

WILLKOMMEN  
DOBRODOŠLI  
BENVENUTI  
WELCOME

## ICORIA 2009

8<sup>th</sup> International Conference on Research in Advertising

Alpen-Adria-UNIVERSITY OF KLAGENFURT in association with  
the EUROPEAN ADVERTISING ACADEMY



ALPEN-ADRIA  
UNIVERSITÄT  
KLAGENFURT



## CONFERENCE PROGRAMME

June 25<sup>th</sup> – 27<sup>th</sup> 2009

International Journal of  
**ADVERTISING**  
The Quarterly Review of Marketing Communications



AGENDA FOR ICORIA 2009

Thursday, June 25

Start	End	Activities
18:00	20:00	<b>GET TOGETHER: Welcome, Registration, Reception</b> <i>Gasthaus im Landhaushof (Landhaushof 1, City Center)</i>
20:00		<b>Freshmens Eve for Ph.D. Candidates</b> <i>Bierhaus Augustin (Heuplatz, City Center)</i>

Friday, June 26

Start	End	Activities:				
8:30	9:00	Registration				
9:00	10:00	<b>PLENARY SESSION: OPENING REMARKS and KEY NOTE ADDRESS</b> <i>Sandwirth I+II</i>				
10:00	10:30	Coffee break				
10:30	12:00	<table border="1"> <tr> <td>Advertising and Computergames <i>Sandwirth I</i></td> <td>Body and Endorser Attractiveness <i>Sandwirth II</i></td> <td>Brand/Line Extensions and Co-Branding <i>Alte Post I</i></td> <td>WoM, Direct Marketing and Ambient Communication <i>Alte Post II</i></td> </tr> </table>	Advertising and Computergames <i>Sandwirth I</i>	Body and Endorser Attractiveness <i>Sandwirth II</i>	Brand/Line Extensions and Co-Branding <i>Alte Post I</i>	WoM, Direct Marketing and Ambient Communication <i>Alte Post II</i>
Advertising and Computergames <i>Sandwirth I</i>	Body and Endorser Attractiveness <i>Sandwirth II</i>	Brand/Line Extensions and Co-Branding <i>Alte Post I</i>	WoM, Direct Marketing and Ambient Communication <i>Alte Post II</i>			
12:00	13:30	LUNCH				
13:30	15:00	<table border="1"> <tr> <td>Interactivity and New Communication Forms <i>Sandwirth I</i></td> <td>Consumer Decision Making Process <i>Sandwirth II</i></td> <td>TV Advertising <i>Alte Post I</i></td> <td>Intercultural Communication <i>Alte Post II</i></td> </tr> </table>	Interactivity and New Communication Forms <i>Sandwirth I</i>	Consumer Decision Making Process <i>Sandwirth II</i>	TV Advertising <i>Alte Post I</i>	Intercultural Communication <i>Alte Post II</i>
Interactivity and New Communication Forms <i>Sandwirth I</i>	Consumer Decision Making Process <i>Sandwirth II</i>	TV Advertising <i>Alte Post I</i>	Intercultural Communication <i>Alte Post II</i>			
15:00	15:30	Coffee break				
15:30	17:00	<b>PLENARY SESSION: MEET THE EDITORS</b> <i>Sandwirth I+II</i>				
17:00	19:00	Free time: Return to hotel, get ready for gala dinner				
19:00	...	<b>GALA DINNER: Alps meet Adria</b> <i>Sunset Club Lounge, Metnitzstrand (Busstop "Strandbad")</i>				

AGENDA FOR ICORIA 2009

Saturday, June 27

Start	End	Activities:			
8:30	9:00	Registration			
9:00	10:30	Product and Brand Placement <i>Sandwirth I</i>	CSR and Social Marketing <i>Sandwirth II</i>	Humor and Sex Appeal <i>Alte Post I</i>	Marketing Research and Measurement <i>Alte Post II</i>
10:30	11:00	Coffee Break			
11:00	12:30	Brand Relationships and Personal Relevance <i>Sandwirth I</i>	Segmentation and Special Target Groups <i>Sandwirth II</i>	Public Relations <i>Alte Post I</i>	Ad and Package Perception <i>Alte Post II</i>
12:30	14:00	Lunch			
14:00	16:00	Internet <i>Sandwirth I</i>	Fear Appeals and Offensive Advertising <i>Sandwirth II</i>	Brand and Communication Management <i>Alte Post I</i>	Celebrities and Endorsers <i>Alte Post II</i>
16:00	16:45	PLENARY SESSION: EAA GENERAL ASSEMBLY <i>Sandwirth I+II</i>			
17:30		Guided City Tour			

## **SOCIAL EVENTS**

### **GET TOGETHER: REGISTRATION and RECEPTION**

Thursday 25 June from 6 pm to 8 pm

*Location: Restaurant "Gasthaus im Landhaushof"*

*Landhaushof 1*

### **FRESHMENS EVE**

(for first attendees and Ph.D candidates)

Thursday 25 June from 8 pm

*Location: Bierhaus Augustin, Heuplatz City Center*

### **GALA DINNER**

Friday 26 June, 7 pm

*Location: "Sunset Club" (East-Bay of Wörthersee-Lake, Metnitzstrand beside the Festival-Stage , 1<sup>st</sup> Floor)*

*Bus Stop: "Strandbad"*

### **GUIDED CITY TOUR**

Saturday 27 June, 5:30 pm

*Start: Entrance of Hotel Sandwirth*

26 June 2009  
09:00-10:00

Plenary Session

## **Detailed Conference Program**

### **Opening Remarks**

Location: Sandwirth I + II

### **Welcome to Klagenfurt**

### **Key Note Speech**

**We Can Do Better: Static Research in a Dynamic Marketplace**

Don E. Schultz

## **Advertising and Computergames**

Session Chair: Flemming Hansen

Location: Sandwirth I

### **I Lost the Game so I Don't Like the Brand – Does the Outcome of the Game Affect the Impact of In-game Advertising?**

Mau, G.; Silberer, G.; Gödecke, J.

### **Advergaming: The Role of Entertainment in Brand-Related Outcomes for Children**

Waiguny, M.; Terlutter, R.

### **Advergaming: From a Mobile Social Networking Perspective**

Okazaki, S.; Yagüe, M.J.; Mendez, F.; Andres-Garcia, J.C.

### **Playing for Keeps: Using Casual Games to Measure Online Advertising Effects**

Vermeulen, I.; Das, E.

26 June 2009  
10:30 – 12:00

Competitive Papers

## **Body and Endorser Attractiveness**

Session Chair: John R. Rossiter

Location: Sandwirth II

### **Ultra-thin Models in Print Ads: Positive Effects and the Dark Sides**

Andersen, K.; Paas, L.J.

### **Physically Attractive Presenters and Persuasion: An Experimental Investigation of Alternative Explanations for the “Plutzer effect”**

Praxmarer, S.; Rossiter, J.R.

### **The Effect of Mating Cues on Ad Preference from the Perspective of Evolutionary Psychology**

Frederickx, M.; Janssens, W.; Sreukens, S.; Grammens, D.; Vyncke, P.

## **Brand/Line Extensions and Co-Branding**

Session Chair: Tobias Langner

Location: Alte Post I

### **Using Explanatory Links in Advertisements of Brand Extensions**

Hüttl, V.; Gierl, H.

### **Limited Editions – Evaluation and Reciprocal Effects on FMCG Brands**

Esch, F.R.; Winter, K.

### **Joined Forces: An Experiment on Brand Association Transfer and Co-Branding**

York, D.K.D.; Smit, E.G.

### **Consumer Evaluations of Private Label Extensions: An Exploratory Study**

Foscht, T.; Brandstätter, M.; Swoboda, B.



26 June 2009  
10:30 – 12:00

Competitive Papers

## **WoM, Direct Marketing and Ambient Communication**

Session Chair: Peter Neijens

Location: Alte Post II

### **Word-of-Mouth and Emotions in a Theory of Reasoned Action Perspective**

Martensen, A.; Grønholdt, L.

### **Word-of-Mouth Advertising: An Agent-based Modelling Approach**

Brudermann, T.; Fenzl, T.

### **Accounting for the Long-Term Effects of a Marketing Contact**

Malthouse, E.C.

### **Ambient Communication: Conceptual Foundations and Research Perspectives**

Gambetti, R.C.

## **Interactivity and New Communication Forms**

Session Chair: Heribert Gierl

Location: Sandwirth I

### **Is There an Interaction Effect? Interactivity and Involvement as Factors in IELM**

Levy, S.; Nebenzahl, I.D.

### **Exploring The Relationship Between Actual and Perceived Interactivity**

Voorveld, H.A.M.; Neijens, P.C.; Smit, E.G.

### **The Alleged Positive Effect of Customized Communication**

Smit, E.G.; van den Putte, B.; van Veenendaal, D.; Maslowska, E.

### **The Effect of Advertising Complexity and Repetition on Attitude Toward Digital Signage Advertisements**

Van Loock, N.; Vermeir, I.; Geuens, M.

26 June 2009  
13:30 - 15:00

Competitive Papers

## **Consumer Decision Making Process**

Session Chair: Larry Percy

Location: Sandwirth II

### **I'll keep You in Mind: The Passive Shopping Stage**

Micu, A.C.; Southgate, D.

### **Media- and Advertising Contacts in the Purchase Process**

Silberer, G.; Steinmann, S.

### **The Brands Superiority Scale: Measuring Consumers' Use of Brands to Differentiate Among Their Choices**

Kapareliotis, I.; Panopoulos, A.; Theodoridis, P.; Panigyrakis, G.G.

### **Consumers' Difficulty with Learning by Analogy of Really New Products: Selection Criteria of Effective Analogies**

El Houssi, A. A.

## **TV Advertising**

Session Chair: Robert Heath

Location: Alte Post I

### **Gender Roles in Advertising: A comparison of Public and Private TV Channels in Germany**

Steinhagen, J.; Eisend, M.; Knoll, S.

### **The Impact of Changing Television Viewing Habits on the Television Advertising Market: The Time-Shifting Phenomenon**

Nyiro, N.; Urban, A.

### **Attitudes to TV Advertising: An Analysis of Consumer Profiles**

Etayo, C.

### **Zapping During Weekend**

Jiménez-Castillo, D.; Sáez-González, E.; Gázquez-Abad, J.C.; Sánchez-Pérez, M.

26 June 2009  
13:30 - 15:00

Competitive Papers

## **Intercultural Communication**

Session Chair: Charles R. Taylor

Location: Alte Post II

**How well does Globe Predict Values in Advertising? A Content Analysis of Print Advertising from the UK, Ireland, Poland and Hungary**

Czarnecka, B.; Brennan, R.

**Qualitative Exploration on Advertising Strategy in the New EU Member States**

Okazaki, S.; Ohme, R.; Bauer, A.; Škapa, R.

**Consumer Skepticism Toward Advertising in General vs. Pharmaceutical Advertising – An Examination of the US, Germany and China (Hong Kong)**

Diehl, S.; Terlutter, R.; Chan, K.; Mueller, B.

**Culture and Processing of Advertising Information**

Lee, S.Y.

Plenary Session

26 June 2009

15:30 - 17:00

## **Plenary Session: Meet the Editors**

Session Chair: Peter Neijens

Location: Sandwirth I+II

**Deputy Editor of the Journal of Marketing Communications**

Shintaro Okazaki

**Editor of the Journal of Advertising**

Marla B. Royne

**Editor of the International Journal of Advertising**

Charles R. Taylor

27 June 2009  
9:00 - 10:30

Competitive Papers

## **Product and Brand Placement**

Session Chair: Edith Smit

Location: Sandwirth I

### **Effects of Brand Placements versus Commercials on the Radio**

van Reijmersdal, E.

### **Brand Placement Practices in Programs Produced in Belgium and the U.S.**

Wouters, M.; De Pelsmacker, P.

### **The Impact of Modality, Prominence and Plot Connection on Attitude and Purchase Intention Towards Brands Placed in Movies**

Purnawirawan, N.; Wouters, M.; De Pelsmacker, P.

### **Effective Product Placement: Do Film Familiarity and Film Liking Matter? An Empirical Investigation of "Sex and the City" the Movie**

Rathmann, P.; Schöpe, T.; Geigenmüller, A.; Enke, M.

## **CSR and Social Marketing**

Session Chair: Sonja Grabner-Kräuter

Location: Sandwirth II

### **Understanding Consumer Response to Corporate Fair Trade Messages**

Sinclair, J.; Miller, B.

### **Consumers' Perception of Source Credibility to Communicate about Corporate Social Responsibility**

García-Arrizabalaga, I.; Gibaja-Martíns, J.J.; Mujika-Alberdi, A.

### **Do Consumers' Assumptions about the Motives of CSR and the Target Group' Gender Affect Consumer Response to CSR Activities?**

Pagel, S.; Gierl, H.

### **Acquisition, Retention and Reactivation in Direct-Mail Fundraising Campaigns: The Impact of Referring to Other Donors and Suggesting a Specific Donation Amount**

Verhaert, G.; Van den Poel, D.



27 June 2009

Competitive Papers

9:00 - 10:30

## **Humor and Sex Appeals**

Session Chair: Ralf Terlutter

Location: Alte Post I

### **Affective and Cognitive Effects of Humor in Advertising: A Test of Alternative Models**

Eisend, M.

### **Differential Processing of Humor Types in TV Commercials: Implicatures' Response Latencies**

Buffing, K.; Lagerwerf, L.; Vermeulen, I.

### **Sex, Pleasure, and Arousal: Disentangling the Effects of Sex in Advertising**

Das, E.; Galekh, M.

### **Gender Stereotyping, Sex and Violence in Portuguese and Spanish Advertisements**

Costa Pereira, F.; Verissimo, J.; Diaz, A.C.; Correia, R.

## **Marketing Research and Measurement**

Session Chair: Sheila Sasser

Location: Alte Post II

### **Do We Need Additional Dependent Variables in Advertising Research?**

Bergkvist, L.

### **A Preliminary Test of Resistance to Advertising Scale**

Cottet, P.; Ferrandi, J.M.; Lichtlé, M.C.

### **Advertising Effectiveness Evaluation in Turbulent Market Environment**

Zabkar, V.; Jancic, Z.

### **New Approach in Marketing Research: Reaction Times and EEG Measures in Brand Image Testing: The James Bond Case**

Reykowska, D.; Chorománska, A.; Ohme, R.K.

27 June 2009

Competitive Papers

11:00 - 12:30

## **Brand Relationships and Personal Relevance**

Session Chair: Ralf Terlutter

Location: Sandwirth I

### **The Central Role of Membership in Brand Communities**

Hoppe, M.; Terlutter, R.

### **The Nature of Brand Love: Results from Two Exploratory Studies**

Langner, T.; Fischer, A.; Kürten, D.

### **Package Design Influences on Consumer-Brand Relationships and Price Perception**

Tolboom, M.; Smit, E.G.; Bronner, F.

### **What is in it for Me? An Exploratory Study of the Impact of Involvement and Attitude on Clinical Trial Behaviour**

Danbury, A.; Santos, J.

## **Segmentation and Special Target Groups**

Session Chair: Gunnar Mau

Location: Sandwirth II

### **Defining Luxury: Segmenting Luxury Consumers on the Basis of their Perception of Luxury**

Hudders, L.; Pandelaere, M.

### **Democrats, Elitists: Snobs and Stylish People Consumers' Perception of Uniqueness in a Democratised Luxury World**

Hudders, P.; Vynce, P.

### **Attitude Toward Brand Placement in Movies and Demographic Characteristics**

Bressoud, E.; Lehu, J.M.

### **Sub-Targeting Children Within Ostensibly Adult Orientated Advertising**

Preston, C.

27 June 2009

Competitive Papers

11:00 - 12:30

## **Public Relations**

Session Chair: Martin Waiguny

Location: Alte Post I

### **Factors Affecting the Adoption of the Two-Way Symmetric Public Relations Model in a Digital Environment**

Panopoulos, A.; Panigyrakis, G.G.; Kyrousi, A.; Zotou, A.

### **Effective Electronic Public Relations: The Case of Greek Universities' Websites**

Panopoulos, A.; Kapareliotis, I.; Theodoridis P.

### **Personal Communication Management: How to Position People Effectively**

Nessmann, K.

### **The Relationship Between Organizational Identity and Corporate Communications**

Hirose, M.; Enjoji, T.

## **Ad and Package Perception**

Session Chair: Patrick De Pelsmacker

Location: Alte Post II

### **Is High Perceptual Fluency Always Advantageous? The Impact of Perceptual Fluency Manipulations on the Persuasiveness of Print Advertisements**

Schweidler, J.; Gierl, H.

### **Pack Colour Contrast and Its Influence on the Noticeability of Label Text and Text Position Noticeability**

Buckley, P.

### **Media Engagement is as Important as Advertising Execution**

Malthouse, E.C.; Calder, B.J.

27 June 2009  
11:00 - 12:30

Competitive Papers

## **Music and Advertising**

Session Chair: Martin Eisend

Location: Clubraum

### **The Influence of Music on the Perception of Brand and the Product Endorser in Advertising: Empirical Evidence from Spain**

Zander, M.F.; Apaolaza-Ibáñez, V.; Hartmann, P.

### **Arousal and Affective Response to Music and Video-Clips**

Ang, L.; Matukin, M.; Ohme, R.

### **Music: The Eminence Grease of Advertising. Integrative Analysis of Different Soundtracks in the “Nissan Splits” TV Advertisement**

Łopaciuk, K.

## **Internet**

Session Chair: Shintaro Okazaki

Location: Sandwirth I

### **Validating the Persuasiveness of Online Safety Cues: The Effect of Multiple Cues on Online Spending**

Van Noort, G.

### **Developing a Classification for Consumers' Online Brand Related Activities**

Muntinga, D.; Moorman, M.; Smit, E.G.

### **Burning Out on the Web? The Role of Frequency in Web Advertising**

Lee, S.Y.

### **What Drives Internet Banking Adoption? Specifics from the Austrian Market**

Grabner-Kräuter, S.; Breitenecker, R.J.



27 June 2009  
14:00 – 16:00

Competitive Papers

## **Fear Appeals and Offensive Advertising**

Session Chair: Sandra Diehl

Location: Sandwirth II

### **Impact of an Interactive Anti-Speeding Threat Appeal. How Much is too Much?**

Panić, K.; De Pelsmacker, P.; Cauberghe, V.

### **Different Racial Perceptions in Social Marketing: The Role of Fear and Efficacy in HIV/AIDS Communication**

Terblanche-Smit, M.; Terblanche, N.S

### **The Effect of Prime, Frame and Dead Relatedness in Threat Appeals on Ad Evoked Fear and Message Credibility**

Janssens, W.; De Pelsmacker, P.; Cauberghe, V.

### **A Comparison of Consumers' Response to Offensive Advertising in Hong Kong and Germany**

Chan, K.; Lyann, L.; Diehl, S.; Terlutter, R.

## **Brand and Communication Management**

Session Chair: Melanie Hoppe

Location: Alte Post I

### **Something Missing? The Impact of Missing Attribute Information on the Evaluation of Branded Products**

Elste, R.; Esch, F.R.; Kulikov, A.

### **Visual Representation of Brand Personality Dimensions**

Wilson, B.; Westberg, K.; Callaghan, W.

### **Analyzing Intellectual Property Rights as Endogenous Factor in Corporate Brand Management – a Brand Hierarchy Perspective**

Hurmelinna-Laukkanen, P.; Juntunen, M; Saraniemi, S.; Alahuhta, J.

### **Effectiveness of Integrated Marketing Communications at Different Levels of Strategic Consistency**

Navarro-Bailon, M.A.; Delgado-Ballester, E.; Sicilia, M.

27 June 2009  
14:00 – 16:00

Competitive Papers

## **Celebrities and Endorsers**

Session Chair: Wim Janssens

Location: Alte Post II

### **The Effect of the Overlap of Endorser's Age and Consumer's Age on Attitude Toward the Product**

Bombe, S.; Gierl, H.

### **When the Endorser and Brand are not a Perfect Match: Effects of Brand Incongruent Celebrity Endorsements**

Törn, F.; Dahlén, M.

### **Celebrities in Luxury Advertising: The Celebrity Product Endorsement Process from a Co-Branding Perspective**

Hudders, L.; Merckx, S.; Grammens, D.

### **Sports Celebrity Endorsers: The Significance of Gender**

Granleese, J.; Shen, H.