Marketing Strategies for Improving Customer Attitude Using Airline Advertising Model: Focusing on Corporate Image and Brand Loyalty*

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Abstract

Purpose: In this study, we will explore how the attributes of the airline's advertising model affect the corporate image and brand loyalty and the medium effect of the corporate image. **Research design, data and methodology**: Data collection for empirical analysis of this study was conducted online for about seven months from Jan. 2 to July 12, 2019, and was confirmed as part 292 of the final effective sample and used for demonstration analysis. **Results**: The property of the advertising model shown to have a significant impact in corporate image and brand loyalty. The property of the advertising, reliability and professionalism shown to have an impact in the social responsibility, but attractiveness is its responsibility and brand loyalty. Corporate images have been shown to play a meaningful role in the impact of advertising models on brand loyalty. **Conclusions:** The attributes of the airline's advertising model are divided into four categories, and reliability has the most influence on the image of a company and the formation of brand loyalty. The impact of the attributes of the advertising model on the relationship between corporate image and brand loyalty was investigated through an empirical analysis, and several implications were derived.

Keywords: Marketing Strategies, Customer Attitude, Advertising, Brand Loyalty, Corporate Image

JEL Classification Code: L15, L84, M31.

1. Introduction

Competition between airlines is intensifying as various new airlines enter the market. LCC (Low Cost Carrier) is constantly competing with the FSC as a service model that provides only essential services such as reducing the gap between seats, eliminating a variety of additional services and reducing costs (Kim, 2016). In modern society, consumers will have to consider a variety of factors when choosing airlines, as the types of airlines become more diverse and the strategies and characteristics of the services they have are also diverse. Currently, the growth of low-cost carriers in the Asian region is noticeably noticeable, and the nation's low-cost air market currently operates a total of six LCC carriers, including Jeju Air, Jin Air and Air

Busan. As of October 2019, the domestic aviation market is saturated beyond its growth period, and neighboring countries, including China and Japan, are also expected to see fierce competition in the LCC industry in the Asia-Pacific region as the LCC aviation industry continues to grow. The nation's low-cost carrier is expanding its Asia-Pacific market, launching new routes based in Japan, China and Southeast Asia. For the continued growth of the saturated LCC market in the future, a differentiated marketing strategy will be needed, and a goal should be set to expand the market by predicting the direction of the market (De Wit & Zuidberg 2012). They also need to improve their differentiated competitiveness by improving their weaknesses such as low aircraft operating rates and FSCs that do not differ significantly from their FSCs. Thus, companies seek to appeal and disseminate strong brand evidence to consumers through a variety of marketing activities. In particular, marketing activities using advertising models are a major advertisement for companies, and advertising models that advertise products through advertisements and promote their products to people in numerous product advertisements are very important. Because advertising model is informant of

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information and image of advertisement as informer of product (Shin et al., 2015).

In the aviation industry, these marketing activities are also prominent, especially those using advertising models, which are effective in promoting the airline's image. Using the image of an advertising model in promoting its independent image in the saturated aviation market can be an efficient way and an effective medium to enhance corporate brand loyalty. Some Korean airlines are also working to promote their companies by using advertising models (Wolbring & Riordan, 2016). Currently, Asiana Airlines and Jeju Air are using their advertising models on domestic airlines. If an advertising model is used by an enterprise as well as by an airline, it should be used in consideration of a number of different incidental factors, not just by the model itself. As the properties of advertising models among these variables increases the effectiveness of advertising, it should also be considered carefully what models will be utilized (Lord & Putrevu, 2009).

Accordingly, this study emphasizes the importance of advertising models in order to promote the corporate brand image through differentiated marketing in the saturated LCC aviation market, makes a study of the relationships in which the attributes of advertising models affect corporate image, brand attitude and brand loyalty, and identifies the factors affecting brand loyalty affected by the nature of advertising models (Zarantonello & Schmitt, 2010).

In this study, we are going to study the relationship between the nature of advertising models to corporate image and brand attitude and brand loyalty, and how advertising models and corporate image and brand attitude affect brand loyalty respectively. Through these studies, airlines aim to present management implications to the aviation industry for the importance and need of advertising models, corporate images and brand attitudes in order to gain customer loyalty amidst the intense aviation market. The purpose of this study is to understand how selecting advertising models is important to consumers and to provide a direction for development in selecting advertising models when they are marketed by airlines in the future.

2. Literature Reviews

2.1. The Concept of Advertising Model

To consumers, companies use advertising models in advertising to effectively communicate and persuade them about their goods or services (Yang & Ahn, 2013). Advertising models are used to draw attention from consumers, which are specific subjects that appear in advertisements and serve to instill accurate awareness of products in people. An advertising model plays an

important role as an information provider that informs the target provisional consumers of the name of the product by showing specific images or information that the advertisement intends to convey on behalf of the advertisers, and directly or indirectly influences people's attitudes to lead to purchasing behavior.

Choosing an advertising model is very important because the people who carry the message of an advertisement differ in accepting the advertisement when they produce it, which can be said to be one of the most popular advertising strategies that can not only have an absolute impact on the public when purchasing a product but also stimulate people's psychology and desire to consume it (Lee, 2016).

In modern society, people's information power is very fast and they show a cautious attitude in selecting products, so the appropriateness of advertising models and images of goods has a great effect on attracting people's attention (Kim et al., 2012). Because when the brand image of the product matches with the advertising model, people can feel the reliability and familiarity of the advertisement of the product.

Put together the preceding studies, the advertising model plays a major role in improving the image of companies and brands on behalf of companies and advertisers, and in positively changing the perceptions of consumers, rather than simply appearing in advertisements to promote products. At the same time, in terms of marketing, the use of advertising models is one of the most strategic advertising effects, and advertising models should be carefully selected in consideration of their model and the suitability of their products (Lee, 2013).

2.2. The Properties of Advertising Model

Lord and Putrevu (2009) said in his study that the message that celebrity advertising models provide through advertising serves to enhance the image or quality assurance of a product or company. At least the famous advertising model can be attributed to the belief and trust that it will not deceive the public. However, resistance or distrust to advertising models may have a negative effect on building trust between businesses and consumers.

Yoo and Cho (2019) argues that reliability refers to a tendency to believe or follow someone, and that if an information source, such as an advertising model, is recognized as a reliable informant, people's attitude takes the position of an advertising model as if it were themselves in a situation. In other words, once an embedded attitude can be maintained for a period of time, even if the advertising model is not visible or changes to a different state, because the position taken by the advertising model goes beyond the psychological process of internalizing itself into its own problems.

Wolbring and Riordan(2016) said that while people with charms think they have these great qualities, favorable attitudes to those with charms can turn into negatives immediately if they fall short of their own standards. This phenomenon is the opposite of beauty and is called beauty penalty (Lee, 2016).

The expertise the message accept tends to be blind trust and goodwill toward the source of the information that conveys the message. Hwang and Shin (2012) showed a more favorable attitude toward the information provided than when the expertise of the source of the information was perceived to be low when it was perceived to be highly specialized. They also said that sources of information deemed highly professional are more likely to be involved when it is uncertain, and that attitudes are more positive.

2.3. The Corporate Image

As the quality of services or products between competitors is equalizing, the competition is intensifying. It is important for people to consider the image of a company when purchasing a product. An enterprise image is a perception created in people's minds that can be felt differently even by the same company and created by interaction such as brand or service or image (Lee, 2019).

An entity's image is a perception of the entity by the information that the consumer himself has accumulated from the past to the present. Therefore, images are a comprehensive result of experience in a subjective world of mind that people have for a particular object. However, the world of consumer consciousness is not reflected by experience alone. In order to form an enterprise image, it must be properly conceived in accordance with the image strategy (Kim et al., 2015).

Strengthening the corporate image can be effective in strengthening the image by improving the company's reputation and building up the brand's assets and differentiation from competitors, especially the value of the enterprise. It also has the advantage of having a market advantage in the face of fierce competition, allowing consumers to increase their product preferences and strengthen their brand awareness in the target market and attract new customers in the long term (Kim, 2018).

The recognition of not only the components of the entity's image that are formed by external customers, but also by the internal customers of each entity, can also be a significant factor. This is because the perception of the entity's image by the members of the entity's members could affect the entity's productivity, loyalty and reliability, which could soon be a factor that could give consumers a favorable image of the entity (Becker & Lee, 2019).

In addition, the definition of an entity's image can be expressed as an individual's belief, thoughts and perceptions about a particular entity by projecting the concept of an image onto the entity (Su et al., 2015), which, in the response of an individual that can be created in accordance with the entity's actions, can improve and increase the likelihood of its image to grow.

2.4. Brand Loyalty

It is said that in order for companies to achieve profit-making, it is more important to strengthen existing customer management than to create new customers. Thus, from a corporate perspective, increasing customer loyalty can be a much more effective marketing tool. In other words, existing customer management is more effective than new customer management and customer loyalty is more closely related to the company's profit generation than to market share (Lee et al., 2019).

Brand loyalty is generated by the cognitive and emotional processes of the message acceptors, and affects the decision-making of the brand (Shin et al., 2015). In addition, it may be more important than anything else to ensure loyalty by providing an experience that consumers can satisfy in order to achieve the objectives pursued by the entity in a competitive market environment. The consumer's experience in consumption may vary depending on how they perceive the brand based on their own experience. Brand loyalty is the psychology of consumers who habitually or repeatedly use a particular brand or have a positive attitude toward a brand blindly, which refers to consumers continuing to like a particular brand and purchasing the brand over and over and over again (Kim, 2016).

Another meaning of brand loyalty is that it is a psychological immersion in which people try to repurchase a certain brand of goods or services or become loyal customers, and that they are still buying from a particular brand without breaking away from the competitor's brand (Ha, 2018). Messages that are perceived to be highly brand loyal to a particular brand can have the effect of increasing purchases on a particular brand and helping to generate profits for the entity, while appreciating the unique value of that brand that is not provided by the competitor's brand. Therefore, an entity should consider carefully the various factors contributing to brand loyalty and invest in research because they can generate stable profits through firm brand loyalty.

Khoa (2020) said that reliability and professionalism among the characteristics of Korea hallyu star advertising models directly affect customer loyalty. Corporate trust has a positive relationship to customer loyalty. They argued that the nature of the advertising model, reliability, has a direct impact, expertise has an indirect influence, and the social responsibility of the entity's image has a direct and indirect

influence. Thus, companies need to study what factors enhance their brand loyalty by increasing their corporate credibility and their reliability.

3. Data and Research Methodology

3.1. Research Model

In this study, low-cost airlines were focused on relationships in which the nature of advertising model affects corporate image and brand attitude and brand loyalty. The purpose of this study is not only to reveal the relationship of advertising models to corporate image and brand attitude and brand loyalty, but to select the properties that make up the advertising model and the properties that make up the corporate image to reveal the impact between each of these attributes, and to identify the architectural relationships these variables have on brand attitudes and brand loyalty.

The product and service advertised in the advertisement model was set to reliability, attractiveness, and professionalism. The company selected the characteristics of the corporate image using the advertisement model as corporate competitiveness, social responsibility, and communication, and demonstrated the relationship between corporate image and brand loyalty as shown in Figure 1.
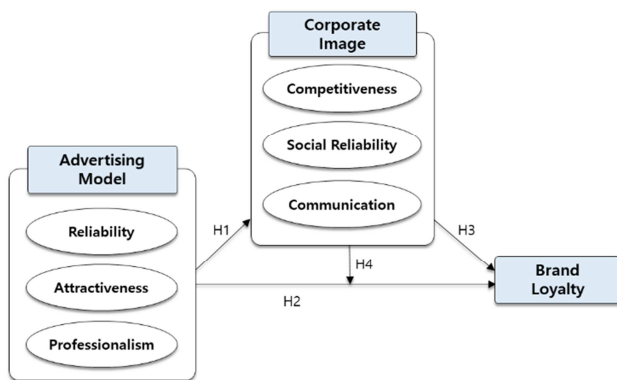

Figure1: Research Model

3.2. Research Hypothesis

This study will look at the impact relationship on corporate image centering on Jeju Air, a low cost carrier that is engaged in various marketing activities using celebrity advertising models, and analyze the influence relationship between the subordinate variables of corporate image and brand loyalty based on the sub-variable variables of the advertising model and the various variables that make up the corporate image.

3.2.1. The Relationship between Advertising Model and Corporate Image

Hwang and Shin (2012) conducted a study on the impact of advertising on corporate image by using the attributes of celebrity advertising models, and found that the attributes of celebrity advertising models had a positive relationship to the airline's corporate image. They say that the more attractive and reliable the celebrity model has, the more favorable the image of the company. Positive advertising images created through the appearance of these celebrity advertising models have the effect of enhancing the corporate image of the company (Lee, 2013). Therefore, it proposed that an entity should strive to produce effective advertising by utilizing the attractive or reliable model of the nature of the advertising model in order to enhance its image.

A study by Kim et al. (2012) also found that when using an advertising model for a food brand, using a model with a charm as well as reliability and expertise, which is the attribute of an advertisement model, can form a favorable attitude to the advertisement of a restaurant, thereby increasing the intention of purchase and spreading the word of mouth effect. Increasing the willingness to purchase and spreading the word of mouth effect can consequently enhance the entity's image. Therefore, it was important to select the model by analyzing and judging consumers' thoughts on the nature of the advertising model, rather than simply considering it based on its popularity and recognition.

In addition, various preceding studies have shown that the nature of the advertising model has a significant effect on the image of the entity. As shown by the preceding study (Kim et al., 2012; Lee, 2013; Yang & Ahn, 2013; Lee, 2016; Yoo & Cho, 2019), the nature of advertising models has close relationships, such as corporate image, purchasing intent, and word of mouth effect.

Therefore, in this study, the following hypotheses were set up to explore the effects of three attributes of the various properties of the advertising model: reliability, attractiveness and professionalism on the image of the airline.

H1: The Properties of the advertising model will have a positive impact on the corporate image.
H1-1: Attractiveness of the advertising model will have a positive impact on the competitiveness of airline image.
H1-2: Reliability of the advertising model will have a positive impact on the. competitiveness of airline image.
H1-3: Professionalism of the advertising model will have a positive impact on the. competitiveness of airline image.
H1-4: Attractiveness of the advertising model will have a positive impact on the social reliability of airline image.

H1-5: Reliability of the advertising model will have a positive impact on the social reliability of airline image.
H1-6: Professionalism of the advertising model will have a positive impact on the social reliability of airline image.
H1-7: Attractiveness of the advertising model will have a positive impact on the communication of airline image.
H1-8: Reliability of the advertising model will have a positive impact on the communication of airline image.
H1-9: Professionalism of the advertising model will have a positive impact on the communication of airline image.

3.2.2. The Relationship between Advertising Model and Brand Loyalty

Many prior studies have showed a causal relationship that advertising model influences brand loyalty (Zarantonello & Schmitt, 2010).

Lee et al. (2019) conducted a study on the relationship between the company's brand image and the customer's loyalty in the system of restaurant franchises, resulting in a result that the company's brand image can significantly affect loyalty. At that time, the customer's positive feelings had a positive impact on relationships, quality and loyalty.

Consumer satisfaction, trust and loyalty are assessed through the consumption and use of the product they intend to use and are presented as a result of the positive assessment of the consumption situation and the use of the product. Therefore, the marketer suggested that the government should come up with measures to manage the brand image of companies so that consumers can form and sustain positive buying intentions (Kim 2016).

In addition, various preceding studies (Su et al., 2015; Kim et al., 2015; Kim, 2018; Becker & Lee, 2019) have shown that corporate images have a positive impact on brand loyalty. Positive corporate image, as shown by prior research, affects improving brand loyalty. Therefore, in this study, the following hypotheses were set up to find out about the three attributes of the entity's image: corporate competitiveness, social responsibility and the impact of communication on brand loyalty.

H2: The Properties of advertising models will have a positive impact on brand loyalty.
H2-1: Attractiveness of advertising models will have a positive impact on brand loyalty.
H2-2: Reliability of advertising models will have a positive impact on brand loyalty.
H2-3: Professionalism of advertising models will have a positive impact on brand loyalty.

3.2.3. The Relationship between Corporate Image and Brand Loyalty

According to a study by Kim et al. (2018), the corporate image of a tourism company has a partial impact on brand loyalty. The factors of communication can affect brand loyalty not only to airlines but also to travel agencies, and companies should increase brand loyalty through steady communication with consumers." In the case of airlines, flag carriers already have a strong corporate image, which can be said to have soon established brand loyalty. In order to enhance the relationship between corporate image and brand loyalty, a specific analysis should be made of the main objectives that the entity intends to achieve, and appropriate cultural marketing should be carried out to achieve those objectives. Culture marketing run by tourism companies affects corporate image and brand loyalty, and consequently corporate image and brand loyalty form a sustainable relationship. Therefore, tourism companies should set long-term goals rather than short-term goals to implement consistent cultural marketing, thereby enhancing corporate image and consequently enhancing brand loyalty.

Kim (2018) said in a study that the positive image of a company created through the tourism industry can have a significant impact on brand loyalty. The report said that the sub-attributes of the corporate image formed through industrial optics include reliability, external attractiveness of the company and social contribution, and that the image of a company recognized by consumers of the automobile industry can have a positive impact on brand loyalty.

Lee (2019) suggested that high-level strategic methods should be used to ensure that message receptors generate corporate images through the experiences of the company's complex cultural space because improving the image of the company has a valid effect on improving brand loyalty. The idea is that space design should be approached a little more scientifically when consumers form a corporate brand image through visual recognition. Therefore, until consumers can imprint brand loyalty on the entity, the entity should build brand loyalty using a strategy that is genuine. Based on this prior study, the following assumptions were established between Airline's corporate image and brand loyalty.

H3: The Corporate image will have a positive impact on brand loyalty.
H3-1: The competitiveness of airline image will have a positive impact on brand loyalty.
H3-2: The social reliability of airline image will have a positive impact on brand loyalty.
H3-3: The communication of airline image will have a positive impact on brand loyalty.

3.2.4. The Mediating Effect of Corporate Image between Advertising Model and Brand Loyalty

According to Ha (2018), a well-recognized corporate image can have a more positive impact when people choose the brand. In other words, if the corporate image is positive,

brand loyalty can be further improved. Thus, it is possible to have a medial effect on corporate image between the attributes of the optical model and brand loyalty. In other words, if a customer becomes aware of a positive image for a particular company, it can have a positive effect whenever they choose that brand, and if a positive perception of the company's advertising model and a positive perception of its image deepens, it will soon lead to brand loyalty. Based on the preceding study (Kim, 2016; Ha, 2018; Kim, 2018; Lee et al., 2019; Khoa, 2020), the following hypotheses were established to reveal the relationship between the attributes of the advertising model and the attributes that make up the corporate image, and to identify the structural relationship of these variables to brand loyalty.

H4: The Corporate image will serve as a mediating effect in the relationship between the properties of advertising models and brand loyalty.
 H4-1: The competitiveness will serve as a mediating effect in the relationship between reliability of the advertising model and brand loyalty.
 H4-2: The competitiveness will serve as a mediating effect in the relationship between attractiveness of the advertising model and brand loyalty.
 H4-3: The competitiveness will serve as a mediating effect in the relationship between professionalism of the advertising model and brand loyalty.
 H4-4: The social reliability will serve as a mediating effect in the relationship between reliability of the advertising model and brand loyalty.

H4-5: The social reliability will serve as a mediating effect in the relationship between attractiveness of the advertising model and brand loyalty.
H4-6: The social reliability will serve as a mediating effect in the relationship between professionalism of the advertising model and brand loyalty.
H4-7: The communication will serve as a mediating effect in the relationship between reliability of the advertising model and brand loyalty.
H4-8: The communication will serve as a mediating effect in the relationship between attractiveness of the advertising model and brand loyalty.
H4-9: The communication will serve as a mediating effect in the relationship between professionalism of the advertising model and brand loyalty.

4. Results

4.1. The Demographic Characteristics of a Sample

Questionnaires were collected using random sampling method to verify the proposed hypothesis. The investigation period lasted for two months until July-August 2019. A total of 310, of which 307 were used for the analysis, excluding those with missing values. The demographic characteristics of the 292 samples are shown in Table 1.

Table 1: Demographic Characteristics

Classification		n	%	Classification		n	%
Gender	Male	130	44.5	Ad acquisition path (redundant aggregation)	TV, Newspaper	142	33.9
	Female	162	55.5		Internet	163	38.9
Age	20~29	80	27.4		Travel Agency	59	14.1
	30~39	87	29.8		Recommendation	34	8.1
	40~49	46	15.8		Others	21	5.0
	50~59	45	15.4	Purpose of Use (redundant aggregation)	Business	27	8.3
	Over 60	34	11.6		Tour	234	71.6
Marriage	Single	119	40.8		Visit relatives	18	5.5
	Married	173	59.2		Education/Seminar	7	2.1
Education	College graduate	68	23.3		Others	41	12.5
	Attend University	31	10.6	Used Route (redundant aggregation)	Japan	174	49.0
	University graduate	167	57.2		China	52	14.6
	Graduate school	26	8.9		Southeast Asia	92	25.9
Income	Less than 3000	98	33.6		Oceania	29	8.2

				Russia	8	2.3
	3000~4000	71	24.3	Internet	159	44.0
	4000~5000	48	16.4	Mobile	92	25.5
				Telephone	15	4.2
	5000~6000	26	8.9	Ticket purchase route (redundant aggregation) — Travel Agency	51	14.1
	Over 6000	49	16.8	Others	44	12.2

4.2. Feasibility and Reliability Analysis

First, the results of exploratory factorial analysis and reliability verification of the properties of the advertising model are shown in Table 2. The analysis of factors revealed three factors, the same as the theoretical structure of the preceding study. As a result, each factor was named 'attractiveness', 'reliability' and 'professionalism' as was the case with prior research.

Table 2: Exploration Factor Analysis of Advertising Model

Factor	Factor Variable	Factor Loading	Commonness	Eigen Value	Cronbach's α
Attractiveness	Models are popular.	.803	.758	7.023	26.013 (.955)
	Models are loved by fans.	.791	.751		
	Models are cool..	.763	.727		
	Models are beautiful.	.760	.686		
	Models are refined.	.745	.715		
	Models are familiar.	.659	.628		
	Models are likable.	.619	.632		
	Models are sexy.	.599	.473		
	Models are attractiveness.	.586	.645		
	Models vary in style.	.532	.592		
	Interested in advertising models.	.441	.579		
	Models should be praised.	.437	.513		
Reliability	Models are reliable.	.818	.826	7.011	25.968 (.941)
	Models are honest.	.815	.785		
	Models are honest..	.815	.785		
	Models are moral.	.745	.750		
	Models are reliable.	.728	.753		
	Models are sincere.	.719	.727		
	Models can be relied on.	.713	.703		
	Trust the activity of the model.	.701	.768		
	Model has a good media evaluation.	.579	.701		
Professionalism	Models are well-informed.	.775	.779	4.489	16.625 (.903)
	Models are rich in experience.	.632	.650		
	Model is a pro.	.629	.631		
	Models are intellectual	.615	.678		
	Models are skilled.	.593	.643		
	Models are qualified to promote Jeju to the public.	.548	.646		

KMO=.967, Bartlett Spherical Test χ^2 =6932.889(df=351, p=.000),
Total distribution description power=68.605%
Extraction method: Principal component analysis

According to the analysis, total distributed explanation capability is 68.65% and KMO=967, Bartlett Rectangularity Test =6932.889(df=351, p=.000) shows that the factorial analysis model is suitable. In addition, the factorial fixes for all items were found to be 0.4 or higher, and the reliability of each sub-component concept was 0.9 or higher, which was assessed to be reasonable and reliable.

Second, the results of exploratory factor analysis and reliability verification for positive psychological capital are as shown in Table 3. The analysis of factors revealed three factors, the same as the theoretical structure of the preceding study. Therefore, each factor was named 'social responsibility', 'corporate competitiveness' and 'communication' as was the case with prior research.

According to the analysis, the total amount of distributed explanation is 74.07% and KMO=959, Bartlett's spherical aberration test =3511.514(df=105, p=000) shows that the factorial analysis model is suitable. In addition, the factorial fixes for all items were all 0.6 or higher, and the reliability

of each sub-component concept was 0.9 or higher, which was assessed to be reasonable and reliable.

Table 3: Exploration Factor Analysis of Corporate Image

Factor	Factor Variable	Factor Loading	Comm -onness	Eigen Value	Cronbach's α
Social Reliability	Jeju Air is a company that contributes to the development of culture and arts.	.732	.716	3.993	26.622 (.907)
	Jeju Air is an active company in environmental protection.	.716	.733		
	Jeju Air is an ethical company.	.703	.703		
	Jeju Air is a socially responsible company.	.669	.723		
	Jeju Air is a company that considers the welfare of its employees.	.638	.675		
Corporate Competitiveness	This is a highly likely company to grow.	.793	.790	3.721	24.810 (.903)
	This is a company with a good working environment.	.745	.787		
	This is a company with excellent management skills.	.700	.776		
	This is one of the country's leading companies.	.644	.686		
	This is a company that strives for customers.	.606	.690		
Communication	This is a friendly company.	.780	.793	3.392	22.615 (.906)
	This is a company that gives trust..	.712	.794		
	This is a company that values customers.	.695	.797		
	This is a company that reflects customer	.636	.719		

trends.				
This is a company that reflects customer trends.	.611	.725		

KMO=.9659 Bartlett Spherical Test χ^2 =3511.514(df=105, p=.000),
Total distribution description power=74.047%
Extraction method: Principal component analysis, Rotation method:

Third, the results of exploratory factor analysis and reliability verification for brand loyalty are shown in Table 4. Factorial analysis has shown that a single factor is the same as the theoretical structure of the preceding study.

Therefore, it was named 'brand loyalty' as was the case with prior research. According to the analysis, the distributed explanation power was 77.076%. KMO=883, Bartlett Rectangularity Test = 1097.838(df=10, p=.000) shows that the factorial analysis model is suitable. In addition, the reliability of the sub-component concept was found to be greater than or equal to 0.8 for all items, and 0.9 for all items, making them more plausible and reliable.

Table 4: Exploration Factor Analysis of Brand Loyalty

Factor	Factor Variable	Factor Loading	Commonness	Eigen Value	Cronbach's α
Brand Loyalty	Recommend the use.	.900	.809	3.854	77.076 (.924)
	I will continue to try to use this airline.	.881	.776		
	I will speak positively about this airline to other people.	.880	.774		
	This airline will be given priority.	.868	.753		
	It will be used again.	.861	.742		

KMO=.883 Bartlett Spherical Test χ^2 =1097.838(df=10, p=.000),
Total distribution description power=77.076%
Extraction method: Principal component analysis,

In this study, based on factors derived from factorial analysis, the average of each measurement item was calculated and the results were analyzed as shown in Table 5. The correlation between all the conceptions was shown to be less than or equal to 0.6, so there was no need to doubt about the multi-contactivity, and the validity of each concept was assessed to be established. In addition, it was assessed that the orientation of the relationship between the concepts of each component was positive (+) relationship consistent with the orientation of the hypothesis established in this study.

Table 5: Correlation Analysis

	Mean	S.D	Reliability	Attractiveness	Professionalism	Corporate competitiveness	Social reliability	Communication	Brand Loyalty
Reliability	3.470	.807	1						
Attractiveness	3.758	.699	.687**	1					
Professionalism	3.548	.758	.695**	.690**	1				
Corporate competitiveness	3.445	.714	.553**	.541**	.539**	1			
Social reliability	3.299	.693	.542**	.384	.517**	.653**	1		
Communication	3.532	.775	.512**	.502**	.520**	.656**	.625**	1	
Brand Loyalty	3.415	.815	.454**	.322	.463**	.366	.678**	.607**	1

*:p<.05, **:p<.01, ***:p<.001

4.3. Hypothesis Test

4.3.1. The Influence of Advertising Model Properties on Corporate Image

Multiple regression analysis was conducted to verify the nature of the advertising model and the causal relationship H1 of the corporate image. The result is show in Table 6.

Among the sub-factors of the nature of the advertising model, reliability, attractiveness, expertise, and corporate image, the verification results of H1-1, H1-2, and H1-3, which are factors related to corporate competitiveness, showed that the revised description of the regression model was found to be .472, and the F value was set to 87.709(p=.000).

Table 6: A Causal Relationship between the Characteristics of Advertising Models and the Corporate Image

Model		Unstandardized Coefficient		S.C.	t	p	VIF	R^2,F,p
Dependent Variable	Independent Variable	B	Std.error	β				
(consonant)	Corporate Competitiveness	.947	.167		5.687	.000		R^2=.477 Adjusted-R^2 =.472 F=87.709*** p=.000
Reliability		.284	.068	.321	4.197***	.000	.310 (3.223)	
Attractiveness		.239	.085	.234	2.796**	.006	.260 (3.852)	
Professionalism		.174	.082	.184	2.126*	.034	.241 (4.150)	
(consonant)	Social Reliability	1.079	.167		6.464	.000		R^2=.442 Adjusted-R^2 =.436 F=76.125*** p=.000
Reliability		.334	.068	.389	4.929***	.000	.310 (3.223)	
Attractiveness		.075	.086	.076	.881	.379	.260 (3.852)	
Professionalism		.219	.082	.240	2.672**	.008	.241 (4.150)	
(consonant)	Communication	.978	.189		5.174	.000		R^2=.428 Adjusted-R^2 =.422 F=71.941*** p=.000
Reliability		.255	.077	.266	3.323**	.001	.310 (3.223)	
Attractiveness		.195	.097	.176	2.009*	.045	.260 (3.852)	
Professionalism		.264	.093	.258	2.846**	.005	.241 (4.150)	

*p<0.05, **p<0.01, ***p<0.001

Specifically, the impact of lower factors in the nature of advertising models on corporate competitiveness among sub-factors of corporate image is reliability .284(t=4.197, p=.000), attractive .239(t=2.798, p=.006), expertise .174(t=2.126, p=.034) showed that reliability, attractiveness and expertise, the sub-factors of the nature of advertising models, have a positive impact on corporate competitiveness among the sub-factors of corporate image. Therefore, H1-1, H1-2, and H1-3 were adopted.

Among the sub-factors of the nature of the advertising model, reliability, attractiveness, professionalism, and corporate image, the verification results of H1-4, H1-5, and H1-6 showed that the revised description power of the regression model was found to be .436, and the F value was set to 76.125(p=.000). Specifically, the impact of lower factors of the nature of advertising models on social responsibility among sub-factors of corporate image is reliability .334(t=4.929, p=.000), attractive .075(t=.881, p=.376), professionalism 2.219(t=2.672, p=.008) shows that reliability and expertise among the sub-factors of the nature of the advertising model have a positive influence on social responsibility among the sub-factors of the corporate image. However, among the sub-factors of the nature of advertising models, glamour has no significant impact on social responsibility. Therefore, H1-4, H1-6 was adopted and H1-5 was rejected.

Among the sub-factors of the attributes of the advertising model, reliability, attractiveness, professionalism, and corporate image, the verification results of H1-7, H1-8, and H1-9, which are causative factors of communication, showed that the revised value of the regression model was .422, with the F value being 71.941(p=.000). Specifically, the impact of sub-factors of the nature of advertising models on communication among sub-factors of corporate image is reliability .255(t=3.323, p=.001), attractiveness .195(t=2.009, p=.045), professionalism .264(t=2.846, p=.005). It means a positive impact on communication among the sub-factors of corporate image: reliability, attractiveness, and professionalism, which are sub-factors of the attributes of advertising models. Therefore, H1-7, H1-8 and H1-9 were adopted.

4.3.2. The Influence of Advertising Model Properties on Brand Loyalty

Multiple regression analysis was conducted to verify H2, a causal relationship between the nature of advertising model and brand loyalty. The result is shown in Table 7. The verification results of H2-1, H2-2, and H2-3, the revised R^2, which indicates the explanatory power of the regression model, was shown as .341. the model set to 51.115 (p=.000), is suitable. Specifically, the impact of lower factors in the nature of advertising models on brand loyalty is 2.67(t=3.096, p=.000), attractive .077(t=.710, p=.478), professionalism .317(t=3.041, p=.003) showed that reliability and expertise among the sub-factors of the nature of advertising models have a positive impact on brand loyalty. However, among the sub-factors of the nature of advertising models, it has been shown that attractiveness does not significantly affect brand loyalty. Therefore, H2-1, H2-3 was adopted and H2-2 was rejected.

Table 7: A Causal Relationship between the Characteristics of Advertising Models and the Brand Loyalty

Model		Unstandardized Coefficient		S.C.	t	p	VIF	R^2, F, p
Dependent Variable	Independent Variable	B	Std.error	β				
(consonant)		1.072	.213		5.046	.000		R^2=.347 Adjusted-R^2 =.341 F=51.115*** p=.000
Reliability	Brand Loyalty	.267	.086	.265	3.096**	.002	.310 (3.223)	
Attractiveness		.077	.109	.066	.710	.478	.260 (3.852)	
Professionalism		.317	.104	.295	3.041**	.003	.241 (4.150)	

*p<0.05, **p<0.01, ***p<0.001

4.3.3. The Influence of Corporate Image on Brand Loyalty

Multiple regression analysis was conducted to verify H3, a causal relationship between corporate image and brand loyalty. The result is shown in Table 8. The verification result of H3-1, H3-2, and H3-3, which is a causal relationship between corporate image sub-factors H3-1, social responsibility, communication and brand loyalty, showed that the revised R^2 value showing the explanatory power of the regression model was .690, while the F value was 216.846(p=.000). The model was found to be suitable.

Specifically, the impact of lower factors in corporate image on brand loyalty is .138(t=1.652, p=.100), social responsibility.350(t=4.449, p=.000), communication .482(t=6.792, p=, 000) it was found that social responsibility and communication, which are sub-factors of corporate image, had positive influence on brand loyalty. However, among the sub-factors of the corporate image, corporate competitiveness does not significantly affect brand loyalty, the report showed. Therefore, H3-2, H3-3 was adopted and H3-1 was rejected.

Table 8: A Causal Relationship between Corporate Image and Brand Loyalty

Model		Unstandardized Coefficient		S.C.	t	p	VIF	R^2, F, p
Dependent Variable	Independent Variable	B	Std.error	β				
(consonant)	Brand Loyalty	.085	.136		.626	.532		R^2=.693 Adjusted-R^2 =.690 F=216.846*** p=.000
Corporate Competitiveness		.138	.083	.120	1.652	.100	.200 (4.990)	
Social Reliability		.350	.079	.297	4.449***	.000	.239 (4.191)	
Communication		.482	.071	.458	6.792***	.000	.234 (4.269)	

*p<0.05, **p<0.01, ***p<0.001

4.3.4. Mediating Effect of the Corporate Image

A two-step hierarchical regression analysis was conducted to analyse the mediated effects of sub-factors of the corporate image in the causal relationship between the attributes of the advertising model H4 and brand loyalty established in this study. The result is shown in Table 9.

First, in the case of H4-1, H4-2, and H4-3, the effect of corporate competitiveness on brand loyalty is not considered to be effective as H4-1, which is the effect of corporate competitiveness on brand loyalty, is rejected. Therefore, H4-1, H4-2, and H4-3 were rejected.

The impact of social responsibility among the sub-factors of the advertising model and the causal factors of brand loyalty is the reliability, attractiveness, professionalism, and the causal parameters of the advertising model, which are independent variables for verification of H4-4, H4-5, and H4-6, respectively 0.267(t=3.096, p=.000), 0.317(t=3.041, p=.003) was shown to be statistically significant.

As social responsibility is introduced in the second phase, the impact of reliability and expertise, which are sub-factors of the nature of advertising model, on brand loyalty, is respectively -0.006(t=-.088, p=.930), and 0.138(t=1.704 p=.089), showing that reliability and expertise have less influence on brand loyalty in the second stage than in the first stage, thus meeting the terms of verification of the medium effect proposed by Baron & Kenny(1986), thus having the medium effect of social responsibility. On the other hand, in phase I, glamour appears to have no significant impact on brand loyalty, so it can be determined that there is no medial effect of social responsibility in the causal relationship between attractiveness and brand loyalty. On the other hand, it means that social responsibility is fully covered because it has a mediated effect, with no significant impact of reliability and expertise on brand loyalty in phase II. Therefore, H4-4, H4-6 was adopted and H4-5 was rejected.

To validate H4-7, H4-8, and H4-9 that communication will be mediated among sub-factors of the corporate image in the causal relationship between the attributes of the advertising model, communication, which is a sub-factor of reliability, attractiveness, expertise and brand loyalty, was injected into the first-stage model parameter. The impact of reliability and attractiveness, the sub-factors of the nature of advertising model in the first-stage model, on brand loyalty is 0.267(t=3.096, p=.000), 0.317(t=3.041, p=.003) was shown to be statistically significant. As communication is introduced in the second stage, the impact of reliability, a sub-factor of the nature of advertising model, on brand loyalty is 0.069(t=1.085, p=.279), 0.112(t=1.464, p=.144). In phase II, reliability and professionalism have less influence on brand loyalty than in phase I, thus have the medium effect of communication. On the other hand, in phase I, glamour did not significantly affect brand loyalty, so it can be judged that there is no medium effect of communication in the causal relationship between attractiveness and brand loyalty. On the other hand, it means that communication is fully advertised because it has a mediated effect, with no significant impact of reliability and expertise on brand loyalty. Therefore, H4-7, H4-9 was adopted and H4-8 was rejected.

Table 9: The Influence of Corporate Image on the Relationship between Advertising Model Properties and Brand Loyalty

Model	Dependent Variable	Independent Variable	Unstandardized Coefficient		S.C	t-value	p-value	
			B	S.E	β			
1			1.072	.213		5.046	.000	R^2=.347 Adj-R^2=.341 F=51.115*** p=.000
		(consonant)	1.072	.213		5.046	.000	
		Reliability	.267	.086	.265	3.096**	.002	
		Attractiveness	.077	.109	.066	.710	.478	
		Professionalism	.317	.104	.295	3.041**	.003	
2	Brand Loyalty	(consonant)	.323	.176		1.833	.068	R^2=.598 Adj-R^2=.593 F=106.943*** (p=.000)
		Reliability	.043	.070	.042	.609	.543	
		Attractiveness	-.112	.087	-.096	-1.286	.200	
		Professionalism	.180	.083	.167	2.176*	.030	
		Corporate Competitiveness (mediating variable)	.792	.059	.693	13.395***	.000	
1		(consonant)	1.072	.213		5.046	.000	R^2=.347 Adj-R^2=.341 F=51.115*** p=.000
		Reliability	.267	.086	.265	3.096**	.002	
		Attractiveness	.077	.109	.066	.710	.478	
		Professionalism	.317	.104	.295	3.041**	.003	
2	Brand Loyalty	(consonant)	.190	.175		1.087	.278	R^2=.617 Adj-R^2=.611 F=115.503*** (p=.000)
		Reliability	-.006	.069	-.006	-.088	.930	
		Attractiveness	.016	.084	.013	.187	.852	
		Professionalism	.138	.081	.128	1.704	.089	
		Social reliability (mediating variable)	.818	.058	.695	14.205***	.000	
1		(consonant)	1.072	.213		5.046	.000	R^2=.347 Adj-R^2=.341 F=51.115*** p=.000
		Reliability	.267	.086	.265	3.096**	.002	
		Attractiveness	.077	.109	.066	.710	.478	
		Professionalism	.317	.104	.295	3.041**	.003	
2	Brand Loyalty	(consonant)	.313	.161		1.943	.053	R^2=.659 Adj-R^2=.654 F=138.677 (p=.000)
		Reliability	.069	.064	.068	1.085	.279	
		Attractiveness	-.074	.079	-.063	-.930	.353	
		Professionalism	.112	.077	.104	1.464	.144	
		Communication (mediating variable)	.777	.048	.738	16.194***	.000	

*p<0.05, **p<0.01, ***p<0.001

5. Conclusions

This study conducted an empirical analysis on how advertising model attributes using advertising models affect corporate image and brand loyalty, and how they affect brand loyalty through corporate image medium. The attributes of the advertising model were defined as reliability, attractiveness and professionalism respectively, and the factors of Jeju Air's corporate image composition were set up as corporate competitiveness, social responsibility, and communication, and an empirical survey was conducted on how it affected brand loyalty through advertising model and corporate image.

In order to achieve the objective, this study first identified the advertising model attributes and the sub-variables that make up the corporate image in an integrated manner. Based on this, various domestic and foreign professional books and papers were consulted and the theoretical grounds were prepared. Second, the properties of advertising model and sub-variables of corporate image were set respectively to reveal the influence of each variable.

Third, based on the analysis results, we want to present management implications in terms of airline marketing.

This study established a research model based on empirical research in various fields to identify and establish relationships with brand loyalty, and set up a hypothesis on the effects of the medium of the image in order to reveal the factors of determining the corporate competitiveness, social responsibility and communication, which are sub-components of the advertising model's attributes of reliability, attractiveness, professionalism and corporate image.

The following is the result of verifying the study theory based on the analysis results. First, reliability, attractiveness and expertise, both attributes of the advertising model, were found to have a significant impact on the corporate competitiveness of the entity. In other words, consumers can see that their image of the company is shaped positively or negatively based on the reliability and attractiveness of the advertising model. Thus, if the advertising model appearing in airline ads has reliability, attractiveness and expertise, it could have a positive impact on the corporate competitiveness of the airline's corporate image.

Therefore, it is effective for airlines to use advertising models that can show consumers both confidence and attractiveness in order to enhance the company's recognition or image. Second, reliability and expertise, which are attributes of the advertising model, have a significant impact on the social responsibility of the entity's image. However, it was concluded that attractiveness does not affect the social responsibility of the entity's image. These results indicate that consumers form part of corporate image social responsibility based on reliability and expertise rather than attractiveness to advertising models. Therefore, it is important to highlight the factors of the reliability and professionalism of the advertising model to create a sense of trust for consumers by showing our professionalism. Third, reliability and professionalism, the attributes of advertising models, were shown to affect brand loyalty, but it was concluded that attractiveness did not affect brand loyalty.

It can be seen that only when consumers are reliable and professional in their corporate image leads to brand loyalty to the company in question. Brand loyalty refers to the purchase behavior that continues to use the brand and can be said to have loyal customers. This brand loyalty can easily work for companies that have formed a credible and professional look through advertising models because it can occur when a positive brand attitude toward the company is formed. It is important for airlines to use the professional and reliable elements of the advertising model to enhance the company's credibility when they want to use the advertising model to enhance brand loyalty. Fourth, social responsibility and communication, which are components of the corporate image, have a significant impact on brand loyalty.

However, it was concluded that corporate competitiveness does not affect brand loyalty. In other words, the results show that when a positive relationship is formed between a consumer and a business-consumer relationship, brand loyalty to that company is formed. When an enterprise has a positive impact on society and consumers, consumers also recognize it positively, which in turn leads to a repeat willingness to purchase. Based on the previous results, it is believed that the reliability and expertise of the advertising model have a significant impact on the corporate image and brand loyalty, so airlines should recognize this and select an advertising model.

This study presented meaningful implications by conducting an empirical analysis of the impact of advertising model attributes on corporate image brand loyalty centering on low-cost airlines, but there are some limitations. As only Jeju Air uses its advertising model, it has the limitation that it cannot be compared with other local rival LCC airlines. The result of the study is that it cannot be generalized on behalf of all low-cost airlines. Therefore, it is expected that a more accurate comparative analysis will be possible if the research on the impact relationship is carried out by referring to the prior study of LCC airlines using overseas advertising models.

It also showed that one of the attributes of the advertising model, attractiveness, does not significantly affect the social responsibility and brand loyalty that are components of the corporate image. In future studies, more in-depth research on attractiveness, the attribute of advertising models, could be valuable research, and various factors that make up the corporate image that significantly affects attractiveness are thought to be available.

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