evaluated based on a rational consideration. It pertains to the functional or instrumental benefits of the product (Babin *et al.*, 1994; Batra & Ahtola, 1990; Hirschman & Holbrook, 1992; Spangenberg *et al.*, 1997). Utilitarian processing corresponds to secondary process thinking which reflects the way mental processes function as a result of taking into account "the consequences of action" (Holbrook & Hirschman, 1982). ~~In~~ With normal shopping behavior, the utilitarian shopping experience is illustrated as task-related and rational. A product is purchased in a deliberate and efficient manner (Babin *et al.*, 1994), and valued for its utility-maximizing function. Product evaluation tends to be based on the product's tangible benefits and its objective features, such as calories (in food), fluoride (in toothpaste), and miles per gallon (in ~~gas~~gasoline[A3]; Holbrook & Hirschman, 1982). Thus, a product's tangible benefits serve as the primary determinants of product quality (Hirschman & Holbrook, 1982). In contrast to the hedonic dimension which deals with product symbolism, the utilitarian dimension views products as objective entities. It is inferred therefore that utilitarian information processing requires cognitive efforts involving rational considerations of a product's functional performance.

A product carries both hedonic and utilitarian dimensions in varying degrees. Consumer choices can be based more dominantly on one dimension over ~~the other~~another (Dhar& Wertenbroch, 2000). In evaluating a product, consumers can take either the hedonic dimension or utilitarian dimension as the main criterion. For example, in evaluating sport shoes, a consumer can take the hedonic dimension as his/her main consideration. In which case, s/he sees the shoes as fulfilling his/her inner ~~desires~~ desire to be an athlete. If the utilitarian dimension is more dominant, then s/he will consider the shoes' durability.

Such a scenario depicts a product's hedonic and utilitarian dimensions in relation to the way a consumer evaluates a product. When the hedonic (utilitarian) dimension becomes the dominant criterion, a consumer is engaged in hedonic (utilitarian) information processing. The use of the terms "hedonic and utilitarian information" processing refers to the product evaluation process where a consumer chooses product features that become their primary basis in making a purchase decision and then he/she evaluates them.

When a product's hedonic dimension is dominant, a consumer turns inward and seeks "information" sourced from his/her inner desires and imagination. S/he also responds to imagination-eliciting stimuli and evokes affective reactions and imagination. In contrast, when the utilitarian dimension dominates a consumer's information processing, s/he will "logically" seek out information ~~on~~ about the ~~product~~ product's performance. In doing so, s/he elicits cognitive "efforts."

In this study, we examine the apparatuses – cognition, affect, and/or imagination – how they function under hedonic and utilitarian information processing. We are interested in the outcomes of hedonic/utilitarian information processing, but not the processes or ~~staffs~~ staff involved in information processing. This study pertains to the antecedents and consequences of information processing. The processing of the stimuli itself is therefore implicitly inferred. The antecedents of the information processing are the product type and ~~ad~~ advertising execution that induce consumers to engage in more ~~in~~ hedonic or utilitarian information processing.

Imagination in Hedonic Information Processing

Another distinctive characteristic of hedonic information processing vis-à-vis utilitarian information processing is the involvement of imagination. The degree of imagination involved in the information processing depends, to a large extent~~,~~ on the nature of ~~a~~ the

product dimension (hedonic or utilitarian) being evaluated. Evaluating a utilitarian dimension requires cognitive effort pertaining to the objective performance of a product, therefore utilitarian information processing contains little imagination. When evaluating the hedonic dimension, the hedonic ~~information~~ processing elicits information which ~~affect~~affects~~,~~ cognition~~,~~ as well as the imagination. Holbrook and Hirschman (1982) ascribed the meaning of hedonic consumption as being beyond an effect~~affect~~, by encompassing a steady flow of fantasies, feelings, and fun. [A4]This proposition indicates that there is more than ~~affect~~ an effect involved. Additional resources, such as imagination, are required.

Spangenberg *et al.* (1997) ~~suggest~~ suggested the importance of imagination in hedonic information processing. They contend that *"it is, therefore, possible that successful measurement of hedonic consumption may also help to gauge the extent to which such images are adopted by consumers."*~~.~~ It implies that imagination serves to facilitate hedonic consumption, but it is considered a latent construct. If a hedonic evaluation is made, imagination is activated.

A product's hedonic dimension deals with symbolic meaning and an imaginative construction of reality (Holbrook & Hirschman, 1982; Hirschman & Holbrook, 1982). These are beyond the tangible attributes of a product. Both tangible and intangible attributes serve as stimuli evoking cognitive and affective responses, upon which the perceptions of a product are formed. Yet, the perception remains as an impression if there ~~were~~ is no "bridge" ~~transforming~~to ~~–~~transform it into an abstract idea connected to the product. Although in affective reactions, stimuli are evaluated holistically, ~~it~~ they cannot create abstract ideas to "see" beyond a product's tangible attributes. In other words, ~~affect~~ effect is merely a passive "response" such as liking or disliking an object. Imagination is needed to "interpret" and "synthesize" the stimuli. In the words of Singer (1975), imagination functions to *"reproduce faces of persons, snatches of dialogue, or objects no longer immediately available to the primary senses and to reshape further the memories of these experiences into new and complex forms."*

To illustrate, when a consumer looks at a pair of Nike shoes, such an exposure leaves perceptions and impressions about ~~its~~ the shoes' features – ~~its~~ the color, sole thickness, style, and price. The exposure can also elicit feelings – happy, warmhearted, etc. – about the product. The processing of the objective and functional benefits involves cognitive

functioning; while the elicited feelings are affective reactions. To engage in imagination, a consumer detaches himself/herself and ~~takes~~ assumes a distance from the object. Then imagination calls upon his/her experience as a local athlete ~~and~~ who aspires to become a national athlete. In his/her imagination s/he can "see" himself/herself wearing sport shoes in an international basketball match. A pair of sport shoes then carries a subjective meaning and symbolizes one's wishes and desires. Therefore, imagination accompanies hedonic information processing. It serves as the resource utilized in evaluating a product. Therefore, hedonic information processing compared to utilitarian information processing involves greater imagination.

Affect and Cognition in Hedonic-Utilitarian Information Processing

The process of evaluating hedonic and utilitarian dimensions generates reactions which in turn influence people's ~~attitude~~ attitudes ~~towards~~ toward a product. The present study argues that ~~affect~~ the effect and cognition ~~exists~~ exist in hedonic and utilitarian information processing, but there is a dominance of one over the other in ~~a~~ one particular form of information processing.

It has been argued that the traditional view of purchase decision-making emphasizes rational behavior while overlooking the immediate affective responses that consumers may have ~~towards~~ toward a product (Holbrook & Hirschman, 1982). This view of immediate affective responses corresponds to Zajonc's (1980) proposition ~~on~~ of the primacy of ~~affect~~ effect in which consumers form attitudes without any awareness of the product's attributes. Affective reactions are crude responses which involve feelings and emotions, rather than thinking, and tend to be holistic – that is, they ~~do~~ are not ~~quite concern~~ concerned about the functional attributes of the products (Zajonc, 1980). Affective reactions are also spontaneous. Therefore, ~~affect~~ effect comes into play when there is hedonic information processing. Also, ~~affect~~ effect signifies the occurrence of hedonic information processing (Holbrook & Hirschman, 1982). Attitude ~~towards~~ toward a product, as a result of ~~a~~ hedonic information processing, will therefore be more ~~affect~~effect-based.

In contrast, utilitarian information processing deals with an evaluation on the functional benefits of a product (Holbrook & Hirschman, 1982). Such processing requires consumers to make conscious judgments when evaluating a product's attributes. It generates cognitive reactions (Mano & Oliver, 1993) such as the evaluation ~~on~~ of the attributes (Fishbein &

Azjen, 1975; Smith & Swinyard, 1982), like the price. These cognitive reactions signify a utilitarian information processing. Such information processing is more cognitive-based and therefore produces a more cognition-based attitude.

Relationships between hedonic information processing and affecteffect-based attitude, and between utilitarian information processing and cognition-based attitude have received empirical support. Mano and Oliver (1993) found that hedonic evaluation correlates with affectthe effect. They also suggest suggested that utilitarian information processing works along with the cognitive dimension of attitudes. In the context of a product product's trial context, Kempf (1999) argues argued that there is a relationship between affective/cognitive reactions and hedonic/utilitarian product evaluationevaluations. Evaluation The evaluation of a hedonic product requires more affective effective resources, while the evaluation of a utilitarian product requires more cognitive resources. She found that arousal was an important determinant of in trial evaluation evaluations offor hedonic products, but not for utilitarian products. Further, cognition – compared to affect effect – was more dominant in trial evaluations for utilitarian than hedonic products (Dewi & Ang, 2001).

Effects of Product Type and Ad Advert's Execution on the Elicitation of Different Type Types of Imagination

Based on the contention that imagination is a conscious processing (Giorgi, 1987; Singer, 1966) and that one can be induced to elicit certain kinds of responses (Edell & Staelin, 1983; Smith, 1993), we examine how ad advertising stimuli can influence the elicitation of the different types of imagination. As an ad adverts depicts depict different types of product products (that is, hedonic or utilitarian) and/or different types of executions (that is, abstract or concrete pictures), we argue that these different stimuli will have different implications on the elicitation of different types of imagination.

These two elements are chosen to address two issues. As elaborated earlier, products can naturally possess more hedonic or utilitarian attributes, where the former evokes more imagination. Hence, this serves as a nomological validity test for imagination imagination's scale (Dewi & Ang, 2015). Second, since situational factors (that is, elements of adsadverts) can also influence imagination elicitation, we examine the different effects of concrete vs abstract ad adverts execution on the elicitation of the four types of imagination types and the formation of attitudeattitudes.

Effects of Hedonic vs Utilitarian Product Type

One of the factors influencing imagination elicitation is the product type. ~~Product type~~This can induce consumers to engage in a particular type of processing because consumers have a relatively established schema about how each product should be evaluated (Edell & Staelin, 1983; Meyers-Levy & Tybout, 1989). In other words, consumers will have their set of criteria for a product which they expect the product to have and upon which they will base their evaluation of the product ~~evaluation~~. Meyers-Levy and Tybout (1989) ~~suggest~~ suggested that product type is the basic category ~~in~~ for the consumers' processing of a product. That is, in a ~~product~~ product's evaluation, consumers will first consider the product type and then look for ~~product~~ the product's attributes to confirm their ~~expectation~~expectations.

The two types of products – hedonic and utilitarian – examined in this study have characteristics which will induce the elicitation of different types of imagination. Hedonic products have a hedonic personality – they are more emotionally involving, inspired by more imagination, and strong in their symbolic values rather ~~that~~ than by~~in~~ their tangible features (Hirschman & Holbrook, 1982; Holbrook & Hirschman, 1982; Kempf, 1999). Hence, such a product evokes ~~processing~~ processes which ~~is~~ are more imagination and ~~affect~~effect-based. On the other hand, a utilitarian product will "lead" consumers to spend more effort to evaluate the functional benefits of the product and therefore, induces a cognition-based ~~processing~~process. For example, a product that sells its image more than its core or functional benefits, such as cosmetics ~~and~~ or ~~fragrance~~fragrances, is naturally more hedonic. Products~~,~~ whose functional benefits are not apparent, such as paintings or antiques, also possess hedonic properties.

A hedonic product, when compared to a utilitarian product, can elicit more benefit-anticipatory imagination. There are two aspects involved in this imagination type, that is, *as-if* activities and utilitarian-like imagination. One may argue that the minimum content of cognition involved in hedonic information processing will not lead to imagining the "consequences" in consuming the product. It is due to the motive ~~in~~ for consuming the product – for fun and enjoyment (Holbrook & Hirschman, 1982). On the other hand, a utilitarian product, which delivers more cognition-oriented benefits (Kempf, 1999) provides a sounder basis for the elicitation of benefit-anticipatory imagination, one should at first engage in an imaginative experience. As a utilitarian product by its nature induces an analytical

mindset, an evaluation of the product's functional benefits will inhibit a consumer in eliciting imagination. Consequently, utilitarian products will lead to a straight evaluation of the products, which does not involve ~~making believe~~make-believe activities. It is less likely that one will engage in *as-if* activities ~~of~~ by using the products ~~and~~ or a future projection of them if one were ~~using~~ to use the ~~product~~products. Hence, a hedonic product vis-à-vis a utilitarian product will generate more benefit-anticipatory imagination.

The effect of product type on emotional-bonding imagination is similar. Emotional-bonding imagination concerns the emotional content of a product. Therefore, as a hedonic product evokes ~~affect~~ an effect and emotions (Holbrook& Hirschman, 1982; Kempf, 1999), it is suggested that a hedonic product will evoke the elicitation of such emotional-bonding imagination. In contrast, a utilitarian product evokes more cognition rather than ~~affect~~effect;~~,~~ it will elicit less emotional-bonding imagination.

Besides containing emotions, a hedonic product "needs" consumers to imagine, in order to "appreciate" the product (Holbrook & Hirschman, 1982; Spangenberg, Voss, & Crowley, 1997). Imagination's capacity to transcend immediate stimulus objects and construct a meaning to a product suggests that a hedonic product can be enjoyed, particularly since a hedonic product's values lie mostly beyond the product's objective and functional performance. Therefore, a hedonic imagination will induce the elicitation of symbolic imagination. In contrast~~,~~ a utilitarian product "conditions' consumers to focus on its functional benefits, because ~~basically~~ its value lies ~~on~~ in its functional benefits" (Kempf, 1999). There is minimal incentive to "see" what lies beyond its functional or objective performance. Therefore, compared to a hedonic product, a utilitarian product elicits less symbolic imagination.

Yet~~,~~ the transcending ability of imagination can generate stimulus-independent thoughts (Singer, 1966). That is, one can drift away from the object and ~~his/her~~one's mind wanders around. As a hedonic product suggests ~~one~~ that you to look beyond its functional and objective performance, it induces mind-wandering imagination. Whereas, as a utilitarian product's evaluation is based more on its tangible attributes (Holbrook & Hirschman, 1982; Kempf, 1999), its evaluation will induce an analytical mind-set which is more occupying, which therefore reduces the tendency to let one's mind wander ~~-~~off.

The aforementioned reasoning that the product type can influence the elicitation of various types of imagination also applies to the product type's influence ~~in~~ on attitude formation. As a hedonic product elicits more ~~affect~~ effect (Kempf, 1999; Mano & Oliver, 1993) and imagination – which also contains emotion – in its evaluation, both imply that attitude towards a hedonic product will be more ~~affect~~effect-based rather than cognition-based. On the other hand, a utilitarian product which elicits more cognitive responses (Kempf, 1999; Mano & Oliver, 1993) and less imagination will lead to a cognition-based attitude rather than ~~affect~~an effect-based attitude.

Therefore, the effect of the ~~product~~ product's type on the elicitation of the various types of imagination, as well as the formation of attitude, is formally stated in Hypothesis 1.

Hypothesis 1: ~~Compared~~ compared to ~~ads~~ adverts for utilitarian products, ~~ads~~ those for hedonic products will generate:

a) more benefit-anticipatory imagination
b) more emotional-bonding imagination
c) more symbolic imagination
d) more mind-wandering imagination
e) less cognition-based attitude, and
f) ~~more~~ a greater ~~affect~~effect-based attitude.

Effects of ~~Ad~~ Advertising Executions: The Use of Abstract/Concrete Stimuli

The type of stimuli used in an ~~ad~~ advert can also influence the consumers' processing of the ~~ad~~advert. In particular, the use of pictures can influence the consumers' ~~ad~~ processing of the advertising, in that they can influence the consumers' inferences of the product (Smith, 1993) and alter the consumer's activity and structure while viewing the adverts~~ads~~ (Edell & Staelin, 1983; Janiszweski, 1990). This research proposes two types of stimuli – abstract and concrete pictures – that can have differential influences on imagination elicitation.

Compared to concrete stimuli, abstract stimuli tend to be more open ~~for~~ to interpretation (Lindaeur, 1983). Such a condition induces consumers to generate more imagination, for example, by creating *as-if* situations. However, these as-if thoughts can also distract consumers from imagining, in particular, the "costs and benefits" of using the product which requires more cognitive effort. If a stimulus tends to distract consumers from focusing on the product depicted by the ~~ad~~advert, then consumers' cognition plays a ~~lesser~~ less important

role. Such reasoning is based on Edell and Staelin's (1983) contention that if a consumer is distracted by an ~~ad~~ advert's stimulus, s/he will activate ~~less~~ from memory less~~any~~ stored information about the product being advertised. This results in a ~~less~~ smaller allocation of cognitive resources. Although the use of abstract stimuli induces imagination, the content of imagination will not pertain to a consideration of the product's "costs and benefits." Therefore, the use of abstract stimuli does not guarantee a significant difference in the elicitation of benefit-anticipatory imagination.

Yet, abstract stimuli in ~~ads~~ adverts can serve as "cues" for consumers by inducing them to engage in emotional-bonding imagination. This is based on the reasoning that abstract stimuli give more "freedom" to consumers to generate their own interpretations, where consumers can include their personally relevant information as well as create whatever they desire. This makes their emotional-bonding imagination more pronounced. Concrete stimuli, however, depict ready-made stimuli. These induce an analytical mind-set (Lindaeur, 1983) and provide less "room" for consumers to generate their own interpretations (Valkenburg & van der Voort, 1994). Both factors reduce the elicitation of emotional-bonding imagination in concrete stimuli.

A similar reasoning applies for the use of abstract or concrete stimuli in the elicitation of symbolic imagination. Compared to concrete stimuli, abstract stimuli induce more symbolic imagination based on two reasons. First, as it is more open for alternative interpretations (Lindaeur, 1983), consumers are not bound to the stimuli depicted by the ~~ad~~advert. Rather, they can develop their own interpretations depending on how they would like to see the stimuli. Second, an abstract stimulus induces some sense of distance and dissociative feelings (Lindaeur, 1983) because it does not quite represent an object as it is seen in the real world. Some distance and dissociative feelings provide a condition conducive for symbolic imagination elicitation, where one needs to transcend the objective stimuli and create ~~their~~ one's own interpretations of the product (Sartre, 1972). Therefore, the use of abstract stimuli in ~~ads~~ adverts will generate more symbolic imagination.

Abstract and concrete stimuli incur different implications ~~on~~ for the elicitation of mind-wandering imagination. Abstract stimuli – which depict less realistic images – provide a lack-of-concrete-focus condition (Algom & Lewin, 1981; Lindaeur, 1983) inducing consumers to drift away from the actual stimuli. In contrast, as a concrete product depicts realistic images,

they induce an analytical mind-set (Lindaeur, 1983) directing consumers to engage in a more concrete product evaluation. This activity is more occupying and therefore will reduce the tendency to wander-off (Singer, 1966).

The use of abstract stimuli will also affect attitude formation, that is, to be more ~~affect~~effect-based or cognition-based. As argued earlier, abstract stimuli are more open ~~for~~ to interpretation and give consumers~~a~~ the freedom ~~for consumers~~ to see the stimuli as they like. This will make the consumers' attitude more ~~affect~~effect-based. On the other hand, concrete stimuli induce an analytical mind-set which in turn makes the consumers' attitude more cognition-based. Based on the above lines of reasoning, we formulate Hypothesis 2.

Hypothesis 2: ~~Compared~~ compared to the use of concrete stimuli in ~~ads~~adverts, the use of abstract stimuli in ~~ads~~ them will generate:

a) a similar level of benefit-anticipatory imagination
b) more emotional-bonding imagination
c) more symbolic imagination
d) more mind-wandering imagination
e) less cognition-based attitude, and
f) ~~more~~ a greater ~~affect~~effect-based attitude.

RESEARCH METHOD

Design of the Study

~~The~~ This study employed a 2 (hedonic vs utilitarian product) x 2 (abstract vs concrete ~~ad~~ advertising execution) mixed-factor design. The two levels of the ~~product~~ product's type factor were designed as a within-subjects factor. Meanwhile, the two levels of the ~~ad~~ advertising execution factor were designed as a between-subjects factor. Each participant evaluated one set of products consisting of one hedonic product and one utilitarian product. There were two hedonic products (~~that is,~~ a chocolate bar and sparkling wine) and two utilitarian products (~~that is,~~ instant coffee mix and a ballpoint pen) included in the study. The 2-between-subjects ~~factor~~ factors ~~was~~ were the abstract or concrete ~~ad~~ adverts' execution. Since there were two product sets evaluated, there were eight groups involved in the study. The ~~Subjects~~ subjects were 120 undergraduate students. The ~~Participants~~ participants were randomly assigned to each of the eight between-group conditions.

Stimulus Materials

A booklet of ~~ads~~ adverts was presented to each participant. Following the experimental design, there were eight types of booklets containing two ~~ads~~ adverts for~~of~~ a set of two products. The order of presentation of ~~ads~~ the adverts in the booklet was randomized. These sixteen ~~ads~~ adverts, which acted as stimulus ~~materials~~ material, were generated from three pretests that were conducted. The pretests included tests ~~on~~ of products which had hedonic/utilitarian properties, ~~ad~~ advertising messages/copies which served as hedonic/utilitarian[A5], and pictures in the ~~ad~~ adverts which were concrete/abstract[A6]. ~~There were two~~ Two aspects of the ~~ads~~ adverts were manipulated, ~~that is,~~which were the product type (within subject) and the advertisings'~~ad~~ execution (between subjects). While the brand name was specific for each product, the other aspects of the ~~ads~~adverts, such as the position of the pictures and the font sizes, were kept constant across ~~ads~~the adverts. Each ~~ad~~ advert was printed ~~with~~ in full color on A4-size ~~papers~~paper. The two ~~ads~~ adverts in each group were compiled and presented in a booklet.

Dependent Variables and Covariates

For testing the ~~hypothesis~~hypotheses ~~testing~~, the dependent variables ~~included~~ were: benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, mind-wandering imagination, the affective properties of attitude, the cognitive properties of attitude, and the purchase intention. There were also covariates included, ~~that is,~~which were the overall product attitude (in the measurement of the affective and cognitive properties of attitude) and the tendency to imagination (in the measurement of imagination elicitation).

Measures of the four ~~type~~ types of imagination were based on the imagination scale developed by Dewi and Ang (2015). Participants were asked to respond to statements measuring the four types of imagination. Possible responses ranged from 1 (disagree) to 7 (agree).

Measures of benefit-anticipatory imagination included three items ~~of~~which were: 1) The ~~ad~~ advert induces me to imagine how I would think about myself if I were using the product.~~,~~ 2) Looking at the ~~ad~~advert, I can imagine how the product ~~can~~ would fit my lifestyle.~~,~~ 3) The ~~ad~~ advert makes me imagine the things I can achieve if I use the product. Measures of emotional-bonding imagination consisted of three statements which were~~of~~: 1) The advert~~ad~~ reminds me of ~~any~~ experienc~~e~~es or feelings I've had in my own life.~~,~~ 2) I think the advert~~ad~~

somehow inspires me to try out alternative ways to express myself with the product.~~,~~ 3) It is hard to give the specific reason but I think the product is for me. Symbolic imagination was measured using a scale consisting of three items as follows: 1) I feel the advert~~ad~~ conveys that the product ~~that the product~~ has benefits other than those I usually think of.~~,~~ 2) The ~~ad~~ advert suggests that the product symbolizes alternative ways of seeing and behaving.~~,~~ 3) The ~~ad~~ advert induces me to think that there is an underlying value ~~of~~ to the product which cannot be judged based only on its functional benefits. Measures of mind-wandering imagination consisted of three statements as follows: 1) When I look at the ~~ad~~advert, I can dissociate myself and think of ~~the~~ meanings ~~of~~ for the ~~products~~ product other than those stated in the ~~ad~~advert.~~,~~ 2) The ~~ad~~ advert does not seem to be speaking to me directly. ~~to me,~~ 3) When I look at the ~~ad~~advert, thoughts unrelated to the product can easily creep in.

Measures of the cognitive properties of attitude, affective properties of attitude, and overall product attitude used a semantic differential scale (1 to 7) with endpoints of cognitive adjectives, affective adjectives, and general evaluative terms for the cognitive scale, the affective scale, and the product attitude scale respectively. Since the structural characteristics of the measures (for example, the response format of the measures) can be confounded[A7] with the construct being measured, similar ~~responses~~ response formats were ~~preferable~~ preferred to tease out the affective and cognitive properties constituting the overall product attitudes (Crites, Jr., Fabrigar, & Petty, 1984).

Operationalization of these variables ~~took~~ followed Crites, Jr., Fabrigrar, & Petty's (1984), Edelland Burke's (1987) and Trafimow and Sheeran's (1998) work as follows. The cognitive scale word pairs were: ineffective/effective, unbelievable/believable, and useless/useful. The affective properties of attitude used were: not excited/excited, not inspired/inspired, not enjoyable/enjoyable. The affective scales required the subject to: "attend to the feelings that you have towards the product and indicate how the product makes you feel." Whereas for measuring the overall product attitude, the assessment used three pairs of very general evaluative terms that do not describe affective states or traits of the object's attitude ~~objects~~. ~~Participants~~ The participants were presented with~~responded to~~ the stem "Having considered your thoughts and feelings ~~towards~~ toward the product, what is your overall rating for the product?" They responded by circling one of the ~~one~~ 1 to ~~seven~~ 7 numbers with endpoints labeled bad/good, dislikeable/likeable, and pleasant/unpleasant.

Although this study proposes that the nature of the product (hedonic or utilitarian) and situational factors (that is, ~~ad~~ the adverts execution) can influence imagination elicitation, we recognize that the tendency to imagine varies amongst individuals. Although such a difference is not an innate ~~characteristics~~characteristic, Swanson (1978) ~~contends~~ contended that corresponding with the environment/education in which an individual in nurtured, some individuals are more open to imagining experiences. Therefore, this study held the tendency to imagine as a covariate when measuring the elicitation of the four imagination types. Tendency to imagine was measured by adopting Swanson's (1978) absorbing experience scale.

Control Variables

The control variables were measured to rule out other explanations, besides the manipulated variables, accounting for the subjects' responses ~~towards~~ toward the stimulus materials. This study identified two variables – that is, ~~ad~~ advert attitude and product involvement, which can confound the dependent variables' measures. Past research indicates that ~~ad~~ advert attitude influences product attitude (Mitchell & Olson, 1981). Therefore, this study checked the ~~ads'~~ adverts' equality in favorability[A8]. Measures for ~~ad~~ the advert attitude were adopted from those of Edell and Burke (1987). As well, given that past research suggests that product involvement influences the types of ~~info~~ information processing (Petty & Cacioppo, 1986), this confound[A9] check was to ensure that differences in product involvement level ~~was~~ were not the factor which ~~explaining~~ explained the subjects' affective and cognitive properties of attitude. Measures for product involvement ~~was~~ were adopted from the Personal Involvement Inventory (PII) scale (Zaichkowsky, 1985).

Manipulation Check

To verify that significant differences in the perceptions of ~~ads'~~ the adverts' abstractness existed, this study included three measures of ~~ad~~ advert abstractness. These measures stem from the abstract/concrete picture characteristics implied in Lindaeur's research (1983). As part of the overall evaluation ~~on~~ of the ~~ads~~adverts, the participants rated the ~~ads'~~ adverts' abstractness on a 1 to– 7 scale anchored by concrete/abstract (reverse coded), difficult to visualize/easy to visualize, and not lifelike/lifelike.

RESULTS AND DISCUSSION

Control and Manipulation Check Items

The ANOVA results (see Table 1) showed that hedonic ~~product~~ products' ~~ads~~ advertising vs utilitarian ~~product~~ products' ~~ads~~ advertising were perceived equal in ~~ad~~ advertisement attitude and involvement. As well, the ~~subjects~~ subjects' perceptions of the abstract vs concrete ~~ads~~ adverts were equal in terms of the ~~ad~~ adverts attitude and involvement.

As a manipulation check, the subjects' perceptions of the ~~ads'~~ adverts concreteness were measured. Results verified that the abstract vs concrete ~~ads~~ adverts were perceived as intended. As shown in Table 1, the concrete adverts~~ads~~ concreteness score was significantly different from that of the abstract adverts~~ads~~.

Dependent Variables

The two hypotheses proposed are ~~on~~ about the main effect of hedonic vs utilitarian product types and ~~on~~ the main effect of abstract vs concrete ~~ad~~ advertising execution. The hypotheses were tested using a 2x2 analysis of covariance with the tendency to imagine as a covariate ~~in~~ for measuring the elicitation of the four imagination types, and product attitude as a covariate ~~in~~ for measuring the ~~affect~~effect-based and cognition-based ~~attitude~~attitudes. Tendency to imagine was held as a covariate to ascertain that individuals' differences were not the source of different levels of imagination elicitation. The researcher also treated product attitude as a covariate since the present study examines the cognitive and ~~affective~~ effective component of attitude. While product attitude may involve cognitive and ~~affective~~ effective components in a variety of combination (Edwards, 1990; Zajonc, 1980), the present study is interested in measuring the cognitive vis-à-vis ~~affective~~ the effective basis of attitude, but not the overall attitude (which may vary between individuals).

Insert Table 1 here

Hypotheses 1a to 1f ~~examine~~ examined the effects of hedonic vs utilitarian products on imagination elicitation. These hypotheses also ~~serve~~ served as an assessment for the imagination scale's (Dewi & Ang, 2015) nomological validity, where hedonic products, compared to utilitarian ~~product~~products, are expected to generally generate more imagination since an evaluation of hedonic products ~~involve~~ involves imagination and ~~affect~~ effect (Babin *et al.*, 1994; Batra & Ahtola, 1990; Chandon *et al.*, 1998; Hirschman & Holbrook, 1982;

Holbrook & Hirschman, 1982; Kempf, 1999; Mano & Oliver, 1993; Spangenberg *et al.*, 1997).

Hypotheses 2a to 2f pertain to the examination of the effects of concrete vs abstract ~~ad~~ adverts execution, where the latter ~~ad~~ advert execution ~~is~~ was predicted to generally elicit more imagination. Stemming from Lindaeur's (1983) contention that abstract stimuli will elicit more imagination, these hypotheses serve as a nomological validity check for the imagination scale as well as an attempt to examine the distinction of imagination from imagery.

Effects of Product Type

Hypotheses 1a and 1b ~~propose~~ proposed the main effect of hedonic vs utilitarian products, where hedonic products ~~are~~ were hypothesized to evoke more benefit-anticipatory imagination, more emotional-bonding imagination, more symbolic imagination, and more mind-wandering imagination. ~~Attitude~~ People's attitudes towards hedonic products, compared with utilitarian products, ~~are~~ were also predicted to be less ~~cognition~~ cognitive but more ~~affect~~effect-based.

As shown in Table 2, measures of the dependent variables showed a significant main effect for different product types. Hedonic products vs utilitarian products generated significant differences in terms of benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, and mind-wandering imagination. Significant differences were also found in terms of the cognition-based attitude and ~~affect~~effect-based attitude. Accordingly, the empirical findings supported Hypotheses 1a to 1f.

Effects of ~~Ad~~ Advertising Execution

The nature of stimuli is argued as one aspect to distinguish imagination vis-à-vis imagery. That is, while concrete stimuli are conducive for imagery elicitation (Alesandrini & Sheikh, 1983), the researcher proposes that less concrete stimuli facilitate imagination elicitation (Lindaeur, 1983).

Therefore, we first ~~examine~~ examined the relationship between abstract and concrete ~~ads~~ adverts and elicitation of the four types of imagination. Based on the contention that less concreteness (or more abstractness) provides more "freedom" to interpret, we ~~expect~~

expected that the four types of imagination and the concreteness of stimuli would demonstrate a negative relationship. That is, less concrete stimuli elicit more imagination.

Secondly, we test tested Hypotheses 2a to 2f which are were based on the prediction that concrete ads adverts vs abstract advertsads generate more emotional-bonding imagination, symbolic imagination, mind-wandering imagination, less cognition but more affecteffect-based attitude. However, we propose proposed that the effect of concrete vs ad advert execution on benefit-anticipatory imagination is would be different. That is, both elicit a similar level of this imagination type.

Insert Table 2 here

For testing the first contention on the negative relation between concreteness of ad advert execution and imagination elicitation, we constructed a path model testing the relationship between the variables (see Figure 1). Such a model showed an adequate model fit of 0.941 (GFI), 0.963 (NFI), 0.965 (CFI), chi-square value = 114.042, and p = 0.007.

Insert Figure 1 here

Table 3a depicts the results of the test suggesting the negative significant relationships between the four types of imagination and the concreteness of stimulus. This confirms the hypothesis that imagination is elicited in a situation, or by stimuli which induce freedom to interpret, but does not induce an analytical mind-set (Hamlyn, 1994; Lindaeur, 1983). Further, we provide more evidence that imagination differs from imagery, in that the latter requires concrete stimuli for its elicitation (Alesandrini & Sheikh, 1983), whereas the later[A10] does not.

Meanwhile, comparing the effects of abstract ads advertising vis-à-vis concrete adsadverts, we predict predicted that abstract adverts wouldads elicit a similar level of benefit-anticipatory imagination to concrete advertsads, but more emotional-bonding imagination, symbolic imagination, mind-wandering imagination, less cognition-based attitude, and more affecteffect-based attitude. Table 3b depicts the results of such hypotheses testing.

Insert Table 3a here

Insert Table 3b here

The results showed that the entire Hypotheses 2 on the effects of abstract advertsads vs concrete advertsads was supported. Hypothesis 2a which predicts predicted an insignificant difference in the elicitation of benefit-anticipatory imagination was supported by the data. Table 3b also shows that abstract advertsads versus concrete advertsads generated significant differences in the elicitation of emotional-bonding imagination, symbolic imagination, mind-wandering imagination, cognition-based attitude, and affecteffect-based attitude. Accordingly, Hypotheses 2a to 2f were supported.

CONCLUSION AND LIMITATION

This study provided empirical evidence for the imagination scale developed by Dewi and Ang (2015). In the context of hedonic and utilitarian products, the scale behaved as expected in which hedonic vis-à-vis utilitarian products evoke more imagination (Hirschman & Holbrook, 1982; Holbrook & Hirschman, 1982; Spangenberg *et al.*, 1997). Empirical evidence also accounts for the hedonic vs utilitarian product evaluation, which affects causes attitude formation to be more affecteffect-based or more cognition-based.

This study also provides empirical support for the contention that imagination is facilitated by limited limiting theof stimuli and less concrete stimuli, which induce more freedom for interpretation (Lindaeur, 1983). Negative relationships were found between the concreteness of stimuli and the four imagination types.

However, the hypotheses formulated in this study do not deal with the combined effects of product type and ad advertising execution. Further study on into the interaction effects of these two factors on the elicitation of the four types of imagination will provide evidence on of the more salient factor in influencing consumers' processing. Consumers have a relatively definite schema pertaining to how a product is evaluated (Edell & Staelin, 1983; Meyers-Levy & Tybout, 1989). Holbrook and Moore (1981) argued that verbal stimuli (and also visual appeals) will be processed depending on the consumers' evaluative judgments on about the product. That is, consumers' existing schema about a certain product will firstly determine their product perception. Then consumers will process ad advertising stimuli to come up with a product evaluation. As a product can be more hedonic or utilitarian in nature, the consumers' evaluative judgement depends primarily on the product's hedonic or utilitarian values. Each will evoke different information processing strategies, where the first

involves a highly subjective evaluation (for example, pertaining to the symbolic values of the product) and the latter involves objective criteria. Although the use of abstract or concrete ~~ad~~ advertising stimuli will serve as cues for the consumers to respond to the stimuli in certain ways (Burton & Lichtenstein, 1988; Edell & Staelin, 1983), it is a less salient factor compared to the product type. Still, the interaction effects of these two factors in eliciting each of the imagination types would be an intriguing future research agenda.

Further, this study has not tested a link between imagination elicitation and purchase intention. Such a link is worth ~~noted~~ noting since purchase intention can be ~~a~~ the proxy to a real purchase (Hoch & Ha, 1986). ~~A research~~ Research ~~on~~ into the relationship between purchase intention and imagination would also provide further nomological validity ~~of~~ for the imagination scale since imagination is defined as ~~making believe~~make-believe activity which is future-oriented (Dewi & Ang, 2015).

Last but not least, there should be further nomological testing as well as application studies undertaken ~~by~~ to ~~examining~~ examine various ~~ad~~ advertising execution strategies and their comparative effectiveness at~~in~~ eliciting imagination. The potential advertising~~ad~~ execution strategies to be studied are the transformational versus informational, conclusion versus non-conclusion, and expected versus unexpected ~~ads~~adverts.

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TABLES AND FIGURES

Table 1
Manipulation Check Items: Cell Means and ANOVA Results

	Cell Means				ANOVA Results	
	Product Type		Ad Execution			
	Hedonic Product Ads	Utilitarian Product Ads	Abstract Ads	Concrete Ads	Product Type F_{score}	Ad Execution F_{score}
Ad Attitude	4.31	4.36	4.37	4.33	0.087	0.133
Involvement	4.33	4.38	4.30	4.43	0.113	0.616
Ad Concreteness	-	-	2.55	4.58	-	193.44***

Note: *** = significant at the 0.01 level

Table 2
Product Type Effects: Cell Means and ANCOVA Results

	Cell Means		ANCOVA Results		
	Product Type			Covariates	
	Hedonic Product Ads	Utilitarian Product Ads	Product Type F_{score}	Product Attitude	Tendency to Imagine
Benefit-anticipatory Imagination	4.21	3.77	6.65**	-	0.079
Emotional-bonding Imagination	4.36	3.99	5.98**	-	0.008
Symbolic Imagination	5.00	3.41	126.17***	-	4.64
Mind-wandering Imagination	4.60	3.89	58.61***	-	5.65
Cognition	3.50	4.40	47.59***	0.064	-
~~Affect~~Effect	4.58	4.14	9.80***	0.380	-

Note: ** = significant at the 0.05 level; ***= significant at the 0.01 level

Figure 1. Imagination types and concreteness of stimuli

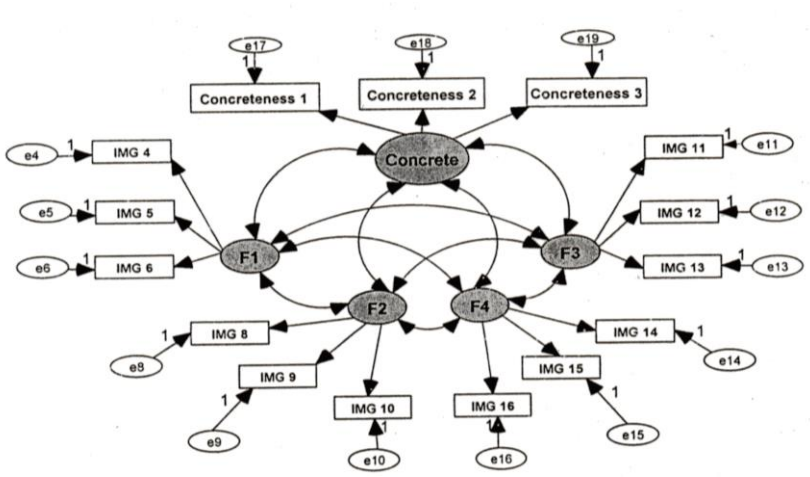


Table 3a
Covariances Between Imagination Types and Concreteness of Stimuli

Pairs of Variables	Covariances
Benefit-anticipatory Imagination	-0.338***
Emotional-bonding Imagination	-0.267***
Symbolic Imagination	-0.511***
Mind-wandering Imagination	-0.250***

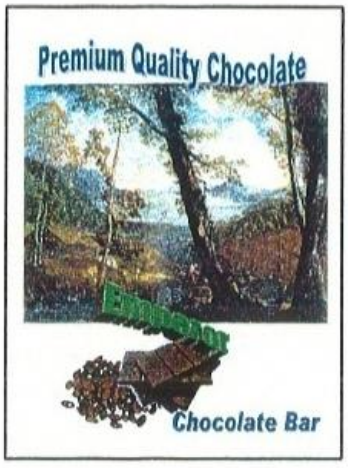
Note: ** = significant at the 0.05 level; ***= significant at the 0.01 level

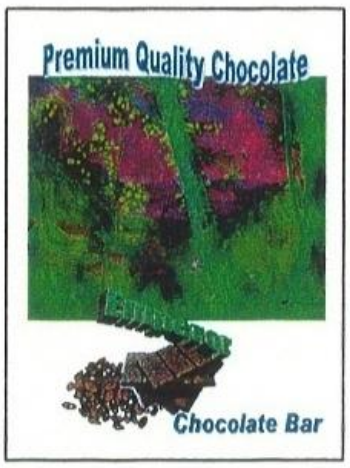
Table 3b
Ad Execution Effects: Cell Means and ANCOVA Results

	Cell Means		ANCOVA Results		
	Ad Execution				
	Abstract Ads	Utilitarian Ads	Ad Execution *F* score	Covariates	
				Product Attitude	Tendency to Imagine
Benefit-anticipatory Imagination	4.05	3.93	0.446	-	0.079
Emotional-bonding Imagination	4.36	3.98	5.82**	-	0.008
Symbolic Imagination	4.50	3.91	17.68***	-	4.64**
Mind-wandering Imagination	4.26	3.83	8.55***	-	5.65**
Cognition	3.77	4.12	6.97***	0.064	-
~~Affect~~Effect	4.89	3.82	59.52***	0.380	-

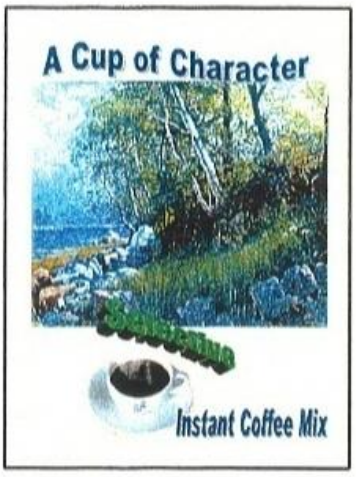
Note: ** = significant at the 0.05 level; ***= significant at the 0.01 level

STIMULUS MATERIALS

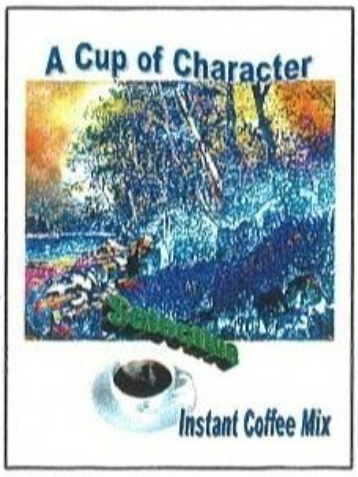




1. **Scenario #1**



2. **Scenario #2**



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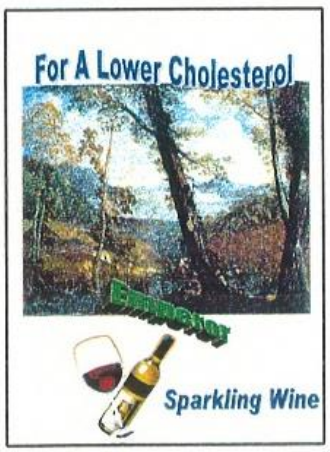
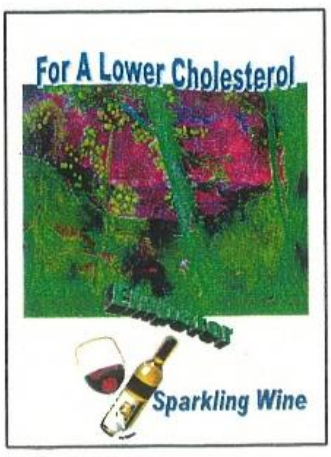
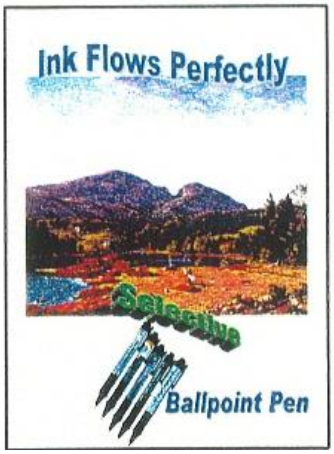


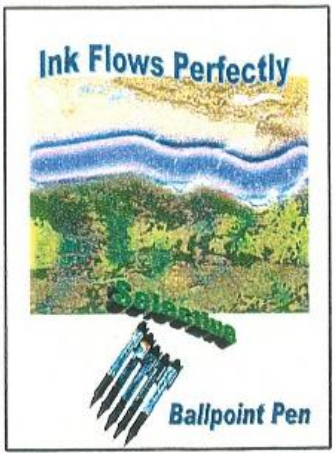
4. **Scenario #4**



5. Scenario #5

6. Scenario #6





7. Scenario #7

8. Scenario #8

SCENARIOS

	Scenario	Type of Product	Ad execution
1.	Scenario #1 (Product Set #1)	Hedonic	Concrete
2.	Scenario #2 (Product Set #1)	Hedonic	Abstract
3.	Scenario #3 (Product Set #1)	Utilitarian	Concrete

4.	Scenario #4 (Product Set #1)	Utlitarian	Abstract
5.	Scenario #5 (Product Set #2)	Hedonic	Concrete
6.	Scenario #6 (Product Set #2)	Hedonic	Abstract
7.	Scenario #7 (Product Set #2)	Utilitarian	Concrete
8	Scenario #8 (Product Set #2)	Utilitarian	Abstract

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Assessing the Imagination Scale's Nomological Validity: Effects of Hedonic versus Utilitarian Product Type and Abstract versus Concrete Ad Execution

ABSTRACT

This research builds on a study of advertisement-evoked imagination scale developed by Dewi and Ang (2015). The imagination scale contains four types of imagination, that is, benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, and mind-wandering imagination.In this paper, the proposed constructs of the imagination types are related to other relevant constructs existing in marketing literature.The purpose of this research is twofold. First, it establishes the nomological validity of the imagination measures by placing it in the context of hedonic-utilitarian concepts proposed by Holbrook and Hirschman (1983). Second, the research empirically studies the effect of situational factor, that is concrete versus abstract advertisement execution, on imagination elicitation. The study is an experiment which employs mixed factor design involving eight sub-groups of participants. Results of the research demonstrate the nomological validity of the imagination scale where the four types of imagination were elicited in response to hedonic/utilitarian product depicted in the ad and situational factors (that is, abstract versus concrete ads).

Keywords: *Imagination, hedonic, utilitarian, abstract, concrete ads.*

JEL CLASSIFICATION: M3

INTRODUCTION

A study of Dewi and Ang (2015) has proposed the concept of imagination, identified the four contents in imagination, and developed the communication-evoked imagination scale. Imagination was proposed as an absorptive, transcendental, and future-oriented subjective experience. The study has also offered empirical findings which supported the existence of the four types of imagination derived from various contents of imaginative experience. Benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, and mind-wandering imagination were present as responses to variety of ads depicting various products. The invariant factorial structure analysis and the multitrait-multimethod procedure demonstrated that such a categorization of imagination qualifies as more than tentative in which there was no systematic bias caused by different product types.

Marketing field's interests in the measurement of subjective experience (e.g., Unger and Kernan, 1983) in particular as well as complex responses of consumers towards advertising or other marketing stimuli (e.g., Edell and Burke, 1987; Hirschman and Holbrook, 1982) have

been lacking of conceptualization and measurement of imagination. Imagination has been oftentimes interpreted interchangibly with imagery and discussed in the domain of cognitive or even clinical pyschology (Leopod and Mayer, 2014; Peason et al., 2015). While scholars have attempted to also conceptualize imagination (Abraham, 2016; Phillips, 2017, Rebecca & Molesworth, 2017; Thomas, 2014), measurement of imagination as responses to marketing stimuli and its one empirical validation have posed a challenge to marketing scholars. With much advertising expenditure wasted in ineffective campaigns (Abraham and Lodish, 1990), advertisers should be concerned with the complex relationships which exist between consumers and advertisements or other marketing stimuli.

Those proposed constructs of four imagination types and the developed imagination scale by Dewi and Ang (2015) need to be assessed in terms of nomological validity. Therefore, this present research relate imagination to other relevant constructs existing in marketing literature. In doing so, this present research reviews and adopts literature surrounding hedonic-utilitarian concepts (Babin, Darden, & Griffin, 1994; Batra& Ahtola, 1990; Chandon, Wansink, & Laurent, 1998; Hirschman& Hoolbrook, 1982; Holbrook& Hirschman, 1982; Kempf, 1999; Mano& Oliver, 1993; Spangenberg, Voss, & Crowley, 1997), imagination (Lindaeur, 1983; Giorgi, 1987) and affect versus cognition in the structure of attitudes (Breckler, 1984; Breckler& Wiggins, 1989; Zajonc, 1989).

Hoolbrook and Hirschman's (1982) hedonic-utilitarian concept suggests a meaningful relationship between hedonic product and imagination. They contend that evaluating a hedonic product involves feeling, fun, and fantasy.[1] This present study elaborates such concepts and identifies a role of imagination in evaluating a product's hedonic dimension. Such an evaluation goes beyond its functional benefits. For instance, imagination's transcendental quality facilitates a construction of a symbolic meaning of a product. However, the role of imagination decreases in the more-cognitive-involving utilitarian information processing. This study compares imagination elicitation in hedonic vis-à-vis utilitarian information processing to empirically assess relationship between imagination and hedonic concepts.

[1]The term "fantasy" has somewhat negative connotation. In differentiating and contrasting the concept of fantasy with that of imagination, Lynch (1974, cited in Giorgi, 1987) states that fantasy is a failure of imagination. Freud (1907, cited in Singer, 1975) states that "*happy people do not make fantasies, only unsatisfied do."* Fantasy is often used in associations with speculations about unconscious or subconscious processes (Sutherland, 1974). Even though frequently "fantasy" is used interchangeably with "imagination", this present study prefers not to confuse these two terms and therefore to use "imagination" in the whole study.

The present research takes the views that imaginationis a conscious processing (Giorgi, 1987; Singer, 1975) and that an individual can be induced to engage in a certain processing (Alesandrini& Sheikh, 1983). Therefore, an attempt is taken to identify a type of stimuli which induces imagination elicitation. On such a stimulus type, this present study argues that imagination is induced and facilitated when external stimuli are reduced (Antrobus, Singer, & Greenberg, 1966) as well as when freedom for interpreting the stimuli is given (Lindaeur, 1983). In other words, "incomplete information" is conducive for imagination elicitation. This present study proposes abstract vs concrete ad execution as another means to examine the imagination scale's construct validity and nomological validity. This is based on Lindaeur's (1983) study on imagination in the context of abstract vs concrete paintings. While, more concrete ads will elicit more imagination (Alesandrini & Sheikh, 1983), the effects of abstract vs concrete ad execution on imagination will provide insights to compare imagination vis-à-vis imagery. As argued by Dewi and Ang (2015), conceptually imagination differs from imagery and the difference should be implied in one important aspect pertaining to nature of stimuli (abstract or concrete) which is conducive for their elicitation.

Therefore, the purpose of this study is twofolds. First, it establishes the nomological validity of the imagination measures developed by Dewi and Ang (2015) by placing it in the context of hedonic-utilitarian concepts proposed by Holbrook and Hirschman (1982). It would also extend studies surrounding hedonic-utilitarian concepts. This present research builds on Kempf's (1999) and Mano and Oliver's (1993) studies on relationships between hedonic (utilitarian) product evaluation and affective (cognitive) responses by empirically examining imagination's role in hedonic vs utilitarian product evaluation. Second, this research studies the effect of a situational factor, that is concrete vs abstract execution, on imagination elicitation.

LITERATURE REVIEWAND HYPOTHESES

Hedonic Dimension and Utilitarian Dimension

The categorization of product attributes into hedonic and utilitarian is insightful as it captures the cognitive-affective and thinking-feeling of information. Holbrook and Hirschman (1982) proposed the hedonic dimension of consumption as "experiential" consumption. It enlarges the concept of affect which captures only valenced feeling states of like or dislike of a product (Babin*et al.*, 1994; Batra& Ahtola, 1990; Hirschman& Holbrook, 1982; Spangenberg*et al.*, 1997).

Affect plays an important role in evaluating a product's hedonic dimension. Involving feelings, fun, and fantasy (Hirschman& Holbrook, 1982; Holbrook & Hirschman, 1982), hedonic information processing deals with emotive responses and pursues fulfillment of desires (Holbrook& Hirschman, 1982). It involves the basic motivation of a human being to have pleasure, fun, amusement, and enjoyment (Orbach, 1995) which become the criteria for product evaluation. Therefore, in an overall evaluation, hedonic information processing requires sensation, fantasy, imagination, emotional arousal, pleasure, and symbolic meanings (Holbrook & Hirschman, 1982). These are likely to be found in the intrinsic values or intangible attributes of a product.

The utilitarian dimension is evaluated based on rational consideration. It pertains to the functional or instrumental benefits of the product (Babin *et al.*, 1994; Batra & Ahtola, 1990; Hirschman & Holbrook, 1992; Spangenberg*et al.*, 1997). Utilitarian processing corresponds to secondary process thinking which reflects the way mental processes function as a result of taking into account "the consequences of action" (Holbrook& Hirschman, 1982). In shopping behavior, utilitarian shopping experience is illustrated as task-related and rational. A product is purchased in a deliberate and efficient manner (Babin *et al.*, 1994), and valued for its utility-maximizing function. Product evaluation tends to be based on the product's tangible benefits and its objective features, such as calories (in food), fluoride (in toothpaste), and miles per gallon (in gas; Holbrook & Hirschman, 1982). Thus, a product's tangible benefits serve as the primary determinants of product quality (Hirschman & Holbrook, 1982). In contrast to the hedonic dimension which deals with product symbolism, the utilitarian dimension views products as objective entities. It is inferred therefore that utilitarian information processing requires cognitive efforts involving rational considerations of a product's functional performance.

A product carries both hedonic and utilitarian dimensions in varying degrees. Consumer choices can be based more dominantly on one dimension over the other (Dhar & Wertenbroch, 2000). In evaluating a product, consumers can take either the hedonic dimension or utilitarian dimension as the main criterion. For example, in evaluating sport shoes, a consumer can take the hedonic dimension as his/her main consideration. In which case, s/he sees the shoes as fulfilling his/her inner desires to be an athlete. If the utilitarian dimension is more dominant, then s/he will consider the shoes' durability.

Such a scenario depicts a product's hedonic and utilitarian dimensions in relation to the way a consumer evaluates a product. When the hedonic (utilitarian) dimension becomes the dominant criterion, a consumer is engaged in hedonic (utilitarian) information processing. The use of the terms "hedonic and

utilitarian information" processing refers to the product evaluatsion process where a consumer chooses product features that become their primary basis in making a purchase decision and then evaluates them.

When a product's hedonic dimension is dominant, a consumer turns inward and seeks "information" sourced from his/her inner desires and imagination. S/he also responds to imagination-eliciting stimuli and evokes affecttive reactions and imagination. In contrast, when the utilitarian dimension dominates a consumer's information processing, s/he will "logically" seek out information on the product performance. In doing so, s/he elicits cognitive "efforts."

In this study, we examine the apparatuses – cognition, affect, and/or imagination – how they function under hedonic and utilitarian information processing. We are interested in the outcomes of hedonic/utilitarian information processing, but not the processes or staffs involved in information processing. This study pertains to the antecedents and consequences of information processing. The processing of the stimuli itself is therefore implicitly inferred. The antecedents of the information processing are the product type and ad execution that induce consumers to engage more in hedonic or utilitarian information processing.

Imagination in Hedonic Information Processing

Another distinctive characteristic of hedonic information processing vis-à-vis utilitarian information processing is the involvement of imagination. The degree of imagination involved in the information processing depends, to a large extent, on the nature of a product dimension (hedonic or utilitarian) being evaluated. Evaluating a utilitarian dimension requires cognitive effort pertaining to the objective performance of a product, therefore utilitarian information processing contains little imagination.When evaluating the hedonic dimension, the hedonic information processing elicits affect, cognition, as well as imagination. Holbrook and Hirschman (1982) ascribed the meaning of hedonic consumption as beyond affect, encompassing a steady flow of fantasies, feelings, and fun. This proposition indicates that there is more than affect involved. Additional resources, such as imagination, are required.

Spangenberg*et al.*(1997) suggest the importance of imagination in hedonic information processing. They contend that *"it is, therefore, possible that successful measurement of hedonic consumption may also help to gauge the extent to which such images are adopted by*

consumers". It implies that imagination serves to facilitate hedonic consumption, but is considered a latent construct. If a hedonic evaluation is made, imagination is activated.

A product's hedonic dimension deals with symbolic meaning and an imaginative construction of reality (Holbrook& Hirschman, 1982; Hirschman& Holbrook, 1982). These are beyond the tangible attributes of a product. Both tangible and intangible attributes serve as stimuli evoking cognitive and affective responses, upon which perceptions of a product are formed. Yet, the perception remains as an impression if there were no "bridge" transforming it into an abstract idea connected to the product. Although in affective reactions, stimuli are evaluated holistically, it cannot create abstract ideas to "see" beyond a product's tangible attributes. In other words, affect is merely a passive "response" such as liking or disliking an object. Imagination is needed to "interpret" and "synthesize" the stimuli. In the words of Singer (1975), imagination functions to *"reproduce faces of persons, snatches of dialogue, or objects no longer immediately available to the primary senses and to reshape further the memories of these experiences into new and complex forms."*

To illustrate, when a consumer looks at a pair of Nike shoes, such an exposure leaves perceptions and impressions about its features – its color, sole thickness, style, and price. The exposure can also elicit feelings – happy, warmhearted, etc. – about the product. The processing of the objective and functional benefits involves cognitive functioning; while the elicited feelings are affective reactions. To engage in imagination, a consumer detaches himself/herself and takes a distance from the object. Then imagination calls upon his/her experience as a local athlete and aspires to become a national athlete. In his/her imagination s/he can "see" himself/herself wearing sport shoes in an international basketball match. A pair of sport shoes then carries a subjective meaning and symbolizes one's wishes and desires. Therefore, imagination accompanies hedonic information processing. It serves as the resource utilized in evaluating a product. Therefore, hedonic information processing compared to utilitarian information processing involves greater imagination.

Affect and Cognition in Hedonic-Utilitarian Information Processing

The process of evaluating hedonic and utilitarian dimensions generates reactions which in turn influence attitude towards a product. The present study argues that affect and cognition exists in hedonic and utilitarian information processing, but there is a dominance of one over the other in a particular form of information processing.

It has been argued that the traditional view of purchase decision-making emphasizes rational behavior while overlooking the immediate affective responses that consumers may have towards a product (Holbrook& Hirschman, 1982). This view of immediate affective responses corresponds to Zajonc's (1980) proposition on the primacy of affect in which consumers form attitudes without awareness of the product's attributes. Affective reactions are crude responses which involve feelings and emotions, rather than thinking, and tend to be holistic – that is, they do not quite concern the functional attributes of the products (Zajonc, 1980). Affective reactions are also spontaneous. Therefore, affect comes into play when there is hedonic information processing. Also, affect signifies the occurrence of hedonic information processing (Holbrook& Hirschman, 1982). Attitude towards a product as a result of a hedonic information processing will therefore be more affect-based.

In contrast, utilitarian information processing deals with an evaluation on the functional benefits of a product (Holbrook& Hirschman, 1982). Such processing requires consumers to make conscious judgments when evaluating a product's attributes. It generates cognitive reactions (Mano&Oliver, 1993) such as evaluation on attributes (Fishbein & Azjen, 1975; Smith & Swinyard, 1982) like price.These cognitive reactions signify a utilitarian information processing. Such information processing is more cognitive-based and therefore produces a more cognition-based attitude.

Relationships between hedonic information processing and affect-based attitude, and between utilitarian information processing and cognition-based attitude have received empirical support. Mano and Oliver (1993) found that hedonic evaluation correlates with affect. They also suggest that utilitarian information processing works along the cognitive dimension of attitudes. In product trial context, Kempf (1999) argues that there is a relationship between affective/cognitive reactions and hedonic/utilitarian product evaluation. Evaluation of a hedonic product requires more affective resources, while evaluation of a utilitarian product requires more cognitive resources. She found that arousal was an important determinant of trial evaluation for hedonic products, but not for utilitarian products. Further, cognition – compared to affect – was more dominant in trial evaluations for utilitarian than hedonic products (Dewi& Ang, 2001).

Effects of Product Type and Ad Execution on the Elicitation of Different Type of Imagination

Based on the contention that imagination is a conscious processing (Giorgi, 1987; Singer, 1966) and that one can be induced to elicit certain kinds of responses (Edell& Staelin, 1983; Smith, 1993), we examine how ad stimuli can influence the elicitation of the different types of imagination. As an ad depicts different types of product (that is, hedonic or utilitarian) and/or different types of executions (that is, abstract or concrete pictures), we argue that these different stimuli will have different implications on the elicitation of different types of imagination.

These two elements are chosen to address two issues. As elaborated earlier, products can naturally possess more hedonic or utilitarian attributes where the former evokes more imagination. Hence, this serves as a nomological validity test for imagination scale (Dewi& Ang, 2015). Second, since situational factors (that is, elements of ads) can also influence imagination elicitation, we examine the different effects of concrete vs abstract ad execution on elicitation of the four imagination types and formation of attitude.

Effects of Hedonic vs Utilitarian Product Type

One of the factors influencing imagination elicitation is product type. Product type can induce consumers to engage in a particular type of processing because consumers have a relatively established schema about how each product should be evaluated (Edell& Staelin, 1983; Meyers-Levy & Tybout, 1989). In other words, consumers will have their set of criteria for a product which they expect the product to have and upon which they will base their product evaluation. Meyers-Levy and Tybout (1989) suggest that product type is the basic category in consumers' processing of a product. That is, in a product evaluation, consumers will first consider the product type and then look for product attributes to confirm their expectation.

The two types of products – hedonic and utilitarian – examined in this study have characteristics which will induce the elicitation of different types of imagination. Hedonic products have a hedonic personality – they are more emotionally involving, inspired by more imagination, and strong in their symbolic values rather that in tangible features (Hirschman& Holbrook, 1982; Holbrook& Hirschman, 1982; Kempf, 1999). Hence, such a product evokes processing which is more imagination and affect-based. On the other hand, a utilitarian product will "lead" consumers to spend more effort to evaluate the functional benefits of the product and therefore, induces a cognition-based processing. For example, a product that sells its image

more than its core or functional benefits, such as cosmetics and fragrance, is naturally more hedonic. Products, whose functional benefits are not apparent, such as paintings or antiques, also possess hedonic properties.

A hedonic product compared to a utilitarian product can elicit more benefit-anticipatory imagination. There are two aspects involved in this imagination type, that is, *as-if*activities and utilitarian-like imagination. One may argue that the minimum content of cognition involved in hedonic information processing will not lead to imagining the "consequences" in consuming the product. It is due to the motive in consuming the product – for fun and enjoyment (Holbrook& Hirschman, 1982). On the other hand, a utilitarian product, which delivers more cognition-oriented benefits (Kempf, 1999) provides a sounder basis for the elicitation of benefit-anticipatory imagination, one should at first engage in imaginative experience. As a utilitarian product by its nature induces an analytical mindset, an evaluation of the product's functional benefits will inhibit a consumer in eliciting imagination. Consequently, utilitarian products will lead to a straight evaluation of the products, which does not involve making believe activities. It less likely that one will engage in *as-if* activities of using the products and a future projecttion of if one were using the product. Hence, a hedonic product vis-à-vis a utilitarian product will generate more benefit-anticipatory imagination.

The effect of product type on emotional-bonding imagination is similar. Emotional-bonding imagination concerns the emotional content of a product. Therefore, as a hedonic product evokes affect and emotions (Holbrook& Hirschman, 1982; Kempf, 1999), it is suggested that a hedonic product will evoke the elicitation of such emotional-bonding imagination. In contrast, a utilitarian product evokes more cognition rather than affect, it will elicit less emotional-bonding imagination.

Besides containing emotions, a hedonic product "needs" consumers to imagine, in order to "appreciate" the product (Holbrook& Hirschman, 1982; Spangenberg, Voss, & Crowley, 1997). Imagination's capacity to transcend immediate stimulus objects and construct a meaning to a product suggests that a hedonic product can be enjoyed, particularly since hedonic product's values lie mostly beyond the product's objective and functional performance. Therefore, a hedonic imagination will induce the elicitation of symbolic imagination. In contrast, a utilitarian product "conditions' consumers to focus on its functional benefits because basically its value lies on its functional benefits (Kempf, 1999). There is minimal incentive to

"see" what lies beyond its functional or objective performance. Therefore, compared to a hedonic product, a utilitarian product elicits less symbolic imagination.

Yet, the transcending ability of imagination can generate stimulus-independent thoughts (Singer, 1966). That is, one can drift away from the object and his/her mind wanders around. As a hedonic product suggests one to look beyond its functional and objective performance, it induces mind-wandering imagination. Whereas, as a utilitarian product's evaluation is based more on its tangible attributes (Holbrook& Hirschman, 1982; Kempf, 1999), its evaluation will induce an analytical mind-set which is more occupying which therefore reduces the tendency to wander off.

The aforementioned reasoning that product type can influence the elicitation of various types of imagination also applies to the product type's influence in attitude formation. As hedonic product elicitis more affect (Kempf, 1999; Mano& Oliver, 1993) and imagination – which also contains emotion – in its evaluation, both imply that attitude towards a hedonic product will be more affect-based rather than cognition-based. On the other hand, utilitarian product which elicits more cognitive responses (Kempf, 1999; Mano& Oliver, 1993) and less imagination will lead to cognition-based attitude rather than affect-based attitude.

Therefore, the effect of product type on the elicitation of the various types of imagination as well as the formation of attitude is formally stated in Hypothesis 1.

Hypothesis 1: Compared to ads for utilitarian products, ads for hedonic products will generate:

a) more benefit-anticipatory imagination
b) more emotional-bonding imagination
c) more symbolic imagination
d) more mind-wandering imagination
e) less cognition-based attitude, and
f) more affect-based attitude.

Effects of Ad Executions: The Use of Abstract/Concrete Stimuli

The type of stimuli used in an ad can also influence consumers' processing of the ad. In particular, the use of pictures can influence consumers' ad processing in that they can influence consumers' inferences of the product (Smith, 1993) and alter consumer's activity and structure while viewing ads (Edell& Staelin, 1983; Janiszweski, 1990).This research proposes two types

of stimuli – abstract and concrete pictures – that can have differential influences on imagination elicitation.

Compared to concrete stimuli, abstract stimuli tend to be more open for interpretation (Lindaeur, 1983). Such a condition induces consumers to generate more imagination, for example, by creating *as-if* situations. However, these as-if thoughts can also distract consumers from imagining, in particular, the "costs and benefits" of using the product which requires more cognitive effort. If a stimulus tends to distract consumers from focusing on the product depicted by the ad, then consumers' cognition plays a lesser important role. Such reasoning is based on Edell and Staelin's (1983) contention that if a consumer is distracted by an ad stimulus, s/he will activate less from memory any stored information about the product being advertised. This results in a less allocation of cognitive resources. Although the use of abstract stimuli induces imagination, the content of imagination will not pertain to a consideration of the product's "costs and benefits." Therefore, the use of abstract stimuli does not guarantee a significant difference in the elicitation of benefit-anticipatory imagination.

Yet, abstract stimuli in ads can serve as "cues" for consumers by inducing them to engage in emotional-bonding imagination. This is based on the reasoning that abstract stimuli give more "freedom" to consumers to generate their own interpretations where consumers can include their personally relevant information as well as create whatever they desire. This makes emotional-bonding imagination more pronounced. Concrete stimuli, however, depict ready-made stimuli. These induce an analytical mind-set (Lindaeur, 1983) and provide less "room" for consumers to generate their own interpretations (Valkenburg& van der Voort, 1994). Both factors reduce the elicitation of emotional-bonding imagination in concrete stimuli.

A similar reasoning applies for the use of abstract or concrete stimuli in the elicitation of symbolic imagination. Compared to concrete stimuli, abstract stimuli induce more symbolic imagination based on two reasons. First, as it is more open for alternative interpretations (Lindaeur, 1983), consumers are not bound to the stimuli depicted by the ad. Rather, they can develop their own interpretations depending on how they would like to see the stimuli. Second, abstract stimulus induces some sense of distance and dissociative feelings (Lindaeur, 1983) because it does not quite represent an object as it is seen in the real world. Some distance and dissociative feelings provide a condition conducive for symbolic imagination elicitation where one needs to transcend the objective stimuli and create their own interpretations of the product

(Sartre, 1972). Therefore, the use of abstract stimuli in ads will generate more symbolic imagination.

Abstract and concrete stimuli incur different implications on the elicitation of mind-wandering imagination. Abstract stimuli – which depict less realistic images – provide a lack-of-concrete-focus condition (Algom&Lewin, 1981; Lindaeur, 1983) inducing consumers to drift away from the actual stimuli. In contrast, as concrete product depicts realistic images, they induce an analytical mind-set (Lindaeur, 1983) directing consumers to engage in a more concrete product evaluation. This activity is more occupying and therefore will reduce the tendency to wander-off (Singer, 1966).

The use of abstract stimuli will also affect attitude formation, that is, to be more affect-based or cognition-based. As argued earlier, abstract stimuli are more open for interpretation and give a freedom for consumers to see the stimuli as they like. This will make consumers' attitude more affect-based. On the other hand, concrete stimuli induce an analytical mind-set which in turn makes consumers' attitude more cognition-based.Based on the above lines of reasoning, we formulate Hypothesis 2.

Hypothesis 2: Compared to the use of concrete stimuli in ads, the use of abstract stimuli in ads will generate:

a) a similar level of benefit-anticipatory imagination
b) more emotional-bonding imagination
c) more symbolic imagination
d) more mind-wandering imagination
e) less cognition-based attitude, and
f) more affect-based attitude.

RESEARCH METHOD

Design of the Study

The study employed a 2 (hedonic vs utilitarian product) x 2 (abstract vs concrete ad execution) mixed-factor design. The two levels of the product type factor were designed as a within-subjects factor. Meanwhile, the two levels of the ad execution factor were designed as a between-subjects factor. Each participant evaluated one set of products consisting of one hedonic product and one utilitarian product. There were two hedonic products (that is,

chocolate bar and sparkling wine) and two utilitarian products (that is, instant coffee mix and ballpoint pen) included in the study. The 2-between-subjects factor was the abstract or concrete ad execution. Since there were two product sets evaluated, there were eight groups involved in the study. Subjects were 120 undergraduate students. Participants were randomly assigned to each of the eight between-group conditions.

Stimulus Materials

A booklet of ads was presented to each participant. Following the experimental design, there were eight types of booklets containing two ads of a set of two products. The order of presentation of ads in the booklet was randomized. Theses sixteen ads as stimulus materials were generated from three pretests conducted. The pretests included tests on products which had hedonic/utilitarian properties, ad messages/copies which served as hedonic/utilitarian, and pictures in the ad which were concrete/abstract. There were two aspects of the ads manipulated, that is, product type (within subject) and ad execution (between subjects). While the brand name was specific for each product, the other aspects of the ads, such as the position of pictures and font sizes, were kept constant across ads. Each ad was printed with full color on A4-size papers. The two ads in each group were compiled and presented in a booklet.

Dependent Variables and Covariates

For hypothesis testing, the dependent variables included were: benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, mind-wandering imagination, affective properties of attitude, cognitive properties of attitude, and purchase intention. There were also covariates included, that is, the overall product attitude (in the measurement of affective and cognitive properties of attitude) and the tendency to imagination (in the measurement of imagination elicitation).

Measures of the four type imagination were based on imagination scale developed by Dewi and Ang (2015). Participants were asked to respond to statements measuring the four types of imagination. Possible responses ranged from 1 (disagree) to 7 (agree).

Measures of benefit-anticipatory imagination included three items of: 1) The ad induces me to imagine how I would think about myself if I were using the product, 2) Looking at the ad, I can imagine how the product can fit my lifestyle, 3) The ad makes me imagine the things I can achieve if I use the product. Measures of emotional-bonding imagination consisted three

statements of: 1) The ad reminds me of any experience or feelings I've had in my own life, 2) I think the ad somehow inspires me to try out alternative ways to express myself with the product, 3) It is hard to give the specific reason but I think the product is for me. Symbolic imagination was measured using a scale consisting of three items as follows: 1) I feel the ad conveys that the product that the product has benefits other than I usually think of, 2) The ad suggests that the product symbolizes alternative ways of seeing and behaving, 3) The ad induces me to think that there is an underlying value of the product which cannot be judged based only on its functional benefits. Measures of mind-wandering imagination consisted of three statements as follows: 1) When I look at the ad, I can dissociate myself and think of the meanings of the products other than those stated in the ad, 2) The ad does not seem speaking directly to me, 3) When I look at the ad, thoughts unrelated to the product can easily creep in.

Measures of cognitive properties of attitude, affective properties of attitude, and overall product attitude used semantic differential scale (1 to 7) with endpoints of cognitive adjectives, affective adjectives, and general evaluative terms for the cognitive scale, the affective scale, and the product attitude scale respectively. Since structural characteristics of the measures (for example, response format of the measures) can be confounded with the construct being measured, similar responses formats were preferable to tease out affective and cognitive properties constituting overall product attitudes (Crites, Jr., Fabrigar, & Petty, 1984).

Operationalization of these variables took Crites,Jr., Fabrigrar, and Petty's (1984), Edelland Burke's (1987) and Trafimow and Sheeran's (1998) as follows. The cognitive scale word pairs were: ineffective/effective, unbelievable/believable, and useless/useful. The affective properties of attitude used were: not excited/excited, not inspired/inspired, not enjoyable/enjoyable. The affective scales required subject to: "attend to the feelings that you have towards the product and indicate how the product makes you feel."Whereas for measuring overall product attitude, the assessment used three pairs of very general evaluative terms that do not describe affective states or traits of attitude objects. Participants responded to the stem "Having considered your thoughts and feelings towards the product, what is your overall rating for the product?" by circling one of the one to seven numbers with endpoints labeled bad/good, dislikeable/likeable, and pleasant/unpleasant.

Although this study proposes that the nature of the product (hedonic or utilitarian) and situational factors (that is, ad execution) can influence imagination elicitation, we recognize

that tendency to imagine varies amongst individuals. Although such difference is not innate characteristics, Swanson (1978) contends that corresponding with environment/education in which an individual in nurtured, some individuals are more open to imagining experiences. Therefore, this study held tendency to imagine as a covariate when measuring elicitation of the four imagination types. Tendency to imagine was measured by adopting Swanson's (1978) absorbing experience scale.

Control Variables

The control variables were measured to rule out other explanations, besides the manipulated variables, accounting for subjects' responses towards the stimulus materials. This study identified two variables – that is, ad attitude and product involvement, which can confound the dependent variables' measures. Past research indicates that ad attitude influences product attitude (Mitchell& Olson, 1981). Therefore, this study checked the ads' equality in favorability. Measures for ad attitude were adopted from those of Edell and Burke(1987). As well, given that past research suggests that product involvement influences types of info processing (Petty & Cacioppo, 1986), this confound check was to ensure that differences in product involvement leval was not the factor explaining subjects' affective and cognitive properties of attitude. Measures for product involvement was adopted from the Personal Involvement Inventory (PII) scale (Zaichkowsky, 1985).

Manipulation Check

To verify that significant differences in perceptions of ads' abstractness existed, this study included three measures of ad abstractness. These measures stem from the abstract/concrete picture characteristics implied in Lindaeur's research (1983). As part of the overall evaluation on the ads, participants rated the ads' abstractness on 1 – 7 scale anchored by concrete/abstract (reverse coded), difficult to visualize/easy to visualize, and not lifelike/lifelike.

RESULTS AND DISCUSSION

Control and Manipulation Check Items

The ANOVA results (see Table 1) showed that hedonic product ads vs utilitarian product ads were perceived equal in ad attitude and involvement. As well, subjects perceptions of the abstract vs concrete ads were equal in terms of ad attitude and involvement.

As a manipulation check, subjects' perceptions of the ads' concreteness were measured. Results verified that the abstract vs concrete ads were perceived as intended. As shown in Table 1, the concrete ads concreteness score was significantly different from that of the abstract ads.

Dependent Variables

The two hypotheses proposed are on the main effect of hedonic vs utilitarian product types and on the main effect of abstract vs concrete ad execution. The hypotheses were tested using a 2x2 analysis of covariance with tendency to imagine as a covariate in measuring elicitation of the four imagination types, and product attitude as a covariate in measuring affect-based and cognition-based attitude. Tendency to imagine was held as covariate to ascertain that individuals' differences were not the source of different levels of imagination elicitation. The researcher also treated product attitude as a covariate since the present study examines the cognitive and affective component of attitude. While product attitude may involve cognitive and affective components in a variety of combination (Edwards, 1990; Zajonc, 1980), the present study is interested in measuring the cognitive vis-à-vis affective basis of attitude, but not the overall attitude (which may vary between individuals).

Insert Table 1 here

Hypotheses 1a to 1f examine the effects of hedonic vs utilitarian products on imagination elicitation. These hypotheses also serve as an assessment for the imagination scale's (Dewi& Ang, 2015) nomological validity where hedonic products, compared to utilitarian product, are expected to generally generate more imagination since evaluation of hedonic products involve imagination and affect (Babin*et al.*, 1994; Batra& Ahtola, 1990; Chandon*et al.*, 1998; Hirschman& Holbrook, 1982; Holbrook& Hirschman, 1982; Kempf, 1999; Mano& Oliver, 1993; Spangenberg*et al.*, 1997).

Hypotheses 2a to 2f pertain to examination of the effects of concrete vs abstract ad execution where the latter ad execution is predicted to generally elicit more imagination. Stemming from Lindaeur's (1983) contention that abstract stimuli will elicit more imagination, these hypotheses serve as a nomological validity check for the imagination scale as well as an attempt to examine the distinction of imagination from imagery.

Effects of Product Type

Hypotheses 1a and 1b propose main effect of hedonic vs utilitarian products, where hedonic products are hypothesized to evoke more benefit-anticipatory imagination, more emotional-bonding imagination, more symbolic imagination, and more mind-wandering imagination. Attitude towards hedonic products, compared with utilitarian products, are also predicted to be less cognition but more affect-based.

As shown in Table 2, measures of the dependent variables showed a significant main effect for different product types. Hedonic products vs utilitarian products generated significant differences in terms of benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, and mind-wandering imagination. Significant differences were also found in terms of cognition-based attitude and affect-based attitude. Accordingly, empirical findings supported Hypotheses 1a to 1f.

Effects of Ad Execution

The nature of stimuli is argued as one aspect to distinguish imagination vis-à-vis imagery. That is, while concrete stimuli are conducive for imagery elicitation (Alesandrini& Sheikh, 1983), the researcher proposes that less concrete stimuli facilitate imagination elicitation (Lindaeur, 1983).

Therefore, we first examine the relationship between abstract and concrete ads and elicitation of the four types of imagination. Based on the contention that less concreteness (or more abstractness) provides more "freedom" to interpret, we expect that the four types of imagination and concreteness of stimuli demonstrate a negative relationship. That is, less concrete stimuli elicit more imagination.

Secondly, we test Hypotheses 2a to 2f which are based on the prediction that concrete ads vs abstract ads generate more emotional-bonding imagination, symbolic imagination, mind-wandering imagination, less cognition but more affect-based attitude. However, we propose that effect of concrete vs ad execution on benefit-anticipatory imagination is different. That is, both elicit a similar level of this imagination type.

Insert Table 2 here

For testing the first contention on the negative relation between concreteness of ad execution and imagination elicitation, we constructed a path model testing the relationship between the variables (see Figure 1). Such a model showed an adequate model fit of 0.941 (GFI), 0.963 (NFI), 0.965 (CFI), chi-square value = 114.042, and p = 0.007.

Insert Figure 1 here

Table 3a depicts results of the test suggesting the negative significant relationships between the four types of imagination and concreteness of stimulus. This confirms the hypothesis that imagination is elicited in a situation or by stimuli which induce freedom to interpret but does not induce an analytical mind-set (Hamlyn, 1994; Lindaeur, 1983). Further, we provide more evidence that imagination differs from imagery that the latter requires concrete stimuli for its elicitation (Alesandrini& Sheikh, 1983), whereas the later does not.

Meanwhile, comparing the effects of abstract ads vis-à-vis concrete ads, we predict that abstract ads elicit a similar level of benefit-anticipatory imagination to concrete ads, but more emotional-bonding imagination, symbolic imagination, mind-wandering imagination, less cognition-based attitude, and more affect-based attitude. Table 3b depicts the results of such hypotheses testing.

Insert Table 3a here

Insert Table 3b here

The results showed that the entire Hypotheses 2 on effects of abstract ads vs concrete ads was supported. Hypothesis 2a which predicts an insignificant difference in elicitation of benefit-anticipatory imagination was supported by the data. Table 3b also shows that abstract ads versus concrete ads generated significant differences in elicitation of emotional-bonding imagination, symbolic imagination, mind-wandering imagination, cognition-based attitude, and affect-based attitude. Accordingly, Hypotheses 2a to 2f were supported.

CONCLUSION AND LIMITATION

This study provided empirical evidence for the imagination scale developed by Dewi and Ang (2015). In the context of hedonic and utilitarian products, the scale behaved as expected in which hedonic vis-à-vis utilitarian products evoke more imagination (Hirschman & Holbrook, 1982; Holbrook & Hirschman, 1982; Spangenberg*et al.*, 1997). Empirical evidence also

accounts for the hedonic vs utilitarian product evaluation, which affects attitude formation to be more affect-based or more cognition-based.

This study also provides empirical support for the contention that imagination is facilitated by limited of stimuli and less concrete stimuli which induce more freedom for interpretation (Lindaeur, 1983). Negative relationships were found between concreteness of stimuli and the four imagination types.

However, the hypotheses formulated in this study do not deal with the combined effects of product type and ad execution. Further study on the interaction effects of these two factors on elicitation of the four types of imagination will provide evidence on the more salient factor in influencing consumers' processing. Consumers have a relatively definite schema pertaining to how a product is evaluated (Edell & Staelin, 1983; Meyers-Levy & Tybout, 1989). Holbrook and Moore (1981) argued that verbal stimuli (and also visual appeals) will be processed depending on consumers' evaluative judgments on the product. That is, consumers' existing schema about a certain product will firstly determine their product perception. Then consumers will process ad stimuli to come up with a product evaluation. As a product can be more hedonic or utilitarian in nature, consumers' evaluative judgement depends primarily on the product's hedonic or utilitarian values. Each will evoke different information processing strategies, where the first involves highly subjective evaluation (for example, pertaining to symbolic values of the product) and the latter involves objective criteria. Although the use of abstract or concrete ad stimuli will serve as cues for consumers to respond to the stimuli in certain ways (Burton& Lichtenstein, 1988; Edell& Staelin, 1983), it is less salient factor compared to product type. Still, the interaction effects of these two factors in eliciting each of the imagination types would be an intriguing future research agenda.

Further, this study has not tested a link between imagination elicitation and purchase intention. Such a link is worth noted since purchase intention can be a proxy to a real purchase (Hoch & Ha, 1986). A research on the relationship between purchase intention and imagination would also provide further nomological validity of the imagination scale since imagination is defined as making-believe activity which is future-oriented (Dewi& Ang, 2015).

Last but not least, there should be further nomological testing as well as application studies undertaken by examining various ad execution strategies and their comparative effectiveness

in eliciting imagination. The potential ad execution strategies to be studied are the transformational versus informational, conclusion versus non-conclusion, and expected versus unexpected ads.

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TABLES AND FIGURES

Table 1
Manipulation Check Items: Cell Means and ANOVA Results

	Cell Means				**ANOVA Results**	
	Product Type		**Ad Execution**			
	Hedonic Product Ads	**Utilitarian Product Ads**	**Abstract Ads**	**Concrete Ads**	**Product Type** F_{score}	**Ad Execution** F_{score}
Ad Attitude	4.31	4.36	4.37	4.33	.087	.133
Involvement	4.33	4.38	4.30	4.43	.113	.616
Ad Concreteness	-	-	2.55	4.58	-	193.44***

Note: *** = significant at the 0.01 level

Table 2
Product Type Effects: Cell Means and ANCOVA Results

	Cell Means	**ANCOVA Results**
	Product Type	
		Covariates

	Hedonic Product Ads	Utilitarian Product Ads	Product Type F_{score}	Product Attitude	Tendency to Imagine
Benefit-anticipatory Imagination	4.21	3.77	6.65**	-	.079
Emotional-bonding Imagination	4.36	3.99	5.98**	-	.008
Symbolic Imagination	5.00	3.41	126.17***	-	4.64
Mind-wandering Imagination	4.60	3.89	58.61***	-	5.65
Cognition	3.50	4.40	47.59***	.064	-
Affect	4.58	4.14	9.80***	.380	-

Note: ** = significant at the 0.05 level; ***= significant at the 0.01 level

Figure 1. Imagination types and concreteness of stimuli

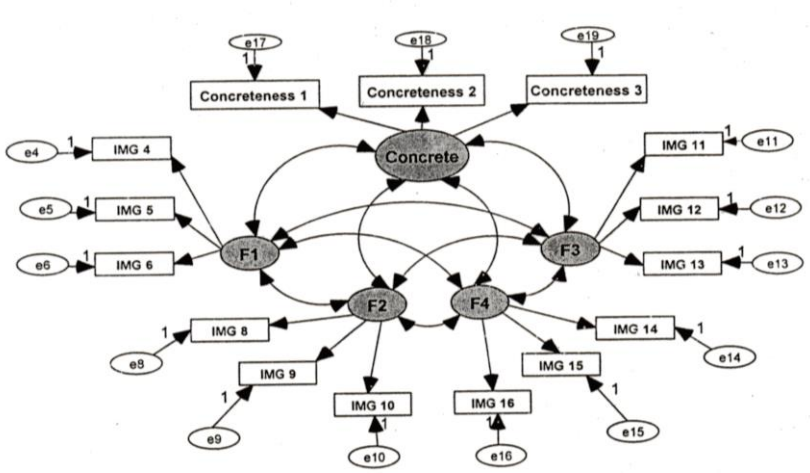

Table 3a
Covariances Between Imagination Types and Concreteness of Stimuli

Pairs of Variables	Covariances
Benefit-anticipatory Imagination	-0.338***
Emotional-bonding Imagination	-0.267***
Symbolic Imagination	-0.511***
Mind-wandering Imagination	-0.250***

Note: ** = significant at the 0.05 level; ***= significant at the 0.01 level

Table 3b
Ad Execution Effects: Cell Means and ANCOVA Results

	Cell Means		ANCOVA Results		
	Ad Execution				
	Abstract Ads	Utilitarian Ads	Ad Execution *F* score	Covariates	
				Product Attitude	Tendency to Imagine
Benefit-anticipatory Imagination	4.05	3.93	.446	-	.079
Emotional-bonding Imagination	4.36	3.98	5.82**	-	.008
Symbolic Imagination	4.50	3.91	17.68***	-	4.64**
Mind-wandering Imagination	4.26	3.83	8.55***	-	5.65**

Cognition	3.77	4.12	6.97***	.064	-
Affect	4.89	3.82	59.52***	.380	-

Note: ** = significant at the 0.05 level; ***= significant at the 0.01 level

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Assessing the Imagination Scale's Nomological Validity: Effect of Hedonic versus Utilitarian Product Types and Abstract versus Concrete Advertising Execution

Abstract: This research builds on the study of an advertisement-evoked imagination scale developed by Dewi and Ang (2015). The imagination scale contains four types of imagination, that is, benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, and mind-wandering imagination. In this paper, the proposed constructs of the imagination types are related to other relevant constructs that already exist in the marketing literature. The purpose of this research is twofold. First, it establishes the nomological validity of the imagination measures by placing it in the context of hedonic-utilitarian concepts proposed by Holbrook and Hirschman (1983). Second, the research empirically studies the effect of a situational factor, which is concrete versus abstract advertisement execution, on imagination elicitation. The study is an experiment which employs a mixed factor design involving eight sub-groups of participants. The results of the research demonstrate the nomological validity of the imagination scale where the four types of imagination were elicited in response to a hedonic/utilitarian product depicted in the advertisement and situational factors (which are abstract versus concrete advertisements).

Keywords: imagination, hedonic, utilitarian, abstract advertisement execution.

JEL Classification: M3

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Introduction

The marketing field's interests in the measurement of subjective experiences (e.g., Unger and Kernan, 1983) in particular, as well as the complex responses of consumers toward advertising or other marketing stimuli (e.g., Edell and Burke, 1987; Hirschman and Holbrook, 1982) have been lacking in their conceptualization and the measurement of imagination. Imagination has oftentimes been interpreted interchangibly with imagery and discussed in the domain of cognitive or even clinical pyschology (Leopod and Mayer, 2014; Peason et al., 2015). While scholars have attempted to also conceptualize imagination (Abraham, 2016; Phillips, 2017, Rebecca and Molesworth, 2017; Thomas, 2014), the measurement of imagination, as a response to marketing stimuli and its one empirical validation, have posed a challenge to marketing scholars. With much advertising expenditure being wasted on ineffective campaigns (Abraham and Lodish, 1990), advertisers should be concerned with the complex relationships which exist between consumers and advertisements or other marketing stimuli.

A study by Dewi and Ang (2015) proposed the concept of imagination, identified the four components of imagination, and developed the communication-evoked imagination scale. Imagination was proposed as an absorptive, transcendental, and future-oriented subjective experience. Their study also offered empirical findings which supported the existence of the four types of imagination derived from the various components of imaginative experience. Benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, and mind-wandering imagination were present as responses to a variety of advertisements depicting various products. The invariant factorial structural analysis and the multitrait-multimethod procedure demonstrated that such a categorization of imagination qualifies as more than tentative, in which there was no systematic bias caused by different product types.

Those proposed constructs of four imagination types, and the developed imagination scale by Dewi and Ang (2015), need to be assessed in terms of their nomological validity. Therefore, this present research related imagination to other relevant constructs in the marketing literature. In doing so, this present research reviewed and adopted the literature surrounding hedonic-utilitarian concepts (Babin, Darden, and Griffin, 1994; Batra and Ahtola, 1990; Chandon, Wansink, and Laurent, 1998; Hirschmanand Hoolbrook, 1982; Holbrookand Hirschman, 1982; Kempf, 1999; Mano and Oliver, 1993; Spangenberg, Voss, and Crowley, 1997), imagination (Lindaeur, 1983; Giorgi, 1987) and effect versus cognition in the structure of attitudes (Breckler, 1984; Breckler and Wiggins, 1989; Zajonc, 1989).

Hoolbrook and Hirschman's (1982) hedonic-utilitarian concept suggested a meaningful relationship between hedonic products and imagination. They contend that evaluating a hedonic product involves feeling, fun, and fantasy.[1] This present study elaborates such concepts and identifies the role of imagination in evaluating a product's hedonic dimension. Such an evaluation goes beyond its functional benefits. For instance, imagination's transcendental quality facilitates the

[1]The term "fantasy" has a somewhat negative connotation. In differentiating and contrasting the concept of fantasy with that of imagination, Lynch (1974, cited in Giorgi, 1987) states that fantasy is a failure of imagination. Freud (1907, cited in Singer, 1975) states that "*happy people do not make fantasies*, *only unsatisfied do*." Fantasy is often used in associations with speculation about unconscious or subconscious processes (Sutherland, 1974). Even though frequently "fantasy" is used interchangeably with "imagination", this present study prefers not to confuse these two terms and therefore to use "imagination" in the whole study.

construction of a symbolic meaning for a product. However, the role of imagination decreases in the more-cognitive-involving utilitarian information processing. This study compares imagination elicitation in hedonic vis-à-vis utilitarian information processing to empirically assess the relationship between imagination and hedonic concepts.

The present research takes the views that imagination is a conscious processing (Giorgi, 1987; Singer, 1975) and that an individual can be induced to engage in processing certain information (Alesandriniand Sheikh, 1983). Therefore, an attempt is made to identify the type of stimuli which induce imagination elicitation. On such a stimulus type, this present study argues that imagination is induced and facilitated when external stimuli are reduced (Antrobus, Singer, and Greenberg, 1966) as well as when freedom to interpret the stimuli is given (Lindaeur, 1983). In other words, "incomplete information" is conducive for imagination elicitation. This present study proposes abstract vs concrete advertising execution as another means to examine the imagination scale's construct validity and nomological validity. This is based on Lindaeur's (1983) study of imagination in the context of abstract vs concrete paintings. While more concrete advertising will elicit more imagination (Alesandriniand Sheikh, 1983), the effects of abstract vs concrete advertising execution on imagination will provide insights to compare imagination vis-à-vis imagery. As argued by Dewi and Ang (2015), conceptually imagination differs from imagery and the difference should be implied in one important aspect pertaining to the nature of the stimuli (abstract or concrete) which is conducive for their elicitation.

Therefore, the purpose of this study is twofold. First, it establishes the nomological validity of the imagination measures developed by Dewi and Ang (2015) by placing it in the context of the hedonic-utilitarian concepts proposed by Holbrook and Hirschman (1982). It would also extend the studies surrounding hedonic-utilitarian concepts. This present research builds on Kempf's (1999) and Mano and Oliver's (1993) studies into the relationships between hedonic (utilitarian) product evaluations and effective (cognitive) responses by empirically examining imagination's role in hedonic vs utilitarian product evaluations. Second, this research studies the effect of a situational factor, which is concrete vs abstract execution, on imagination's elicitation.

Literature Reviewand Hypotheses

Hedonic Dimension and Utilitarian Dimension

The categorization of product attributes into hedonic and utilitarian is insightful as it captures the cognitive-affective and thinking-feeling of the information. Holbrook and Hirschman (1982) proposed the hedonic dimension of consumption as "experiential" consumption. It enlarges the concept of effect which captures only valenced feeling states of like or dislike for a product (Babin et al., 1994; Batra and Ahtola, 1990; Hirschman and Holbrook, 1982; Spangenberg et al., 1997).

Effect plays an important role in evaluating a product's hedonic dimension. Involving feelings, fun, and fantasy (Hirschmanand Holbrook, 1982; Holbrook and Hirschman, 1982), hedonic information processing deals with emotive responses and pursues the fulfillment of desires (Holbrook and

Hirschman, 1982). It involves the basic motivation of a human being to have pleasure, fun, amusement, and enjoyment (Orbach, 1995) which become the criteria for the evaluation of a product. Therefore, in an overall evaluation, hedonic information processing requires sensation, fantasy, imagination, emotional arousal, pleasure, and symbolic meanings (Holbrook and Hirschman, 1982). These are likely to be found in the intrinsic values or intangible attributes of a product.

The utilitarian dimension is evaluated based on a rational consideration. It pertains to the functional or instrumental benefits of the product (Babin et al., 1994; Batra and Ahtola, 1990; Hirschman and Holbrook, 1992; Spangenberg et al., 1997). Utilitarian processing corresponds to secondary process thinking which reflects the way mental processes function as a result of taking into account "the consequences of action" (Holbrook and Hirschman, 1982). With normal shopping behavior, the utilitarian shopping experience is illustrated as task-related and rational. A product is purchased in a deliberate and efficient manner (Babin et al., 1994), and valued for its utility-maximizing function. Product evaluation tends to be based on the product's tangible benefits and its objective features, such as calories (in food), fluoride (in toothpaste), and miles per gallon (in gasoline; Holbrook and Hirschman, 1982). Thus, a product's tangible benefits serve as the primary determinants of product quality (Hirschman and Holbrook, 1982). In contrast to the hedonic dimension which deals with product symbolism, the utilitarian dimension views products as objective entities. It is inferred therefore that utilitarian information processing requires cognitive efforts involving rational considerations of a product's functional performance.

A product carries both hedonic and utilitarian dimensions in varying degrees. Consumer choices can be based more dominantly on one dimension over another (Dharand Wertenbroch, 2000). In evaluating a product, consu-mers can take either the hedonic dimension or utilitarian dimension as the main criterion. For example, in evaluating sport shoes, a consumer can take the hedonic dimension as his/her main consideration. In which case, s/he sees the shoes as fulfilling his/her inner desire to be an athlete. If the utilitarian dimension is more dominant, then s/he will consider the shoes' durability.

Such a scenario depicts a product's hedonic and utilitarian dimensions in relation to the way a consumer evaluates a product. When the hedonic (utilitarian) dimension becomes the dominant criterion, a consumer is engaged in hedonic (utilitarian) information processing. The use of the terms "hedonic and utilitarian information" processing refers to the product evaluation process where a consumer chooses product features that become their primary basis in making a purchase decision and then he/she evaluates them.

When a product's hedonic dimension is dominant, a consumer turns inward and seeks "information" sourced from his/her inner desires and imagination. S/he also responds to imagination-eliciting stimuli and evokes affect-ive reactions and imagination. In contrast, when the utilitarian dimension dominates a consumer's information processing, s/he will "logically" seek out information about the product's performance. In doing so, s/he elicits cognitive "efforts."

In this study, we examine the apparatuses – cognition, affect, and/or imagination – how they function under hedonic and utilitarian information processing. We are interested in the outcomes of hedonic/util-

itarian information processing, but not the processes or staff involved in information processing. This study pertains to the antecedents and consequences of information processing. The processing of the stimuli itself is therefore implicitly inferred. The antecedents of the information processing are the product type and advertising execution that induce consumers to engage in more hedonic or utilitarian information processing.

Imagination in Hedonic Information Processing

Another distinctive characteristic of hedonic information processing vis-à-vis utilitarian information processing is the involvement of imagination. The degree of imagination involved in the information processing depends, to a large extent, on the nature of the product dimension (hedonic or utilitarian) being evaluated. Evaluating a utilitarian dimension requires cognitive effort pertaining to the objective performance of a product, therefore utilitarian information processing contains little imagination. When evaluating the hedonic dimension, the hedonic processing elicits information which affects cognition as well as the imagination. Holbrook and Hirschman (1982) ascribed the meaning of hedonic consumption as being beyond an effect, by encompassing a steady flow of fantasies, feelings, and fun. This proposition indicates that there is more than an effect involved. Additional resources, such as imagination, are required.

Spangenberg et al., (1997) suggested the importance of imagination in hedonic information processing. They contend that "*it is, therefore, possible that successful measurement of hedonic consumption may also help to gauge the extent to which such images are adopted by consumers.*" It implies that imagination serves to facilitate hedonic consumption, but it is considered a latent construct. If a hedonic evaluation is made, imagination is activated.

A product's hedonic dimension deals with symbolic meaning and an imaginative construction of reality (Holbrook and Hirschman, 1982; Hirschman and Holbrook, 1982). These are beyond the tangible attributes of a product. Both tangible and intangible attributes serve as stimuli evoking cognitive and affective responses, upon which the perceptions of a product are formed. Yet, the perception remains as an impression if there is no "bridge" to transform it into an abstract idea connected to the product. Although in affective reactions, stimuli are evaluated holistically, they cannot create abstract ideas to "see" beyond a product's tangible attributes. In other words, effect is merely a passive "response" such as liking or disliking an object. Imagination is needed to "interpret" and "synthesize" the stimuli. In the words of Singer (1975), imagination functions to "*reproduce faces of persons, snatches of dialogue, or objects no longer immediately available to the primary senses and to reshape further the memories of these experiences into new and complex forms.*"

To illustrate, when a consumer looks at a pair of Nike shoes, such an exposure leaves perceptions and impressions about the shoes' features – the color, sole thickness, style, and price. The exposure can also elicit feelings – happy, warmhearted, etc. – about the product. The processing of the objective and functional benefits involves cognitive functioning; while the elicited feelings are affective reactions. To engage in imagination, a consumer detaches himself/herself and assumes a distance from the object. Then

imagination calls upon his/her experience as a local athlete who aspires to become a national athlete. In his/her imagination s/he can "see" himself/herself wearing sport shoes in an international basketball match. A pair of sport shoes then carries a subjective meaning and symbolizes one's wishes and desires. Therefore, imagination accompanies hedonic information processing. It serves as the resource utilized in evaluating a product. Therefore, hedonic information processing compared to utilitarian information processing involves greater imagination.

Affect and Cognition in Hedonic-Utilitarian Information Processing

The process of evaluating hedonic and utilitarian dimensions generates reactions which in turn influence people's attitudes toward a product. The present study argues that the effect and cognition exist in hedonic and utilitarian information processing, but there is a dominance of one over the other in one particular form of information processing.

It has been argued that the traditional view of purchase decision-making emphasizes rational behavior while overlooking the immediate affective responses that consumers may have toward a product (Holbrook and Hirschman, 1982). This view of immediate affective responses corresponds to Zajonc's (1980) proposition of the primacy of effect in which consumers form attitudes without any awareness of the product's attributes. Affective reactions are crude responses which involve feelings and emotions, rather than thinking, and tend to be holistic – that is, they are not concerned about the functional attributes of the products (Zajonc, 1980). Affective reactions are also spontaneous. Therefore, effect comes into play when there is hedonic information processing. Also, effect signifies the occurrence of hedonic information processing (Holbrook and Hirschman, 1982). Attitude toward a product, as a result of hedonic information processing, will therefore be more effect-based.

In contrast, utilitarian information processing deals with an evaluation on the functional benefits of a product (Holbrook and Hirschman, 1982). Such processing requires consumers to make conscious judgments when evaluating a product's attributes. It generates cognitive reactions (Mano and Oliver, 1993) such as the evaluation of the attributes (Fishbein and Azjen, 1975; Smith and Swinyard, 1982), like the price. These cognitive reactions signify utilitarian information processing. Such information processing is more cognitive-based and therefore produces a more cognition-based attitude.

Relationships between hedonic information processing and effect-based attitude, and between utilitarian information processing and cognition-based attitude have received empirical support. Mano and Oliver (1993) found that hedonic evaluation correlates with the effect. They also suggested that utilitarian information processing works along with the cognitive dimension of attitudes. In the context of a product's trial, Kempf (1999) argued that there is a relationship between affective/cognitive reactions and hedonic/utilitarian product evaluations. The evaluation of a hedonic product requires more effective resources, while the evaluation of a utilitarian product requires more cognitive resources. She found that arousal was an important determinant in trial evaluations of hedonic products, but not for utilitarian products. Further, cognition – compared to effect – was more dominant in trial evaluations for utilitarian than hedonic products (Dewi and Ang, 2001).

Effects of Product Type and Advert's Execution on the Elicitation of Different Types of Imagination

Based on the contention that imagination is a conscious processing (Giorgi, 1987; Singer, 1966) and that one can be induced to elicit certain kinds of responses (Edell and Staelin, 1983; Smith, 1993), we examine how advertising stimuli can influence the elicitation of the different types of imagination. As adverts depict different types of products (that is, hedonic or utilitarian) and/or different types of executions (that is, abstract or concrete pictures), we argue that these different stimuli will have different implications on the elicitation of different types of imagination.

These two elements are chosen to address two issues. As elaborated earlier, products can naturally possess more hedonic or utilitarian attributes, where the former evokes more imagination. Hence, this serves as a nomological validity test for imagination's scale (Dewi and Ang, 2015). Second, since situational factors (that is, elements of adverts) can also influence imagination elicitation, we examine the different effects of concrete vs abstract adverts execution on the elicitation of the four types of imagination and the formation of attitudes.

Effects of Hedonic vs Utilitarian Product Type

One of the factors influencing imagination elicitation is the product type. This can induce consumers to engage in a particular type of processing because consumers have a relatively established schema about how each product should be evaluated (Edell and Staelin, 1983; Meyers-Levy and Tybout, 1989). In other words, consumers will have their set of criteria for a product which they expect the product to have and upon which they will base their evaluation of the product. Meyers-Levy and Tybout (1989) suggested that product type is the basic category for the consumers' processing of a product. That is, in a product's evaluation, consumers will first consider the product type and then look for the product's attributes to confirm their expectations.

The two types of products – hedonic and utilitarian – examined in this study have characteristics which will induce the elicitation of different types of imagination. Hedonic products have a hedonic personality – they are more emotionally involving, inspired by more imagination, and strong in their symbolic values rather than by their tangible features (Hirschman and Holbrook, 1982; Holbrook and Hirschman, 1982; Kempf, 1999). Hence, such a product evokes processes which are more imagination and effect-based. On the other hand, a utilitarian product will "lead" consumers to spend more effort to evaluate the functional benefits of the product and therefore, induces a cognition-based process. For example, a product that sells its image more than its core or functional benefits, such as cosmetics or fragrances, is naturally more hedonic. Products whose functional benefits are not apparent, such as paintings or antiques, also possess hedonic properties.

A hedonic product, when compared to a utilitarian product, can elicit more benefit-anticipatory imagination. There are two aspects involved in this imagination type, that is, as-if activities and utilitarian-like imagination. One may argue that the minimum content of cognition involved in hedonic information processing will not lead to imagining the "consequences" in consuming the product. It is due to the motive for consuming the product – for fun and enjoyment (Holbrook and Hirschman, 1982). On the other hand, a utilitarian prod-

uct, which delivers more cognition-oriented benefits (Kempf, 1999) provides a sounder basis for the elicitation of benefit-anticipatory imagination, one should at first engage in an imaginative experience. As a utilitarian product by its nature induces an analytical mind-set, an evaluation of the product's functional benefits will inhibit a consumer in eliciting imagination. Consequently, utilitarian products will lead to a straight evaluation of the products, which does not involve make-believe activities. It is less likely that one will engage in as-if activities by using the products or a future projection of them if one were to use the products. Hence, a hedonic product vis-à-vis a utilitarian product will generate more benefit-anticipatory imagination.

The effect of product type on emotional-bonding imagination is similar. Emotional-bonding imagination concerns the emotional content of a product. Therefore, as a hedonic product evokes an effect and emotions (Holbrookand Hirschman, 1982; Kempf, 1999), it is suggested that a hedonic product will evoke the elicitation of such emotional-bonding imagination. In contrast, a utilitarian product evokes more cognition rather than effect; it will elicit less emotional-bonding imagination.

Besides containing emotions, a hedonic product "needs" consumers to imagine, in order to "appreciate" the product (Holbrook and Hirschman, 1982; Spangenberg, Voss, and Crowley, 1997). Imagination's capacity to transcend immediate stimulus objects and construct a meaning to a product suggests that a hedonic product can be enjoyed, particularly since a hedonic product's values lie mostly beyond the product's objective and functional performance. Therefore, a hedonic imagination will induce the elicitation of symbolic imagination. In contrast a utilitarian product "conditions' consumers to focus on its functional benefits, because its value lies in its functional benefits" (Kempf, 1999). There is minimal incentive to "see" what lies beyond its functional or objective performance. Therefore, compared to a hedonic product, a utilitarian product elicits less symbolic imagination.

Yet the transcending ability of imagination can generate stimulus-independent thoughts (Singer, 1966). That is, one can drift away from the object and one's mind wanders around. As a hedonic product suggests that you to look beyond its functional and objective performance, it induces mind-wandering imagination. Whereas, as a utilitarian product's evaluation is based more on its tangible attributes (Holbrook and Hirschman, 1982; Kempf, 1999), its evaluation will induce an analytical mind-set which is more occupying, which therefore reduces the tendency to let one's mind wander-off.

The aforementioned reasoning that the product type can influence the elicitation of various types of imagination also applies to the product type's influence on attitude formation. As a hedonic product elicits more effect (Kempf, 1999; Mano and Oliver, 1993) and imagination – which also contains emotion – in its evaluation, both imply that attitude towards a hedonic product will be more effect-based rather than cognition-based. On the other hand, a utilitarian product which elicits more cognitive responses (Kempf, 1999; Mano and Oliver, 1993) and less imagination will lead to a cognition-based attitude rather than an effect-based attitude.

Therefore, the effect of the product's type on the elicitation of the various types of imagination, as well as the formation of attitude, is formally stated in Hypothesis 1.

Hypothesis 1: compared to adverts for utilitarian products, those for hedonic products will generate:

a. more benefit-anticipatory imagination
b. more emotional-bonding imagination
c. more symbolic imagination
d. more mind-wandering imagination
e. less cognition-based attitude, and
f. a greater effect-based attitude.

Effects of Advertising Executions: The Use of Abstract/Concrete Stimuli

The type of stimuli used in an advert can also influence the consumers' processing of the advert. In particular, the use of pictures can influence the consumers' processing of the advertising, in that they can influence the consumers' inferences of the product (Smith, 1993) and alter the consumer's activity and structure while viewing the adverts (Edell and Staelin, 1983; Janiszweski, 1990). This research proposes two types of stimuli – abstract and concrete pictures – that can have differential influences on imagination elicitation.

Compared to concrete stimuli, abstract stimuli tend to be more open to interpretation (Lindaeur, 1983). Such a condition induces consumers to generate more imagination, for example, by creating as-if situations. However, these *as-if* thoughts can also distract consumers from imagining, in particular, the "costs and benefits" of using the product which requires more cognitive effort. If a stimulus tends to distract consumers from focusing on the product depicted by the advert, then consumers' cognition plays a less important role. Such reasoning is based on Edell and Staelin's (1983) contention that if a consumer is distracted by an advert's stimulus, s/he will activate from memory less stored information about the product being advertised. This results in a smaller allocation of cognitive resources. Although the use of abstract stimuli induces imagination, the content of imagination will not pertain to a consideration of the product's "costs and benefits." Therefore, the use of abstract stimuli does not guarantee a significant difference in the elicitation of benefit-anticipatory imagination.

Yet, abstract stimuli in adverts can serve as "cues" for consumers by inducing them to engage in emotional-bonding imagination. This is based on the reasoning that abstract stimuli give more "freedom" to consumers to generate their own interpretations, where consumers can include their personally relevant information as well as create whatever they desire. This makes their emotional-bonding imagination more pronounced. Concrete stimuli, however, depict ready-made stimuli. These induce an analytical mind-set (Lindaeur, 1983) and provide less "room" for consumers to generate their own interpretations (Valkenburg and van der Voort, 1994). Both factors reduce the elicitation of emotional-bonding imagination in concrete stimuli.

A similar reasoning applies for the use of abstract or concrete stimuli in the elicitation of symbolic imagination. Compared to concrete stimuli, abstract stimuli induce more symbolic imagination based on two reasons. First, as it is more open for alternative interpretations (Lindaeur, 1983), consumers are not bound to the stimuli depicted by the advert. Rather, they can develop their own interpretations depending on how they would like to see the stimuli. Second, an abstract stimulus induces some sense of distance and dissociative feelings (Lindaeur, 1983) because it does not quite represent an object as it is seen in the real world. Some distance and dissociative feelings provide a condition con-

ducive for symbolic imagination elicitation, where one needs to transcend the objective stimuli and create one's own interpretations of the product (Sartre, 1972). Therefore, the use of abstract stimuli in adverts will generate more symbolic imagination.

Abstract and concrete stimuli incur different implications for the elicitation of mind-wandering imagination. Abstract stimuli – which depict less realistic images – provide a lack-of-concrete-focus condition (Algom and Lewin, 1981; Lindaeur, 1983) inducing consumers to drift away from the actual stimuli. In contrast, as a concrete product depicts realistic images, they induce an analytical mind-set (Lindaeur, 1983) directing consumers to engage in a more concrete product evaluation. This activity is more occupying and therefore will reduce the tendency to wander-off (Singer, 1966).

The use of abstract stimuli will also affect attitude formation, that is, to be more effect-based or cognition-based. As argued earlier, abstract stimuli are more open to interpretation and give consumers the freedom to see the stimuli as they like. This will make the consumers' attitude more effect-based. On the other hand, concrete stimuli induce an analytical mind-set which in turn makes the consumers' attitude more cognition-based. Based on the above lines of reasoning, we formulate Hypothesis 2.

Hypothesis 2: compared to the use of concrete stimuli in adverts, the use of abstract stimuli in them will generate:

a. a similar level of benefit-anticipatory imagination
b. more emotional-bonding imagination
c. more symbolic imagination
d. more mind-wandering imagination
e. less cognition-based attitude, and
f. a greater effect-based attitude.

Research Method

Design of the Study

This study employed a 2 (hedonic vs utilitarian product) x 2 (abstract vs concrete advertising execution) mixed-factor design. The two levels of the product's type factor were designed as a within-subjects factor. Meanwhile, the two levels of the advertising execution factor were designed as a between-subjects factor. Each participant evaluated one set of products consisting of one hedonic product and one utilitarian product. There were two hedonic products (a chocolate bar and sparkling wine) and two utilitarian products (instant coffee mix and a ballpoint pen) included in the study. The 2-between-subjects factors were the abstract or concrete adverts' execution. Since there were two product sets evaluated, there were eight groups involved in the study. The subjects were 120 undergraduate students. The participants were randomly assigned to each of the eight between-group conditions.

Stimulus Materials

A booklet of adverts was presented to each participant. Following the experimental design, there were eight types of booklets containing two adverts for a set of two products. The order of presentation of the adverts in the booklet was randomized. These sixteen adverts, which acted as stimulus material, were generated from three pretests that were conducted. The pretests included tests of products which had hedonic/utilitarian properties, advertising messages/copies which served as hedonic/utilitarian, and pictures in the adverts which were concrete/abstract. Two aspects of the adverts were manipulated, which were the

product type (within subject) and the advertisings' execution (between subjects). While the brand name was specific for each product, the other aspects of the adverts, such as the position of the pictures and the font sizes, were kept constant across the adverts. Each advert was printed in full color on A4-size paper. The two adverts in each group were compiled and presented in a booklet.

Dependent Variables and Covariates

For testing the hypotheses, the dependent variables were: benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, mind-wandering imagination, the affective properties of attitude, the cognitive properties of attitude, and the purchase intention. There were also covariates included, which were the overall product attitude (in the measurement of the affective and cognitive properties of attitude) and the tendency to imagination (in the measurement of imagination elicitation).

Measures of the four types of imagination were based on the imagination scale developed by Dewi and Ang (2015). Participants were asked to respond to statements measuring the four types of imagination. Possible responses ranged from 1 (disagree) to 7 (agree).

Measures of benefit-anticipatory imagination included three items which were: 1) The advert induces me to imagine how I would think about myself if I were using the product. 2) Looking at the advert, I can imagine how the product would fit my lifestyle. 3) The advert makes me imagine the things I can achieve if I use the product. Measures of emotional-bonding imagination consisted of three statements which were: 1) The advert reminds me of experiences or feelings I've had in my own life. 2) I think the advert somehow inspires me to try out alternative ways to express myself with the product. 3) It is hard to give the specific reason but I think the product is for me. Symbolic imagination was measured using a scale consisting of three items as follows: 1) I feel the advert conveys that the product has benefits other than those I usually think of. 2) The advert suggests that the product symbolizes alternative ways of seeing and behaving. 3) The advert induces me to think that there is an underlying value to the product which cannot be judged based only on its functional benefits. Measures of mind-wandering imagination consisted of three statements as follows: 1) When I look at the advert, I can dissociate myself and think of meanings for the product other than those stated in the advert. 2) The advert does not seem to be speaking to me directly. 3) When I look at the advert, thoughts unrelated to the product can easily creep in.

Measures of the cognitive properties of attitude, affective properties of attitude, and overall product attitude used a semantic differential scale (1 to 7) with endpoints of cognitive adjectives, affective adjectives, and general evaluative terms for the cognitive scale, the affective scale, and the product attitude scale respectively. Since the structural characteristics of the measures (for example, the response format of the measures) can be confounded with the construct being measured, similar response formats were preferred to tease out the affective and cognitive properties constituting the overall product attitudes (Crites, Jr., Fabrigar, and Petty, 1984).

Operationalization of these variables followed Crites, Jr., Fabrigrar, and Petty's (1984), Edelland Burke's (1987) and Trafimow and Sheeran's (1998) work as follows. The cognitive scale word pairs were: inef-

fective/effective, unbelievable/believable, and useless/useful. The affective properties of attitude used were: not excited/excited, not inspired/inspired, not enjoyable/enjoyable. The affective scales required the subject to: "attend to the feelings that you have towards the product and indicate how the product makes you feel." Whereas for measuring the overall product attitude, the assessment used three pairs of very general evaluative terms that do not describe affective states or traits of the object's attitude. The participants were presented with the stem "Having considered your thoughts and feelings toward the product, what is your overall rating for the product?" They responded by circling one of the 1 to 7 numbers with endpoints labeled bad/good, dislikeable/likeable, and pleasant/unpleasant.

Although this study proposes that the nature of the product (hedonic or utilitarian) and situational factors (that is, the adverts execution) can influence imagination elicitation, we recognize that the tendency to imagine varies amongst individuals. Although such a difference is not an innate characteristic, Swanson (1978) contended that corresponding with the environment/education in which an individual in nurtured, some individuals are more open to imagining experiences. Therefore, this study held the tendency to imagine as a covariate when measuring the elicitation of the four imagination types. Tendency to imagine was measured by adopting Swanson's (1978) absorbing experience scale.

Control Variables

The control variables were measured to rule out other explanations, besides the manipulated variables, accounting for the subjects' responses toward the stimulus materials. This study identified two variables – that is, advert attitude and product involvement, which can confound the dependent variables' measures. Past research indicates that advert attitude influences product attitude (Mitchell and Olson, 1981). Therefore, this study checked the adverts' equality in favorability. Measures for the advert attitude were adopted from those of Edell and Burke (1987). As well, given that past research suggests that product involvement influences the types of information processing (Petty and Cacioppo, 1986), this confound check was to ensure that differences in product involvement level were not the factor which explained the subjects' affective and cognitive properties of attitude. Measures for product involvement were adopted from the Personal Involvement Inventory (PII) scale (Zaichkowsky, 1985).

Manipulation Check

To verify that significant differences in the perceptions of the adverts' abstractness existed, this study included three measures of advert abstractness. These measures stem from the abstract/concrete picture characteristics implied in Lindaeur's research (1983). As part of the overall evaluation of the adverts, the participants rated the adverts' abstractness on a 1 to 7 scale anchored by concrete/abstract (reverse coded), difficult to visualize/easy to visualize, and not lifelike/lifelike.

Results and Discussion

Control and Manipulation Check Items

The ANOVA results (see Table 1) showed that hedonic products' advertising vs utilitarian products' advertising were perceived equal in advertise-

ment attitude and involvement. As well, the subjects' perceptions of the abstract vs concrete adverts were equal in terms of the adverts attitude and involvement.

As a manipulation check, the subjects' perceptions of the adverts concreteness were measured. Results verified that the abstract vs concrete adverts were perceived as intended. As shown in Table 1, the concrete adverts concreteness score was significantly different from that of the abstract adverts.

Dependent Variables

The two hypotheses proposed are about the main effect of hedonic vs utilitarian product types and the main effect of abstract vs concrete advertising execution. The hypotheses were tested using a 2x2 analysis of covariance with the tendency to imagine as a covariate for measuring the elicitation of the four imagination types, and product attitude as a covariate for measuring the effect-based and cognition-based attitudes. Tendency to imagine was held as a covariate to ascertain that individuals' differences were not the source of different levels of imagination elicitation. The researcher also treated product attitude as a covariate since the present study examines the cognitive and effective component of attitude. While product attitude may involve cognitive and effective components in a variety of combination (Edwards, 1990; Zajonc, 1980), the present study is interested in measuring the cognitive vis-à-vis the effective basis of attitude, but not the overall attitude (which may vary between individuals).

Hypotheses 1a to 1f examined the effects of hedonic vs utilitarian products on imagination elicitation. These hypotheses also served as an assessment for the imagination scale's (Dewi and Ang, 2015) nomological validity, where hedonic products, compared to utilitarian products, are expected to generally generate more imagination since an evaluation of hedonic products involves imagination and effect (Babin et al., 1994; Batra and Ahtola, 1990; Chandon et al., 1998; Hirschman and Holbrook, 1982; Holbrook and Hirschman, 1982; Kempf, 1999; Mano and Oliver, 1993; Spangenberg et al., 1997).

Hypotheses 2a to 2f pertain to the examination of the effects of concrete vs abstract adverts execution, where the latter advert execution was predicted to generally elicit more imagination. Stemming from Lindaeur's (1983) contention that abstract stimuli will elicit more imagination, these hypotheses serve as a nomological validity check for the imagination scale as well as an attempt to examine the distinction of imagination from imagery.

Table 1. Manipulation Check Items: Cell Means and ANOVA Results

	Cell Means				ANOVA Results	
	Product Type		Ad Execution			
	Hedonic Product Ads	Utilitarian Product Ads	Abstract Ads	Concrete Ads	Product Type *F*score	Ad Execution *F*score
Ad Attitude	4.31	4.36	4.37	4.33	0.087	0.133
Involvement	4.33	4.38	4.30	4.43	0.113	0.616
Ad Concreteness	-	-	2.55	4.58	-	193.44***

Note: *** = significant at the 0.01 level

Effects of Product Type

Hypotheses 1a and 1b proposed the main effect of hedonic vs utilitarian prod-

ucts, where hedonic products were hypothesized to evoke more benefit-anticipatory imagination, more emotional-bonding imagination, more symbolic imagination, and more mind-wandering imagination. People's attitudes towards hedonic products, compared with utilitarian products, were also predicted to be less cognitive but more effect-based.

As shown in Table 2, measures of the dependent variables showed a significant main effect for different product types. Hedonic products vs utilitarian products generated significant differences in terms of benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, and mind-wandering imagination. Significant differences were also found in terms of the cognition-based attitude and effect-based attitude. Accordingly, the empirical findings supported Hypotheses 1a to 1f.

imagination elicitation (Lindaeur, 1983).

Therefore, we first examined the relationship between abstract and concrete adverts and elicitation of the four types of imagination. Based on the contention that less concreteness (or more abstractness) provides more "freedom" to interpret, we expected that the four types of imagination and the concreteness of stimuli would demonstrate a negative relationship. That is, less concrete stimuli elicit more imagination.

Secondly, we tested Hypotheses 2a to 2f which were based on the prediction that concrete adverts vs abstract adverts generate more emotional-bonding imagination, symbolic imagination, mind-wandering imagination, less cognition but more effect-based attitude. However, we proposed that the effect of concrete vs advert execution on benefit-anticipatory imagination would be different. That is, both elicit a similar level of this imagination type.

Table 2. Product Type Effects: Cell Means and ANCOVA Results

	Cell Means		ANCOVA Results		
	Product Type				
	Hedonic Product Ads	Utilitarian Product Ads	Product Type *F*score	Covariates	
				Product Attitude	Tendency to Imagine
Benefit-anticipatory Imagination	4.21	3.77	6.65**	-	0.079
Emotional-bonding Imagination	4.36	3.99	5.98**	-	0.008
Symbolic Imagination	5.00	3.41	126.17***	-	4.64
Mind-wandering Imagination	4.60	3.89	58.61***	-	5.65
Cognition	3.50	4.40	47.59***	0.064	-
Effect	4.58	4.14	9.80***	0.380	-

Note: ** = significant at the 0.05 level; ***= significant at the 0.01 level

Effects of Advertising Execution

The nature of stimuli is argued as one aspect to distinguish imagination vis-à-vis imagery. That is, while concrete stimuli are conducive for imagery elicitation (Alesandrini and Sheikh, 1983), the researcher proposes that less concrete stimuli facilitate

For testing the first contention on the negative relation between concreteness of advert execution and imagination elicitation, we constructed a path model testing the relationship between the variables (see Figure 1). Such a model showed an adequate model fit of 0.941 (GFI), 0.963 (NFI), 0.965 (CFI), chi-square value = 114.042, and p = 0.007.

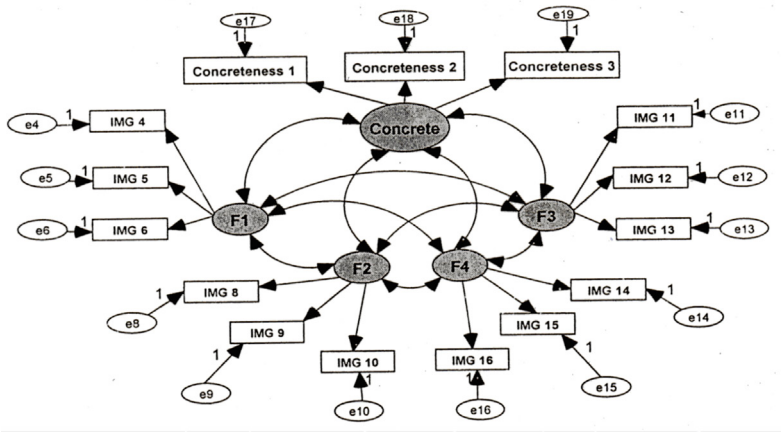

Figure 1. Imagination types and concreteness of stimuli

Table 3a depicts the results of the test suggesting the negative significant relationships between the four types of imagination and the concreteness of stimulus. This confirms the hypothesis that imagination is elicited in a situation, or by stimuli which induce freedom to interpret, but does not induce an analytical mind-set (Hamlyn, 1994; Lindaeur, 1983). Further, we provide more evidence that imagination differs from imagery, in that the latter requires concrete stimuli for its elicitation (Alesandrini and Sheikh, 1983), whereas the later does not.

Table 3a. Covariances Between Imagination Types and Concreteness of Stimuli

Pairs of Variables	Covariances
Benefit-anticipatory Imagination	-0.338***
Emotional-bonding Imagination	-0.267***
Symbolic Imagination	-0.511***
Mind-wandering Imagination	-0.250***

Note: ** = significant at the 0.05 level; ***= significant at the 0.01 level

Meanwhile, comparing the effects of abstract advertising vis-à-vis concrete adverts, we predicted that abstract adverts would elicit a similar level of benefit-anticipatory imagination to concrete adverts, but more emotional-bonding imagination, symbolic imagination, mind-wandering imagination, less cognition-based attitude, and more effect-based attitude. Table 3b depicts the results of such hypotheses testing.

The results showed that the entire Hypotheses 2 on the effects of abstract adverts vs concrete adverts was supported. Hypothesis 2a which predicted an insignificant difference in the elicitation of benefit-anticipatory imagination was supported by the data. Table 3b also shows that abstract adverts versus concrete adverts generated significant differences in the elicitation of emotional-bonding imagination, symbolic imagination, mind-wandering imagination, cognition-based attitude, and effect-based attitude. Accordingly, Hypotheses 2a to 2f were supported.

Table 3b. Ad Execution Effects: Cell Means and ANCOVA Results

	Cell Means		ANCOVA Results		
	Ad Execution				
	Abstract Ads	Utilitarian Ads	Ad Execution *F*score	Covariates	
				Product Attitude	Tendency to Imagine
Benefit-anticipatory Imagination	4.05	3.93	0.446	-	0.079
Emotional-bonding Imagination	4.36	3.98	5.82**	-	0.008
Symbolic Imagination	4.50	3.91	17.68***	-	4.64**
Mind-wandering Imagination	4.26	3.83	8.55***	-	5.65**
Cognition	3.77	4.12	6.97***	0.064	-
Effect	4.89	3.82	59.52***	0.380	-

Note: ** = significant at the 0.05 level; ***= significant at the 0.01 level

Conclusion and Limitation

This study provided empirical evidence for the imagination scale developed by Dewi and Ang (2015). In the context of hedonic and utilitarian products, the scale behaved as expected in which hedonic vis-à-vis utilitarian products evoke more imagination (Hirschman and Holbrook, 1982; Holbrook and Hirschman, 1982; Spangenberg et al., 1997). Empirical evidence also accounts for the hedonic vs utilitarian product evaluation, which causes attitude formation to be more effect-based or more cognition-based.

This study also provides empirical support for the contention that imagination is facilitated by limiting the stimuli and less concrete stimuli, which induce more freedom for interpretation (Lindaeur, 1983). Negative relationships were found between the concreteness of stimuli and the four imagination types.

However, the hypotheses formulated in this study do not deal with the combined effects of product type and advertising execution. Further study into the interaction effects of these two factors on the elicitation of the four types of imagination will provide evidence of the more salient factor influencing consumers' processing. Consumers have a relatively definite schema pertaining to how a product is evaluated (Edell and Staelin, 1983; Meyers-Levy and Tybout, 1989). Holbrook and Moore (1981) argued that verbal stimuli (and also visual appeals) will be processed depending on the consumers' evaluative judgments about the pro-duct. That is, consumers' existing schema about a certain product will firstly determine their product perception. Then consumers will process advertising stimuli to come up with a product evaluation. As a product can be more hedonic or utilitarian in nature, the consumers' evaluative judgement depends primarily on the product's hedonic or utilitarian values. Each will evoke different information processing strategies, where the first involves a highly subjective evaluation (for example, pertaining to the symbolic values of the product) and the latter involves objective criteria. Although the use of abstract or concrete advertising stimuli will serve as cues for the consumers to respond to the stimuli in certain ways (Burton and Lichtenstein, 1988; Edell and Staelin, 1983), it is a less salient factor compared to the product type. Still, the interaction effects of these two factors in eliciting each of the imagination types would be an intriguing future research agenda.

Further, this study has not tested a link between imagination elicitation and purchase intention. Such a link is worth noting since purchase intention can be the proxy to a real purchase (Hoch and Ha, 1986). Research into the relationship between purchase intention and imagination would also provide further nomological validity for the imagination scale since imagination is defined as make-believe activity which is future-oriented (Dewi and Ang, 2015).

Last but not least, there should be further nomological testing as well as application studies undertaken to examine various advertising execution strategies and their comparative effectiveness at eliciting imagination. The potential advertising execution strategies to be studied are the transformational versus informational, conclusion versus non-conclusion, and expected versus unexpected adverts.

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Assessing the Imagination Scale's Nomological Validity: Effect of Hedonic versus Utilitarian Product Types and Abstract versus Concrete Advertising Execution

Abstract: This research builds on the study of an advertisement-evoked imagination scale developed by Dewi and Ang (2015). The imagination scale contains four types of imagination, that is, benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, and mind-wandering imagination. In this paper, the proposed constructs of the imagination types are related to other relevant constructs that already exist in the marketing literature. The purpose of this research is twofold. First, it establishes the nomological validity of the imagination measures by placing it in the context of hedonic-utilitarian concepts proposed by Holbrook and Hirschman (1983). Second, the research empirically studies the effect of a situational factor, which is concrete versus abstract advertisement execution, on imagination elicitation. The study is an experiment which employs a mixed factor design involving eight sub-groups of participants. The results of the research demonstrate the nomological validity of the imagination scale where the four types of imagination were elicited in response to a hedonic/utilitarian product depicted in the advertisement and situational factors (which are abstract versus concrete advertisements).

Keywords: imagination, hedonic, utilitarian, abstract advertisement execution.

JEL Classification: M3

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Introduction

The marketing field's interests in the measurement of subjective experiences (e.g., Unger and Kernan, 1983) in particular, as well as the complex responses of consumers toward advertising or other marketing stimuli (e.g., Edell and Burke, 1987; Hirschman and Holbrook, 1982) have been lacking in their conceptualization and the measurement of imagination. Imagination has oftentimes been interpreted interchangibly with imagery and discussed in the domain of cognitive or even clinical pyschology (Leopod and Mayer, 2014; Peason et al., 2015). While scholars have attempted to also conceptualize imagination (Abraham, 2016; Phillips, 2017, Rebecca and Molesworth, 2017; Thomas, 2014), the measurement of imagination, as a response to marketing stimuli and its one empirical validation, have posed a challenge to marketing scholars. With much advertising expenditure being wasted on ineffective campaigns (Abraham and Lodish, 1990), advertisers should be concerned with the complex relationships which exist between consumers and advertisements or other marketing stimuli.

A study by Dewi and Ang (2015) proposed the concept of imagination, identified the four components of imagination, and developed the communication-evoked imagination scale. Imagination was proposed as an absorptive, transcendental, and future-oriented subjective experience. Their study also offered empirical findings which supported the existence of the four types of imagination derived from the various components of imaginative experience. Benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, and mind-wandering imagination were present as responses to a variety of advertisements depicting various products. The invariant factorial structural analysis and the multitrait-multimethod procedure demonstrated that such a categorization of imagination qualifies as more than tentative, in which there was no systematic bias caused by different product types.

Those proposed constructs of four imagination types, and the developed imagination scale by Dewi and Ang (2015), need to be assessed in terms of their nomological validity. Therefore, this present research related imagination to other relevant constructs in the marketing literature. In doing so, this present research reviewed and adopted the literature surrounding hedonic-utilitarian concepts (Babin, Darden, and Griffin, 1994; Batra and Ahtola, 1990; Chandon, Wansink, and Laurent, 1998; Hirschman and Hoolbrook, 1982; Holbrookand Hirschman, 1982; Kempf, 1999; Mano and Oliver, 1993; Spangenberg, Voss, and Crowley, 1997), imagination (Lindaeur, 1983; Giorgi, 1987) and affect versus cognition in the structure of attitudes (Breckler, 1984; Breckler and Wiggins, 1989; Zajonc, 1989).

Hoolbrook and Hirschman's (1982) hedonic-utilitarian concept suggested a meaningful relationship between hedonic products and imagination. They contend that evaluating a hedonic product involves feeling, fun, and fantasy.[1] This present study elaborates such concepts and identifies the role of imagination in evaluating a product's hedonic dimension. Such an evaluation goes beyond its functional benefits. For instance, imagination's transcendental quality facilitates the

[1]The term "fantasy" has a somewhat negative connotation. In differentiating and contrasting the concept of fantasy with that of imagination, Lynch (1974, cited in Giorgi, 1987) states that fantasy is a failure of imagination. Freud (1907, cited in Singer, 1975) states that "*happy people do not make fantasies, only unsatisfied do.*" Fantasy is often used in associations with speculation about unconscious or subconscious processes (Sutherland, 1974). Even though frequently "fantasy" is used interchangeably with "imagination", this present study prefers not to confuse these two terms and therefore to use "imagination" in the whole study.

construction of a symbolic meaning for a product. However, the role of imagination decreases in the more-cognitive-involving utilitarian information processing. This study compares imagination elicitation in hedonic vis-à-vis utilitarian information processing to empirically assess the relationship between imagination and hedonic concepts.

The present research takes the views that imagination is a conscious processing (Giorgi, 1987; Singer, 1975) and that an individual can be induced to engage in processing certain information (Alesandriniand Sheikh, 1983). Therefore, an attempt is made to identify the type of stimuli which induce imagination elicitation. On such a stimulus type, this present study argues that imagination is induced and facilitated when external stimuli are reduced (Antrobus, Singer, and Greenberg, 1966) as well as when freedom to interpret the stimuli is given (Lindaeur, 1983). In other words, "incomplete information" is conducive for imagination elicitation. This present study proposes abstract vs concrete advertising execution as another means to examine the imagination scale's construct validity and nomological validity. This is based on Lindaeur's (1983) study of imagination in the context of abstract vs concrete paintings. While more concrete advertising will elicit more imagination (Alesandrini and Sheikh, 1983), the effects of abstract vs concrete advertising execution on imagination will provide insights to compare imagination vis-à-vis imagery. As argued by Dewi and Ang (2015), conceptually imagination differs from imagery and the difference should be implied in one important aspect pertaining to the nature of the stimuli (abstract or concrete) which is conducive for their elicitation.

Therefore, the purpose of this study is twofold. First, it establishes the nomological validity of the imagination measures developed by Dewi and Ang (2015) by placing it in the context of the hedonic-utilitarian concepts proposed by Holbrook and Hirschman (1982). It would also extend the studies surrounding hedonic-utilitarian concepts. This present research builds on Kempf's (1999) and Mano and Oliver's (1993) studies into the relationships between hedonic (utilitarian) product evaluations and affective (cognitive) responses by empirically examining imagination's role in hedonic vs utilitarian product evaluations. Second, this research studies the effect of a situational factor, which is concrete vs abstract execution, on imagination's elicitation.

Literature Review and Hypotheses

Hedonic Dimension and Utilitarian Dimension

The categorization of product attributes into hedonic and utilitarian is insightful as it captures the cognitive-affective and thinking-feeling of the information. Holbrook and Hirschman (1982) proposed the hedonic dimension of consumption as "experiential" consumption. It enlarges the concept of affect which captures only valenced feeling states of like or dislike for a product (Babin et al., 1994; Batra and Ahtola, 1990; Hirschman and Holbrook, 1982; Spangenberg et al., 1997).

Affect plays an important role in evaluating a product's hedonic dimension. Involving feelings, fun, and fantasy (Hirschman and Holbrook, 1982; Holbrook and Hirschman, 1982), hedonic information processing deals with emotive responses and pursues the fulfillment of desires (Holbrook and

Hirschman, 1982). It involves the basic motivation of a human being to have pleasure, fun, amusement, and enjoyment (Orbach, 1995) which become the criteria for the evaluation of a product. Therefore, in an overall evaluation, hedonic information processing requires sensation, fantasy, imagination, emotional arousal, pleasure, and symbolic meanings (Holbrook and Hirschman, 1982). These are likely to be found in the intrinsic values or intangible attributes of a product.

The utilitarian dimension is evaluated based on a rational consideration. It pertains to the functional or instrumental benefits of the product (Babin et al., 1994; Batra and Ahtola, 1990; Hirschman and Holbrook, 1992; Spangenberg et al., 1997). Utilitarian processing corresponds to secondary process thinking which reflects the way mental processes function as a result of taking into account "the consequences of action" (Holbrook and Hirschman, 1982). With normal shopping behavior, the utilitarian shopping experience is illustrated as task-related and rational. A product is purchased in a deliberate and efficient manner (Babin et al., 1994), and valued for its utility-maximizing function. Product evaluation tends to be based on the product's tangible benefits and its objective features, such as calories (in food), fluoride (in toothpaste), and miles per gallon (in gasoline; Holbrook and Hirschman, 1982). Thus, a product's tangible benefits serve as the primary determinants of product quality (Hirschman and Holbrook, 1982). In contrast to the hedonic dimension which deals with product symbolism, the utilitarian dimension views products as objective entities. It is inferred therefore that utilitarian information processing requires cognitive efforts involving rational considerations of a product's functional performance.

A product carries both hedonic and utilitarian dimensions in varying degrees. Consumer choices can be based more dominantly on one dimension over another (Dharand Wertenbroch, 2000). In evaluating a product, consumers can take either the hedonic dimension or utilitarian dimension as the main criterion. For example, in evaluating sport shoes, a consumer can take the hedonic dimension as his/her main consideration. In which case, s/he sees the shoes as fulfilling his/her inner desire to be an athlete. If the utilitarian dimension is more dominant, then s/he will consider the shoes' durability.

Such a scenario depicts a product's hedonic and utilitarian dimensions in relation to the way a consumer evaluates a product. When the hedonic (utilitarian) dimension becomes the dominant criterion, a consumer is engaged in hedonic (utilitarian) information processing. The use of the terms "hedonic and utilitarian information" processing refers to the product evaluation process where a consumer chooses product features that become their primary basis in making a purchase decision and then he/she evaluates them.

When a product's hedonic dimension is dominant, a consumer turns inward and seeks "information" sourced from his/her inner desires and imagination. S/he also responds to imagination-eliciting stimuli and evokes affective reactions and imagination. In contrast, when the utilitarian dimension dominates a consumer's information processing, s/he will "logically" seek out information about the product's performance. In doing so, s/he elicits cognitive "efforts."

In this study, we examine the apparatuses – cognition, affect, and/or imagination – how they function under hedonic and utilitarian information processing. We are interested in the outcomes of hedonic/util-

itarian information processing, but not the processes or staff involved in information processing. This study pertains to the antecedents and consequences of information processing. The processing of the stimuli itself is therefore implicitly inferred. The antecedents of the information processing are the product type and advertising execution that induce consumers to engage in more hedonic or utilitarian information processing.

Imagination in Hedonic Information Processing

Another distinctive characteristic of hedonic information processing vis-à-vis utilitarian information processing is the involvement of imagination. The degree of imagination involved in the information processing depends, to a large extent, on the nature of the product dimension (hedonic or utilitarian) being evaluated. Evaluating a utilitarian dimension requires cognitive effort pertaining to the objective performance of a product, therefore utilitarian information processing contains little imagination. When evaluating the hedonic dimension, the hedonic processing elicits information which affects cognition as well as the imagination. Holbrook and Hirschman (1982) ascribed the meaning of hedonic consumption as being beyond an affect, by encompassing a steady flow of fantasies, feelings, and fun. This proposition indicates that there is more than an affect involved. Additional resources, such as imagination, are required.

Spangenberg et al., (1997) suggested the importance of imagination in hedonic information processing. They contend that "*it is, therefore, possible that successful measurement of hedonic consumption may also help to gauge the extent to which such images are adopted by consumers.*" It implies that imagination serves to facilitate hedonic consumption, but it is considered a latent construct. If a hedonic evaluation is made, imagination is activated.

A product's hedonic dimension deals with symbolic meaning and an imaginative construction of reality (Holbrook and Hirschman, 1982; Hirschman and Holbrook, 1982). These are beyond the tangible attributes of a product. Both tangible and intangible attributes serve as stimuli evoking cognitive and affective responses, upon which the perceptions of a product are formed. Yet, the perception remains as an impression if there is no "bridge" to transform it into an abstract idea connected to the product. Although in affective reactions, stimuli are evaluated holistically, they cannot create abstract ideas to "see" beyond a product's tangible attributes. In other words, affect is merely a passive "response" such as liking or disliking an object. Imagination is needed to "interpret" and "synthesize" the stimuli. In the words of Singer (1975), imagination functions to "*reproduce faces of persons, snatches of dialogue, or objects no longer immediately available to the primary senses and to reshape further the memories of these experiences into new and complex forms.*"

To illustrate, when a consumer looks at a pair of Nike shoes, such an exposure leaves perceptions and impressions about the shoes' features – the color, sole thickness, style, and price. The exposure can also elicit feelings – happy, warmhearted, etc. – about the product. The processing of the objective and functional benefits involves cognitive functioning; while the elicited feelings are affective reactions. To engage in imagination, a consumer detaches himself/herself and assumes a distance from the object. Then

imagination calls upon his/her experience as a local athlete who aspires to become a national athlete. In his/her imagination s/he can "see" himself/herself wearing sport shoes in an international basketball match. A pair of sport shoes then carries a subjective meaning and symbolizes one's wishes and desires. Therefore, imagination accompanies hedonic information processing. It serves as the resource utilized in evaluating a product. Therefore, hedonic information processing compared to utilitarian information processing involves greater imagination.

Affect and Cognition in Hedonic-Utilitarian Information Processing

The process of evaluating hedonic and utilitarian dimensions generates reactions which in turn influence people's attitudes toward a product. The present study argues that the affect and cognition exist in hedonic and utilitarian information processing, but there is a dominance of one over the other in one particular form of information processing.

It has been argued that the traditional view of purchase decision-making emphasizes rational behavior while overlooking the immediate affective responses that consumers may have toward a product (Holbrook and Hirschman, 1982). This view of immediate affective responses corresponds to Zajonc's (1980) proposition of the primacy of affect in which consumers form attitudes without any awareness of the product's attributes. Affective reactions are crude responses which involve feelings and emotions, rather than thinking, and tend to be holistic – that is, they are not concerned about the functional attributes of the products (Zajonc, 1980). Affective reactions are also spontaneous. Therefore, affect comes into play when there is hedonic information processing. Also, affect signifies the occurrence of hedonic information processing (Holbrook and Hirschman, 1982). Attitude toward a product, as a result of hedonic information processing, will therefore be more affect-based.

In contrast, utilitarian information processing deals with an evaluation on the functional benefits of a product (Holbrook and Hirschman, 1982). Such processing requires consumers to make conscious judgments when evaluating a product's attributes. It generates cognitive reactions (Mano and Oliver, 1993) such as the evaluation of the attributes (Fishbein and Azjen, 1975; Smith and Swinyard, 1982), like the price. These cognitive reactions signify utilitarian information processing. Such information processing is more cognitive-based and therefore produces a more cognition-based attitude.

Relationships between hedonic information processing and affect-based attitude, and between utilitarian information processing and cognition-based attitude have received empirical support. Mano and Oliver (1993) found that hedonic evaluation correlates with the affect. They also suggested that utilitarian information processing works along with the cognitive dimension of attitudes. In the context of a product's trial, Kempf (1999) argued that there is a relationship between affective/cognitive reactions and hedonic/utilitarian product evaluations. The evaluation of a hedonic product requires more affective resources, while the evaluation of a utilitarian product requires more cognitive resources. She found that arousal was an important determinant in trial evaluations of hedonic products, but not for utilitarian products. Further, cognition – compared to affect – was more dominant in trial evaluations for utilitarian than hedonic products (Dewi and Ang, 2001).

Effects of Product Type and Ad's Execution on the Elicitation of Different Types of Imagination

Based on the contention that imagination is a conscious processing (Giorgi, 1987; Singer, 1966) and that one can be induced to elicit certain kinds of responses (Edell and Staelin, 1983; Smith, 1993), we examine how advertising stimuli can influence the elicitation of the different types of imagination. As ads depict different types of products (that is, hedonic or utilitarian) and/or different types of executions (that is, abstract or concrete pictures), we argue that these different stimuli will have different implications on the elicitation of different types of imagination.

These two elements are chosen to address two issues. As elaborated earlier, products can naturally possess more hedonic or utilitarian attributes, where the former evokes more imagination. Hence, this serves as a nomological validity test for imagination's scale (Dewi and Ang, 2015). Second, since situational factors (that is, elements of ads) can also influence imagination elicitation, we examine the different effects of concrete vs abstract ad execution on the elicitation of the four types of imagination and the formation of attitudes.

Effects of Hedonic vs Utilitarian Product Type

One of the factors influencing imagination elicitation is the product type. This can induce consumers to engage in a particular type of processing because consumers have a relatively established schema about how each product should be evaluated (Edell and Staelin, 1983; Meyers-Levy and Tybout, 1989). In other words, consumers will have their set of criteria for a product which they expect the product to have and upon which they will base their evaluation of the product. Meyers-Levy and Tybout (1989) suggested that product type is the basic category for the consumers' processing of a product. That is, in a product's evaluation, consumers will first consider the product type and then look for the product's attributes to confirm their expectations.

The two types of products – hedonic and utilitarian – examined in this study have characteristics which will induce the elicitation of different types of imagination. Hedonic products have a hedonic personality – they are more emotionally involving, inspired by more imagination, and strong in their symbolic values rather than by their tangible features (Hirschman and Holbrook, 1982; Holbrook and Hirschman, 1982; Kempf, 1999). Hence, such a product evokes processes which are more imagination and affect-based. On the other hand, a utilitarian product will "lead" consumers to spend more effort to evaluate the functional benefits of the product and therefore, induces a cognition-based process. For example, a product that sells its image more than its core or functional benefits, such as cosmetics or fragrances, is naturally more hedonic. Products whose functional benefits are not apparent, such as paintings or antiques, also possess hedonic properties.

A hedonic product, when compared to a utilitarian product, can elicit more benefit-anticipatory imagination. There are two aspects involved in this imagination type, that is, as-if activities and utilitarian-like imagination. One may argue that the minimum content of cognition involved in hedonic information processing will not lead to imagining the "consequences" in consuming the product. It is due to the motive for consuming the product – for fun and enjoyment (Holbrook and Hirschman, 1982). On the other

hand, a utilitarian product, which delivers more cognition-oriented benefits (Kempf, 1999) provides a sounder basis for the elicitation of benefit-anticipatory imagination, one should at first engage in an imaginative experience. As a utilitarian product by its nature induces an analytical mindset, an evaluation of the product's functional benefits will inhibit a consumer in eliciting imagination. Consequently, utilitarian products will lead to a straight evaluation of the products, which does not involve make-believe activities. It is less likely that one will engage in as-if activities by using the products or a future projection of them if one were to use the products. Hence, a hedonic product vis-à-vis a utilitarian product will generate more benefit-anticipatory imagination.

The effect of product type on emotional-bonding imagination is similar. Emotional-bonding imagination concerns the emotional content of a product. Therefore, as a hedonic product evokes an affect and emotions (Holbrookand Hirschman, 1982; Kempf, 1999), it is suggested that a hedonic product will evoke the elicitation of such emotional-bonding imagination. In contrast, a utilitarian product evokes more cognition rather than affect; it will elicit less emotional-bonding imagination.

Besides containing emotions, a hedonic product "needs" consumers to imagine, in order to "appreciate" the product (Holbrook and Hirschman, 1982; Spangenberg, Voss, and Crowley, 1997). Imagination's capacity to transcend immediate stimulus objects and construct a meaning to a product suggests that a hedonic product can be enjoyed, particularly since a hedonic product's values lie mostly beyond the product's objective and functional performance. Therefore, a hedonic imagination will induce the elicitation of symbolic imagination. In contrast a utilitarian product "conditions' consumers to focus on its functional benefits, because its value lies in its functional benefits" (Kempf, 1999). There is minimal incentive to "see" what lies beyond its functional or objective performance. Therefore, compared to a hedonic product, a utilitarian product elicits less symbolic imagination.

Yet the transcending ability of imagination can generate stimulus-independent thoughts (Singer, 1966). That is, one can drift away from the object and one's mind wanders around. As a hedonic product suggests that you to look beyond its functional and objective performance, it induces mind-wandering imagination. Whereas, as a utilitarian product's evaluation is based more on its tangible attributes (Holbrook and Hirschman, 1982; Kempf, 1999), its evaluation will induce an analytical mind-set which is more occupying, which therefore reduces the tendency to let one's mind wander-off.

The aforementioned reasoning that the product type can influence the elicitation of various types of imagination also applies to the product type's influence on attitude formation. As a hedonic product elicits more affect (Kempf, 1999; Mano and Oliver, 1993) and imagination – which also contains emotion – in its evaluation, both imply that attitude towards a hedonic product will be more affect-based rather than cognition-based. On the other hand, a utilitarian product which elicits more cognitive responses (Kempf, 1999; Mano and Oliver, 1993) and less imagination will lead to a cognition-based attitude rather than an affect-based attitude.

Therefore, the effect of the product's type on the elicitation of the various types of imagination, as well as the formation of attitude, is formally stated in Hypothesis 1.

Hypothesis 1: compared to ads for utilitarian products, those for hedonic products will generate:

a. more benefit-anticipatory imagination
b. more emotional-bonding imagination
c. more symbolic imagination
d. more mind-wandering imagination
e. less cognition-based attitude, and
f. a greater affect-based attitude.

Effects of Advertising Executions: The Use of Abstract/Concrete Stimuli

The type of stimuli used in an ad can also influence the consumers' processing of the ad. In particular, the use of pictures can influence the consumers' processing of the advertising, in that they can influence the consumers' inferences of the product (Smith, 1993) and alter the consumer's activity and structure while viewing the ads (Edell and Staelin, 1983; Janiszweski, 1990). This research proposes two types of stimuli – abstract and concrete pictures – that can have differential influences on imagination elicitation.

Compared to concrete stimuli, abstract stimuli tend to be more open to interpretation (Lindaeur, 1983). Such a condition induces consumers to generate more imagination, for example, by creating as-if situations. However, these *as-if* thoughts can also distract consumers from imagining, in particular, the "costs and benefits" of using the product which requires more cognitive effort. If a stimulus tends to distract consumers from focusing on the product depicted by the ad, then consumers' cognition plays a less important role. Such reasoning is based on Edell and Staelin's (1983) contention that if a consumer is distracted by an ad's stimulus, s/he will activate from memory less stored information about the product being advertised. This results in a smaller allocation of cognitive resources. Although the use of abstract stimuli induces imagination, the content of imagination will not pertain to a consideration of the product's "costs and benefits." Therefore, the use of abstract stimuli does not guarantee a significant difference in the elicitation of benefit-anticipatory imagination.

Yet, abstract stimuli in ads can serve as "cues" for consumers by inducing them to engage in emotional-bonding imagination. This is based on the reasoning that abstract stimuli give more "freedom" to consumers to generate their own interpretations, where consumers can include their personally relevant information as well as create whatever they desire. This makes their emotional-bonding imagination more pronounced. Concrete stimuli, however, depict ready-made stimuli. These induce an analytical mind-set (Lindaeur, 1983) and provide less "room" for consumers to generate their own interpretations (Valkenburg and van der Voort, 1994). Both factors reduce the elicitation of emotional-bonding imagination in concrete stimuli.

A similar reasoning applies for the use of abstract or concrete stimuli in the elicitation of symbolic imagination. Compared to concrete stimuli, abstract stimuli induce more symbolic imagination based on two reasons. First, as it is more open for alternative interpretations (Lindaeur, 1983), consumers are not bound to the stimuli depicted by the ad. Rather, they can develop their own interpretations depending on how they would like to see the stimuli. Second, an abstract stimulus induces some sense of distance and dissociative feelings (Lindaeur, 1983) because it does not quite represent an object as it is seen in the real world. Some distance and dissociative feelings provide a

condition conducive for symbolic imagination elicitation, where one needs to transcend the objective stimuli and create one's own interpretations of the product (Sartre, 1972). Therefore, the use of abstract stimuli in ads will generate more symbolic imagination.

Abstract and concrete stimuli incur different implications for the elicitation of mind-wandering imagination. Abstract stimuli – which depict less realistic images – provide a lack-of-concrete-focus condition (Algom and Lewin, 1981; Lindaeur, 1983) inducing consumers to drift away from the actual stimuli. In contrast, as a concrete product depicts realistic images, they induce an analytical mind-set (Lindaeur, 1983) directing consumers to engage in a more concrete product evaluation. This activity is more occupying and therefore will reduce the tendency to wander-off (Singer, 1966).

The use of abstract stimuli will also affect attitude formation, that is, to be more affect-based or cognition-based. As argued earlier, abstract stimuli are more open to interpretation and give consumers the freedom to see the stimuli as they like. This will make the consumers' attitude more affect-based. On the other hand, concrete stimuli induce an analytical mind-set which in turn makes the consumers' attitude more cognition-based. Based on the above lines of reasoning, we formulate Hypothesis 2.

Hypothesis 2: compared to the use of concrete stimuli in ads, the use of abstract stimuli in them will generate:

a. a similar level of benefit-anticipatory imagination
b. more emotional-bonding imagination
c. more symbolic imagination
d. more mind-wandering imagination
e. less cognition-based attitude, and
f. a greater affect-based attitude.

Research Method

Design of the Study

This study employed a 2 (hedonic vs utilitarian product) x 2 (abstract vs concrete advertising execution) mixed-factor design. The two levels of the product's type factor were designed as a within-subjects factor. Meanwhile, the two levels of the advertising execution factor were designed as a between-subjects factor. Each participant evaluated one set of products consisting of one hedonic product and one utilitarian product. There were two hedonic products (a chocolate bar and sparkling wine) and two utilitarian products (instant coffee mix and a ballpoint pen) included in the study. The 2-between-subjects factors were the abstract or concrete ads execution. Since there were two product sets evaluated, there were eight groups involved in the study. The subjects were 120 undergraduate students. The participants were randomly assigned to each of the eight between-group conditions.

Stimulus Materials

A booklet of ads was presented to each participant. Following the experimental design, there were eight types of booklets containing two ads for a set of two products. The order of presentation of the ads in the booklet was randomized. These sixteen ads, which acted as stimulus material, were generated from three pretests that were conducted. The pretests included tests of products which had hedonic/utilitarian properties, advertising messages/copies which served as hedonic/utilitarian, and pictures in the ads which were concrete/abstract. Two aspects of the ads were manipulated, which were the product type (within subject) and the advertisings' execution (between sub-

jects). While the brand name was specific for each product, the other aspects of the ads, such as the position of the pictures and the font sizes, were kept constant across the ads. Each ad was printed in full color on A4-size paper. The two ads in each group were compiled and presented in a booklet.

Dependent Variables and Covariates

For testing the hypotheses, the dependent variables were: benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, mind-wandering imagination, the affective properties of attitude, the cognitive properties of attitude, and the purchase intention. There were also covariates included, which were the overall product attitude (in the measurement of the affective and cognitive properties of attitude) and the tendency to imagination (in the measurement of imagination elicitation).

Measures of the four types of imagination were based on the imagination scale developed by Dewi and Ang (2015). Participants were asked to respond to statements measuring the four types of imagination. Possible responses ranged from 1 (disagree) to 7 (agree).

Measures of benefit-anticipatory imagination included three items which were: 1) The ad induces me to imagine how I would think about myself if I were using the product. 2) Looking at the ad, I can imagine how the product would fit my lifestyle. 3) The ad makes me imagine the things I can achieve if I use the product. Measures of emotional-bonding imagination consisted of three statements which were: 1) The ad reminds me of experiences or feelings I've had in my own life. 2) I think the ad somehow inspires me to try out alternative ways to express myself with the product. 3) It is hard to give the specific reason but I think the product is for me. Symbolic imagination was measured using a scale consisting of three items as follows: 1) I feel the ad conveys that the product has benefits other than those I usually think of. 2) The ad suggests that the product symbolizes alternative ways of seeing and behaving. 3) The ad induces me to think that there is an underlying value to the product which cannot be judged based only on its functional benefits. Measures of mind-wandering imagination consisted of three statements as follows: 1) When I look at the ad, I can dissociate myself and think of meanings for the product other than those stated in the ad. 2) The ad does not seem to be speaking to me directly. 3) When I look at the ad, thoughts unrelated to the product can easily creep in.

Measures of the cognitive properties of attitude, affective properties of attitude, and overall product attitude used a semantic differential scale (1 to 7) with endpoints of cognitive adjectives, affective adjectives, and general evaluative terms for the cognitive scale, the affective scale, and the product attitude scale respectively. Since the structural characteristics of the measures (for example, the response format of the measures) can be confounded with the construct being measured, similar response formats were preferred to tease out the affective and cognitive properties constituting the overall product attitudes (Crites, Jr., Fabrigar, and Petty, 1984).

Operationalization of these variables followed Crites, Jr., Fabrigrar, and Petty's (1984), Edelland Burke's (1987) and Trafimow and Sheeran's (1998) work as follows. The cognitive scale word pairs were: ineffective/effective, unbelievable/believable, and useless/useful. The affective properties of attitude used were: not excited/excited, not inspired/inspired, not enjoyable/

enjoyable. The affective scales required the subject to: "attend to the feelings that you have towards the product and indicate how the product makes you feel." Whereas for measuring the overall product attitude, the assessment used three pairs of very general evaluative terms that do not describe affective states or traits of the object's attitude. The participants were presented with the stem "Having considered your thoughts and feelings toward the product, what is your overall rating for the product?" They responded by circling one of the 1 to 7 numbers with endpoints labeled bad/good, dislikeable/likeable, and pleasant/unpleasant.

Although this study proposes that the nature of the product (hedonic or utilitarian) and situational factors (that is, the ad execution) can influence imagination elicitation, we recognize that the tendency to imagine varies amongst individuals. Although such a difference is not an innate characteristic, Swanson (1978) contended that corresponding with the environment/education in which an individual in nurtured, some individuals are more open to imagining experiences. Therefore, this study held the tendency to imagine as a covariate when measuring the elicitation of the four imagination types. Tendency to imagine was measured by adopting Swanson's (1978) absorbing experience scale.

Control Variables

The control variables were measured to rule out other explanations, besides the manipulated variables, accounting for the subjects' responses toward the stimulus materials. This study identified two variables – that is, ad attitude and product involvement, which can confound the dependent variables' measures. Past research indicates that ad attitude influences product attitude (Mitchell and Olson, 1981). Therefore, this study checked the ads' equality in favorability. Measures for the ad attitude were adopted from those of Edell and Burke (1987). As well, given that past research suggests that product involvement influences the types of information processing (Petty and Cacioppo, 1986), this confound check was to ensure that differences in product involvement level were not the factor which explained the subjects' affective and cognitive properties of attitude. Measures for product involvement were adopted from the Personal Involvement Inventory (PII) scale (Zaichkowsky, 1985).

Manipulation Check

To verify that significant differences in the perceptions of the ads' abstractness existed, this study included three measures of ads' abstractness. These measures stem from the abstract/concrete picture characteristics implied in Lindaeur's research (1983). As part of the overall evaluation of the ads, the participants rated the ad's abstractness on a 1 to 7 scale anchored by concrete/abstract (reverse coded), difficult to visualize/easy to visualize, and not lifelike/lifelike.

Results and Discussion

Control and Manipulation Check Items

The ANOVA results (see Table 1) showed that hedonic products' advertising vs utilitarian products' advertising were perceived equal in advertisement attitude and involvement. As well, the subjects' perceptions of the abstract vs concrete ads were equal in terms of the ad attitude and involvement.

As a manipulation check, the subjects' perceptions of the ads' concreteness were measured. Results verified that the abstract vs concrete ads were perceived as intended. As shown in Table 1, the concrete ads' concreteness score was significantly different from that of the abstract ads.

Dependent Variables

The two hypotheses proposed are about the main effect of hedonic vs utilitarian product types and the main effect of abstract vs concrete advertising execution. The hypotheses were tested using a 2x2 analysis of covariance with the tendency to imagine as a covariate for measuring the elicitation of the four imagination types, and product attitude as a covariate for measuring the affect-based and cognition-based attitudes. Tendency to imagine was held as a covariate to ascertain that individuals' differences were not the source of different levels of imagination elicitation. The researcher also treated product attitude as a covariate since the present study examines the cognitive and affective component of attitude. While product attitude may involve cognitive and affective components in a variety of combination (Edwards, 1990; Zajonc, 1980), the present study is interested in measuring the cognitive vis-à-vis the affective basis of attitude, but not the overall attitude (which may vary between individuals).

Hypotheses 1a to 1f examined the effects of hedonic vs utilitarian products on imagination elicitation. These hypotheses also served as an assessment for the imagination scale's (Dewi and Ang, 2015) nomological validity, where hedonic products, compared to utilitarian products, are expected to generally generate more imagination since an evaluation of hedonic products involves imagination and affect (Babin et al., 1994; Batra and Ahtola, 1990; Chandon et al., 1998; Hirschman and Holbrook, 1982; Holbrook and Hirschman, 1982; Kempf, 1999; Mano and Oliver, 1993; Spangenberg et al., 1997).

Hypotheses 2a to 2f pertain to the examination of the effects of concrete vs abstract ad execution, where the latter ad execution was predicted to generally elicit more imagination. Stemming from Lindaeur's (1983) contention that abstract stimuli will elicit more imagination, these hypotheses serve as a nomological validity check for the imagination scale as well as an attempt to examine the distinction of imagination from imagery.

Effects of Product Type

Hypotheses 1a and 1b proposed the main effect of hedonic vs utilitarian products, where hedonic products were hypothesized to evoke more benefit-anticipatory imagination, more emotional-bonding imagi-

Table 1. Manipulation Check Items: Cell Means and ANOVA Results

	Cell Means				ANOVA Results	
	Product Type		Ad Execution			
	Hedonic Product Ads	Utilitarian Product Ads	Abstract Ads	Concrete Ads	Product Type *F*score	Ad Execution *F*score
Ad Attitude	4.31	4.36	4.37	4.33	0.087	0.133
Involvement	4.33	4.38	4.30	4.43	0.113	0.616
Ad Concreteness	-	-	2.55	4.58	-	193.44***

Note: *** = significant at the 0.01 level

nation, more symbolic imagination, and more mind-wandering imagination. People's attitudes towards hedonic products, compared with utilitarian products, were also predicted to be less cognitive but more affect-based.

As shown in Table 2, measures of the dependent variables showed a significant main effect for different product types. Hedonic products vs utilitarian products generated significant differences in terms of benefit-anticipatory imagination, emotional-bonding imagination, symbolic imagination, and mind-wandering imagination. Significant differences were also found in terms of the cognition-based attitude and affect-based attitude. Accordingly, the empirical findings supported Hypotheses 1a to 1f.

Effects of Advertising Execution

The nature of stimuli is argued as one aspect to distinguish imagination vis-à-vis imagery. That is, while concrete stimuli are conducive for imagery elicitation (Alesandrini and Sheikh, 1983), the researcher proposes that less concrete stimuli facilitate imagination elicitation (Lindaeur, 1983).

Therefore, we first examined the relationship between abstract and concrete ads and elicitation of the four types of imagination. Based on the contention that less concreteness (or more abstractness) provides more "freedom" to interpret, we expected that the four types of imagination and the concreteness of stimuli would demonstrate a negative relationship. That is, less concrete stimuli elicit more imagination.

Secondly, we tested Hypotheses 2a to 2f which were based on the prediction that concrete ads vs abstract ads generate more emotional-bonding imagination, symbolic imagination, mind-wandering imagination, less cognition but more affect-based attitude. However, we proposed that the effect of concrete vs ad execution on benefit-anticipatory imagination would be different. That is, both elicit a similar level of this imagination type.

For testing the first contention on the negative relation between concreteness of ad execution and imagination elicitation, we constructed a path model testing the relationship between the variables (see Figure 1). Such a model showed an adequate model fit of 0.941 (GFI), 0.963 (NFI), 0.965 (CFI), chi-square value = 114.042, and p = 0.007.

Table 3a depicts the results of the test suggesting the negative significant relationships between the four types of imagina-

Table 2. Product Type Effects: Cell Means and ANCOVA Results

	Cell Means		ANCOVA Results		
	Product Type				
	Hedonic Product Ads	Utilitarian Product Ads	Product Type *F*score	Covariates	
				Product Attitude	Tendency to Imagine
Benefit-anticipatory Imagination	4.21	3.77	6.65**	-	0.079
Emotional-bonding Imagination	4.36	3.99	5.98**	-	0.008
Symbolic Imagination	5.00	3.41	126.17***	-	4.64
Mind-wandering Imagination	4.60	3.89	58.61***	-	5.65
Cognition	3.50	4.40	47.59***	0.064	-
Affect	4.58	4.14	9.80***	0.380	-

Note: ** = significant at the 0.05 level; ***= significant at the 0.01 level

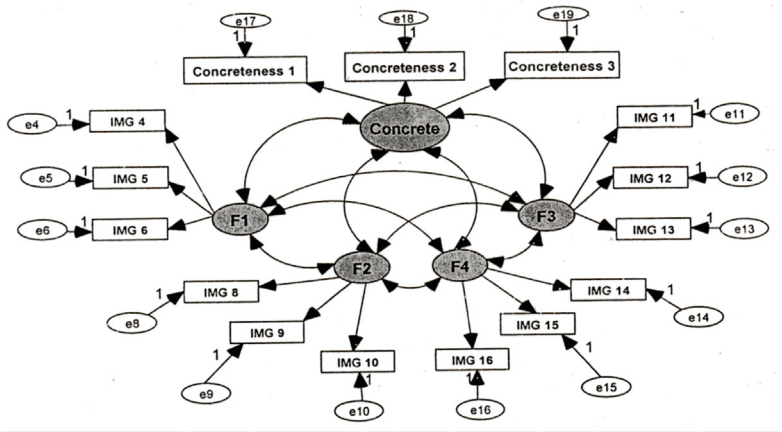

Figure 1. Imagination types and concreteness of stimuli

tion and the concreteness of stimulus. This confirms the hypothesis that imagination is elicited in a situation, or by stimuli which induce freedom to interpret, but does not induce an analytical mind-set (Hamlyn, 1994; Lindaeur, 1983). Further, we provide more evidence that imagination differs from imagery, in that the latter requires concrete stimuli for its elicitation (Alesandrini and Sheikh, 1983), whereas the later does not.

Meanwhile, comparing the effects of abstract advertising vis-à-vis concrete ads, we predicted that abstract ads would elicit a similar level of benefit-anticipatory imagination to concrete ads, but more emotional-bonding imagination, symbolic imagination, mind-wandering imagination, less cognition-based attitude, and more affect-based attitude. Table 3b depicts the results of such hypotheses testing.

The results showed that the entire Hypotheses 2 on the effects of abstract ads vs concrete ads was supported. Hypothesis 2a which predicted an insignificant difference in the elicitation of benefit-anticipatory imagination was supported by the data. Table 3b also shows that abstract ads versus concrete ads generated significant differences in the elicitation of emotional-bonding imagination, symbolic imagination, mind-wandering imagination, cognition-based attitude, and affect-based attitude. Accordingly, Hypotheses 2a to 2f were supported.

Table 3a. Covariances Between Imagination Types and Concreteness of Stimuli

Pairs of Variables	Covariances
Benefit-anticipatory Imagination	-0.338***
Emotional-bonding Imagination	-0.267***
Symbolic Imagination	-0.511***
Mind-wandering Imagination	-0.250***

Note: ** = significant at the 0.05 level; ***= significant at the 0.01 level

Table 3b. Ad Execution Effects: Cell Means and ANCOVA Results

	Cell Means		ANCOVA Results		
	Ad Execution				
	Abstract Ads	Utilitarian Ads	Ad Execution *F*score	Covariates	
				Product Attitude	Tendency to Imagine
Benefit-anticipatory Imagination	4.05	3.93	0.446	-	0.079
Emotional-bonding Imagination	4.36	3.98	5.82**	-	0.008
Symbolic Imagination	4.50	3.91	17.68***	-	4.64**
Mind-wandering Imagination	4.26	3.83	8.55***	-	5.65**
Cognition	3.77	4.12	6.97***	0.064	-
Affect	4.89	3.82	59.52***	0.380	-

Note: ** = significant at the 0.05 level; ***= significant at the 0.01 level

Conclusion and Limitation

This study provided empirical evidence for the imagination scale developed by Dewi and Ang (2015). In the context of hedonic and utilitarian products, the scale behaved as expected in which hedonic vis-à-vis utilitarian products evoke more imagination (Hirschman and Holbrook, 1982; Holbrook and Hirschman, 1982; Spangenberg et al., 1997). Empirical evidence also accounts for the hedonic vs utilitarian product evaluation, which causes attitude formation to be more affect-based or more cognition-based.

This study also provides empirical support for the contention that imagination is facilitated by limiting the stimuli and less concrete stimuli, which induce more freedom for interpretation (Lindaeur, 1983). Negative relationships were found between the concreteness of stimuli and the four imagination types.

However, the hypotheses formulated in this study do not deal with the combined effects of product type and advertising execution. Further study into the interaction effects of these two factors on the elicitation of the four types of imagination will provide evidence of the more salient factor influencing consumers' processing. Consumers have a relatively definite schema pertaining to how a product is evaluated (Edell and Staelin, 1983; Meyers-Levy and Tybout, 1989). Holbrook and Moore (1981) argued that verbal stimuli (and also visual appeals) will be processed depending on the consumers' evaluative judgments about the product. That is, consumers' existing schema about a certain product will firstly determine their product perception. Then consumers will process advertising stimuli to come up with a product evaluation. As a product can be more hedonic or utilitarian in nature, the consumers' evaluative judgement depends primarily on the product's hedonic or utilitarian values. Each will evoke different information processing strategies, where the first involves a highly subjective evaluation (for example, pertaining to the symbolic values of the product) and the latter involves objective criteria. Although the use of abstract or concrete advertising stimuli will serve as cues for the consumers to respond to the stimuli in certain ways (Burton and Lichtenstein, 1988; Edell and Staelin, 1983), it is a less salient factor compared to the product type. Still, the interaction effects of these two factors in eliciting each of the imagination types would be an intriguing future research agenda.

Further, this study has not tested a link between imagination elicitation and purchase intention. Such a link is worth noting since purchase intention can be the proxy to a real purchase (Hoch and Ha, 1986). Research into the relationship between purchase intention and imagination would also provide further nomological validity for the imagination scale since imagination is defined as make-believe activity which is future-oriented (Dewi and Ang, 2015).

Last but not least, there should be further nomological testing as well as application studies undertaken to examine various advertising execution strategies and their comparative effectiveness at eliciting imagination. The potential advertising execution strategies to be studied are the transformational versus informational, conclusion versus non-conclusion, and expected versus unexpected ads.

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