## **LIST OF FIGURES**

Figure 1.1 Power Up the Future with Hyundai IONIQ 5 Advertising	.7
Figure 2.1 Analysis Framework	25
Figure 3.1 Percentage in Continuum Line	40
Figure 4.1 Screening Questions Hyundai IONIQ 5 Advertisement4	16
Figure 4.1 Characteristics of Respondents Based on Age4	45
Figure 4.2 Characteristics of Respondents Based on Domicie4	7
Figure 4.3 Characteristics of Respondents Based on Occupations4	18
Figure 4.4 Promoting the Environment Dimension Continuum Line5	50
Figure 4.5 Promoting a Friendly Lifestyle Dimension Continuum Line5	52
Figure 4.6 Presenting a Company that Cares About the Environment	
Dimension Continum Line	4
Figure 4.7 Green Advertising Variable Continuum Line5	5
Figure 4.8 Information/Knowledege Dimension Continuum Line58	8
Figure 4.9 Personal Attitude Dimension Continuum Line59	9
Figure 4.10 General Belief/Value Dimension Continuum Line6	1
Figure 4.11 Environmental Awareness Variable Continuum Line6	3
Figure 4.12 One Sample Komogorov-Smirnov Test Results6	5
Figure 4.13 Correlation Coefficient Test Results	5
Figure 4.14 Coefficient of Determination Test Results	6
Figure 4.15 Simple Linear Regression Test Results6	7
Figure 4.16 Hypothesis T Test Results69	9