

12TH ICORIA - ZAGREB 2013

“To boldly go...”
Extending the Boundaries
of Advertising

Zagreb School of Economics and Management

27 – 29 June, 2013



EUROPEAN
ADVERTISING
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WELCOME

Dear fellow explorers,

It is June – days are long, the sun gets stronger, nights are blamy. It is also time for the 12th ICORIA to blaze new trails and lead the way again! For over a decade, the European Advertising Academy has been providing a chance for academics and researchers from all over the world to meet and share insights from their freshly completed or ongoing projects. During this time, ICORIA became synonymous with cutting edge research, excellent presentations, but also a family atmosphere and fun.

A lot has changed in the past 12 years, both in terms of the geopolitical situation and in the advertising research and practice. Boundaries are being extended and even erased in both those areas. The Internet has changed the business and science of advertising. Today, it, arguably, no longer even belongs into the “new media” toolbox, but has become the standard. And some newer “new media” have been thrown into the ring. New countries have popped up on the map of Europe, new boundaries were drawn, just to be erased as the European Union extends into new territories. And ICORIA is, once again, proving to be ahead of the trends, not just with the research topics we will cover in the next couple of days, but also by extending its reach into new territories just days before the rest of the EU will follow with the accession of Croatia on July 1st.

I would like to thank the European Advertising Academy for the chance to bring ICORIA 2013 to Croatia, the ZSEM Business Academy for its hospitality and logistic support, all of you for sharing your best research, and the reviewers for their quick, constructive, and helpful evaluations of your submissions. I would also like to thank WARC and the International Journal of Advertising for their sponsorship of the Best Paper Awards, as well as the members of the Best Paper Awards committee for their hard work and willingness to make tough decisions. And especially to Hilde Voorveld and Edith Smit, who managed the peer-review process masterfully, swiftly, and professionally – a big HVALA.

It is my great pleasure to welcome you to Croatia, its capital Zagreb, and the campus of the Zagreb School of Economics and Management, the best business school in Croatia according to the rankings of Eduniversal. I hope in the days to come you will enjoy the conference, the campus, and the city. Let us extend borders and make history together!
Engage!

Ivana Bušljeta Banks
Conference Chair
Senior Lecturer
Department of Marketing and Communications
Zagreb School of Economics and Management
www.zsem.hr



PROGRAM OVERVIEW

- THURSDAY, June 27
- 17:30 – 18:30 **Conference registration**
 - 18:00 – 20:00 **Welcome reception (ZSEM campus)**
- FRIDAY, June 28
- 09:00- 09:30 **Conference registration**
 - 09:30 – 10:30 **Conference opening and keynote lecture**
 - 10:45 – 12:00 **Parallel sessions I**
 - 12:00 – 13:00 **Lunch**
 - 13:00 – 14:30 **Parallel sessions II**
 - 14:30 – 15:00 **FRANCK Coffee break**
 - 15:00 – 16:45 **Parallel sessions III**
 - 16:45 – 17:30 **Meet the Editors**
 - 20:00 – 24:00 **Gala dinner (Lido restaurant, Jarun)**
- SATURDAY, June 29
- 09:30 – 10:00 **FRANCK Coffee break**
 - 10:00 – 11:30 **Parallel sessions IV**
 - 11:30 – 13:00 **Parallel sessions V**
 - 13:00 – 14:00 **Lunch**
 - 14:15 – 15:30 **Parallel sessions VI**
 - 15:30 – 16:00 **FRANCK Coffee break**
 - 16:15 – 17:15 **EAA General Assembly**
 - 21:00 **Tours of Zagreb (Jelačić Square)**



KEYNOTE SPEAKER

Sanjay Putrevu – Professor of Marketing, School of Business, University at Albany - State University of New York

Sanjay Putrevu obtained his doctorate in marketing from the University at Buffalo. He has been at UAlbany since fall 2005 and has taught full-time at universities in the U.S., Canada, Australia, France, and India. He has published widely in the areas of consumer behavior, advertising, retailing, and international marketing. His current research explores consumer response to advertising/IMC, cross-cultural differences, effectiveness of retail and marketing strategies, gender differences in information processing, and the impact of corporate social responsibility on consumer patronage/loyalty. His work has been published in journals such as Journal of Advertising, Journal of Business Research, Journal of Current Issues and Research in Advertising, Journal of Consumer Behavior, and Psychology & Marketing. Dr. Putrevu has expertise on the factors influencing consumers in each unique season and year, including each year's holiday shopping season. He has also served on the editorial boards of the Journal of Advertising, Journal of Business Research, Journal of Current Issues and Research in Advertising, Journal of Consumer Behavior, and Academy of Marketing Science Review.



BEST PAPER AWARDS

The Best Paper Awards are sponsored by WARC and the International Journal of Advertising. Six papers have been nominated in each of the two categories – the Best Paper Award and the Best Student Paper Award. The Best Paper Awards committee consists of Charles Ray Taylor (editor IJA), Martin Eisend (member EAA board), Sara Rosengren (member EAA board), and Ivana Bušljeta Banks (conference chair). The winner will be announced at the gala dinner on Friday, June 28.

BEST PAPER AWARD NOMINEES

AM I TOO EMOTIONAL WITH THIS? HOW REVIEW STYLE, PERCEIVED SIMILARITY AND PRODUCT TYPE INFLUENCE THE EVALUATION OF ONLINE REVIEWS

Sonja Grabner-Kräuter, Martin K.J. Waiguny

ARE BRANDS LOSING THE CONSUMER RELATIONSHIP BATTLE?

Don E. Schultz, Martin P. Block

“IS YOUR AD HEADLINE HIGH ENOUGH? THE INFLUENCE OF ORIENTATIONAL METAPHORS ON AFFECT AND COMPREHENSION FOR PRINT ADVERTISEMENTS

Lampros Gkiouzepas

THE EFFECTS OF CROSS-MEDIA ADVERTISING ON CONSCIOUS AND UNCONSCIOUS MEMORY AND BRAND CHOICE

Lisa Vandeberg, Jaap Murre, Hilde Voorveld, Edith Smit

THE IMPORTANCE OF MANAGEMENT INVOLVEMENT IN INTEGRATED MARKETING COMMUNICATIONS

Vesna Žabkar, Damijan Mumel, Nina Hočvar

WHY DO GREEN CONSUMERS TEND TO TRUST GREEN ADS? TESTING THE MEDIATING ROLE OF INFORMATIONAL UTILITY AND EMOTIONAL APPEAL

Jörg Matthes, Anke Wonneberger



BEST STUDENT PAPER AWARD NOMINEES

CONSUMER RESPONSES TO ADVERTISING ADAPTATION: THE MODERATING ROLE OF NATIONAL OPENNESS TO FOREIGN MARKETS

Mahdi Rajabi, Nathalie Dens, Patrick De Pelsmacker

DIFFERENT TYPES OF ELECTRIC CAR EXTENSIONS FOR EXISTING CAR BRANDS: IMPACT ON BRAND PERSONALITY, EXTENSION EVALUATION AND PARENT BRAND FEEDBACK

Ingrid Moons, Patrick De Pelsmacker

HOW CONSUMERS' MEDIA USAGE INFLUENCES THE OPTIMAL ADVERTISING MEDIA MIX TO MAXIMIZE CAMPAIGN RECOGNITION

Leonids Aleksandrovs, Peter Goos, Nathalie Dens, Patrick De Pelsmacker

HOW DOES THE TYPE OF SPONSORSHIP DISCLOSURE AFFECT VIEWERS' ATTENTION AND PERSUASION KNOWLEDGE? INSIGHTS FROM AN EYE TRACKING STUDY

Sophie C. Boerman, Eva A. van Reijmersdal, Peter Neijens

REGULATORY FIT EFFECTS ON CHILDREN'S RESPONSES TO HEALTHY EATING PROMOTION: AN EXPERIMENT TESTING MESSAGE AND CELEBRITY FIT

Benjamin Cheng

"WHO WAS INVOLVED?": THE EFFECT OF STAKEHOLDER CO-CREATION ON CONSUMERS' NEW PRODUCT VALUATIONS

Kande Kazadi, Annouk Lievens, Dominik Mahr



MEET THE EDITORS

FRIDAY, June 28

Room: Dvorana Franck Superiore Espresso

16:45 – 17:30

International Journal of Advertising

Charles R. “Ray” Taylor, Editor

Journal of Advertising

Patrick De Pelsmacker, Associate Editor

Journal of Advertising Research

Peter Neijens, Editorial Advisory Board

Journal of Interactive Marketing

Edward C. Malthouse, Editor Emeritus

Journal of Interactive Advertising

Shintaro Okazaki, Editorial Board

European Management Journal

Michael Haenlein, Editor-In-Chief



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PARALLEL SESSIONS

FRIDAY, June 28

SESSION 1 10:45-12:00

A) PROCESSING - “We have to dream in order to survive.” – Beverly Crusher

Room: *Dvorana Franck Superiore Espresso*

Chair: *Peeter Verlegh*

I SEE MYSELF: THE EFFECT OF THE ILLUSION OF SELF-INTEGRATION IN ADVERTISEMENTS ON PRODUCT ATTITUDES

Sandra Bombe, Heribert Gierl

Visual cues that elicit illusions of self-integration into a scene are frequently used in commercials and print advertisements. We summarize the findings from previous research on this issue, provide theoretical explanations for why and how using this technique may affect consumer attitudes toward the promoted product, and report the findings from an additional study. We found that cues that evoke illusions of self-integration are harmful in the case of desirable brands and do not affect attitudes toward the product when evoked by ads for less desirable brands.

AM I TOO EMOTIONAL WITH THIS? HOW REVIEW STYLE, PERCEIVED SIMILARITY AND PRODUCT TYPE INFLUENCE THE EVALUATION OF ONLINE REVIEWS

Sonja Grabner-Kräuter, Martin K.J. Waiguny

The growing relevance of online reviews as information source for different kinds of purchase decisions implies the need for a better understanding of their impact on consumer decision-making processes. This paper reports an experimental study that investigates how review style and similarity between reader and reviewer influence the efficacy of online reviews. The findings indicate that more factual written reviews lead to higher trust in the review, a better evaluation of the expertise of the reviewer and a more positive attitude toward the reviewed object. The effect is even stronger for utilitarian products and if the reviewer is dissimilar to the reader. The results demonstrate that the effect of review style is context-dependent and thus help to explain inconsistent findings in previous studies.

CREDIBILITY IN E-WOM: HOW REVIEW PERCEPTIONS IMPACT THEIR PERSUASIVENESS

Natalie Van Hemelen, Tim Smits, Peeter Verlegh



Previous research illustrated the impact of (a) a review's valence and (b) its perceived credibility on customers' product attitudes. Though both might have independent effects on product attitudes, we propose they are interrelated. To test the different possible interrelations, we used a between subjects experimental design with two conditions (positive versus negative review). Valence predicted credibility, while credibility acted as a mediator between review valence and product attitudes. Adding to this the finding that valence moderates the relation between credibility and product attitudes, our study obtained evidence for a so called moderated mediation model.

B) AD EFFECTS – “There’s coffee in that nebula” – Captain Janeway

Room: *d. 12*

Chair: *Maja Martinović*

COLOR EFFECTS IN ADVERTISING ON IMPLICIT AND EXPLICIT MEMORY: THE ROLE OF INVOLVEMENT DURING EXPOSURE

Antigone G. Kyrousi, George G. Panigyrakis

The present paper reports an experiment investigating two yet unexplored issues regarding color in advertising: the effect of color on implicit memory and the role of involvement during exposure in the memorization of ads with diverse color backgrounds. Drawing on psychological theories of memory and the Low Involvement Processing Model, it is hypothesized that color will facilitate implicit memory retrieval of print ads. The results of the experiment indicate that color affects implicit and explicit memory, although its influence on the latter is dissimilar across different levels of involvement.

EMOTIONAL RESPONSES TO COLOR IN ADVERTISING IN HIGH AND LOW INVOLVEMENT CONDITIONS: A STUDY IN PROGRESS

George G. Panigyrakis, Antigone G. Kyrousi

The present paper describes the theoretical background, hypotheses and design of an experiment in progress investigating color effects in print advertising on consumers' emotional responses and attitudes in high and low involvement conditions. The hypotheses, founded on the Low Involvement Processing Model and Color-in-Context Theory, posit that color influences attitudes through the mediating role of the emotional dimension of pleasure and that involvement moderates emotional responses to color. The experimental findings are expected to add to the understanding of the yet unexplored issue of the influence of color in advertising on emotion and attitudes in diverse exposure settings.

HOW POSITIVE AND NEGATIVE CONSUMER GENERATED ADVERTISING MESSAGES AFFECT BRAND ATTITUDE AND BUYING INTENTION

Natalia Yannopoulou, Faidon Theofanides, Ageliki Andrikopoulou



This study investigates the effects of the different types of CG advertisements on brand attitude, buying intention and acceptance of the core advertising message, while it also investigates the power of persuasion of demonstrative action versus verbal arguments. For that purpose a before-after experimental design was utilized with Generation C consumers. Results indicate that different types of CG advertisements significantly influence brand attitude, buying intention and acceptance of the advertising message. Furthermore, specific types of CG ads using demonstrative action led to strong acceptance of the advertising message.

C) TV – “On screen!” – Captain Picard

Room: *d. 13*

Chair: *Predrag Haramija*

INFORMATIVENESS OF CHINESE TELEVISION ADVERTISING: A CONTENT ANALYSIS

Liyong Wang, Carolus L. C. Praet

A content analysis of 1439 Chinese commercials reveals that 68% of the sample contains at least one information cue whereas the average number of cues per commercial is 1.2. These findings contradict the prediction in previous research that the level of informativeness in Chinese advertising would continue to decline. “Performance”, “Availability”, “Components”, and “Quality” are the most frequently used information cues. Results show that informativeness of commercials differs across product categories and that commercials for durable goods employ more information cues than those for non-durable goods. Findings of this study have theoretical, methodological and managerial implications.

OBSERVING HOW PEOPLE MULTITASK WHEN WATCHING DIFFERENT TELEVISION GENRES

Hilde A. M. Voorveld, Vijay Viswanathan

This study responds to the need for direct observational research in which individuals’ natural media multitasking behavior is observed. It aims to integrate media multitasking into media usage theories by giving insight into genre differences in media multitasking. Direct observations ($n = 495$) of media consumption at ten-second intervals, provide in-depth insights into media multitasking with television and revealed that this was most prevalent while watching sports or engaging in channel surfing. Surprisingly, commercials were associated with relatively low amounts of media multitasking, comparable to the entertainment and news genre.

EXPERIENTIAL DIMENSIONS OF TV-ADVERTISING

Lars Pynt Andersen, Jan Møller Jensen



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Based on concepts from cognitive film psychology and narrative transportation theory model of the experiential dimensions of TV–advertising is proposed. With structural equation modeling, it is shown how the ad’s experiential potential relates to Ad-Liking. Findings indicate that Ad-Liking is highly related to *narrative* advertising executions, but that the potential appeal of this advertising experience is supported by the ‘gripping’ qualities of a *lyrical* dimension. It is suggested that the conceptual framework could be developed for pragmatic comparison of TV-spots in tracking or testing.

D) BRANDING CHALLENGES – “I don’t believe in no-win scenarios.” James T. Kirk

Room: *d. 1 (FFDI)*

Chair: *Nathalie Dens*

BRANDING A SOLO BUSINESS

Alina Niemi, Jaana Tähtinen, Salla Saraniemi

This study explores the elements, actors and activities of micro-enterprise branding. The scarce research on SME branding has typically concentrated on medium-sized firms without drawing a distinction between product and corporate branding. To address the research gap, thematic interviews were carried out on a single-case study. The elements and actors of a single-person micro i.e. solo business branding in B2C context were modelled. The findings show that even a solo business can develop a corporate brand with the aid of committed stakeholders and strategic brand orientation to secure focus and consistency.

HOW TO AVOID BRAND DILUTION: THE USE OF CONJUNCTIVE CUES IN ADVERTISEMENTS FOR BRAND EXTENSIONS

Verena Huettl, Heribert Gierl

We consider advertisements for brand extensions and investigate the interaction effect of category-fit of the extension (high vs. low) and the usage of conjunctive cues in the ads (present vs. absent) on brand evaluations. We found that a low category-fit of extensions impairs brand evaluations. Additionally, we found that this negative effect can be avoided if conjunctive cues that compensate low category-fit are included in the ads for the extension product.

THE ART OF LOGO REDESIGN: WHEN HIGHER DEGREES OF CHANGE HURT BRAND RECOGNITION AND BOOST BRAND ATTITUDE

Bo van Grinsven, Enny Das

An experimental study tested effects of logo redesigns on brand recognition and brand attitude. Degree of logo change was expected to negatively affect brand recognition and brand attitude, in particular among consumers with low tolerance for new stimuli (low consumer



innovativeness). Results showed that brand recognition decreased when a brand logo was considerably changed, as compared to the no change or small change condition. A curvilinear effect of degree of change on brand attitude was observed among low innovators: for a small logo change, brand attitude decreased, whereas brand attitude increased with a considerable change. Brand attitudes of high innovators were unaffected by degree of change.

SESSION 2 13:00–14:30

- A) WOM – “Rumors of my assimilation are greatly exaggerated.” Captain Picard**
Room: *Dvorana Franck Superiore Espresso*
Chair: *Charles Ray Taylor*

I’LL SPREAD THE WORD: THE IMPACT OF MANAGERIAL RESPONSES TO ONLINE REVIEWS ON POSITIVE WORD-OF-MOUTH INTENTION

Nathalia Purnawirawan, Patrick De Pelsmacker, Nathalie Dens

Using a 3 (review balance: positive, neutral, negative) x 6 (manager’s response: no reaction, refutation, apology, apology and promise that it won’t happen again, apology and compensation, apology+promise+compensation) design, we investigate if and how a company should react to counter negative online reviews to influence recommendation intention of the readers. When the reviews are mostly positive, no reaction is necessary, but an apology+promise score best. When the balance is neutral, an apology+promise and apology+promise+compensation result in the highest word-of-mouth intention than other responses. When the balance is negative, the company needs to offer a compensation to restore positive word-of-mouth intention.

A NEGATION BIAS IN WORD OF MOUTH

Peeter Verlegh, Camiel Beukeboom, Christian Burgers

Word of mouth can have a strong impact on product evaluations and sales, yet little research has examined the role of language use in communications about products. Based on linguistic bias research, we investigate whether the use of negations in describing product experiences reveals a speaker’s prior expectancies about a brand to recipients. Experiment 1 examined a speaker’s use of negation and affirmation descriptions about product experiences. Results demonstrate that speakers rate negation descriptions more applicable when describing experiences that are inconsistent (versus consistent) with their a priori brand expectations. Experiment 2 tested recipient inferences about word of mouth that contains negations versus affirmations. Recipients inferred that the experience was less expected and more surprising when the speaker used negations rather than affirmations. These results demonstrate that negations have no small effect on inferences about brands, and that the negation bias provides a subtle mechanism for communicating and maintaining brand reputations.



THE GOOD AND THE BAD OF NEGATIVE WORD-OF-MOUTH: AN EMPIRICAL INVESTIGATION INTO THE EFFECT OF ONLINE MESSAGES

Su Jung Kim, Rebecca Jen-Hui Wang, Edward C. Malthouse

This paper investigates how posting and viewing online negative word-of-mouth (NWOM) affect customers' subsequent purchase behaviors. We also identify the different types of negative emotions in NWOM and examine their impact. Using a dataset that combines customers' posting and viewing activities on the firm's online forum and their purchase and redemption histories, we find the interaction effect between posting and redeeming to be positive, and viewing to be negative. Anger has a negative but insignificant effect, while concern has a positive effect. We propose an explanation for these findings, and discuss their implications and applications.

"CLICK LIKE IF YOU LIKE IT". THE EFFECT OF PROMOTING EWOM IN SOCIAL NETWORK SITES

Manuela López, María Sicilia, Peeter W. J. Verlegh

Social network sites (SNSs) have proved to be an important part of consumers' communication and relationships during the last years. Thus, companies are still finding out how and what to communicate in these channels. However, very little is known about how the characteristics of the communication may influence the consumer behavior on SNSs. We show that the strategy of encouraging consumers to spread the word has a negative effect on the intention to eWOM and the attitude toward the product for low-shared posts. This effect will become into a positive one for hubs in high-shared posts.

B) NEW (BRANDS, PRODUCTS, EXTENTIONS) - "... to explore strange new worlds, to seek out new life-forms and new civilizations"

Room:d. 12

Chair: *Patrick De Pelsmacker*

DIFFERENT TYPES OF ELECTRIC CAR EXTENSION FOR EXISTING CAR BRANDS: IMPACT ON BRAND PERSONALITY, EXTENSION EVALUATION AND PARENT BRAND FEEDBACK

Ingrid Moons, Patrick De Pelsmacker

In a Belgian sample, the effect of adding two types of electric car extensions to the product range of existing brands on the personality of and the attitude towards the extension and the parent brand is studied. Extension-parent brand personality fit leads to more positive responses to the extension, but non-fitting extensions leave the parent brand personality largely unaffected. In some cases, non-fitting extensions have a positive parent brand feedback effect. The most important determinant of extension evaluation is the extent to which the extension generally evokes positive emotions and positive cognitions, regardless of the personality of the extension.



THE IMPACT OF UNBOXING VIDEOS ON THE EVALUATION OF NEW PRODUCTS

Gunnar Mau, Sascha Steinmann, Hanna Schramm-Klein

Unboxing videos are not only being uploaded by a sizeable number of video portal users, but are also specifically sought out and watched by a significant number of users. Our study provides initial answers to the question as to whether the impact of unboxing videos depends on the expertise and reliability of the sender. Results reveal amongst others that the utilitarian attitude towards the product is influenced by the level of expertise. This effect only becomes apparent if the video originates from a reliable source. Hedonic attitude towards the product is influenced by the level of reliability.

“WHO WAS INVOLVED?”: THE EFFECT OF STAKEHOLDER CO-CREATION ON CONSUMERS’ NEW PRODUCT VALUATIONS

KandeKazadi, AnnoukLievens, DominikMahr

Research on the impact of involving various external parties in a firm’s innovation process has sprouted many contributions in recent years. Yet, research on the impact of communicating about such co-creation activities on consumers’ valuations for new products is scant. The present study investigates the effects of two forms of co-creation (with consumers or multiple stakeholders) on consumers’ valuations of new products, and the moderating role of product complexity. Results show that, for complex products, which require more diverse expertise, consumers are willing to pay a premium up to 33%, if they are aware that a new product has been co-created with multiple stakeholders.

PERSUASIVE EFFECTS OF THE LABEL “NEW” IN PRODUCT PACKAGING AND ADVERTISING

Jiska Eelen, Peeter Verlegh

Product innovations can be effectively promoted by verbal labels that communicate their novelty. We demonstrate that the presence of the label “new” on product packages and in advertising improves people’s first impression of products through an increased explorative mindset. In two online studies and one field experiment, we manipulate and measure audience and product characteristics that make people likely to explore their surroundings, and show that the “new” label triggers a similar effect. Our findings show that the label can increase recognition, attitude and behavioral intentions towards the product.

C) MEDIA CHOICE – “It was logical to cultivate multiple options.” – Spock

Room: *d. 13*

Chair: *Vesna Žabkar*



HOW CONSUMERS' MEDIA USAGE INFLUENCES THE OPTIMAL ADVERTISING MEDIA MIX TO MAXIMIZE CAMPAIGN RECOGNITION

Leonids Aleksandrovs, Peter Goos, Nathalie Dens, Patrick De Pelsmacker

Using a mixture-amount modeling approach on data from the Netherlands and Belgium, we investigate the impact of cross-media advertising investments in magazines and on television on campaign recognition and we determine the optimal allocation of the advertising investment across the two media. We study the moderating role of consumers' media usage on these cross-media effects and on the optimal media mix. There is a positive synergistic effect of cross-media investments. This effect is moderated by consumers' media usage in that heavy usage of a medium implies allocating more of the advertising budget to that medium in order to maximize campaign recognition.

THE EFFECTS OF SIMULTANEOUS CROSS-MEDIA ADVERTISING ON RECALL AND BRAND ATTITUDE: THE ROLE OF INVOLVEMENT

Tim Smits, Jos Hornikx

Marketing communications has shifted towards integrated and 360° communications using multiple media. Voorveld (2011) studied the persuasive impact of simultaneous cross-media advertising targeting the same consumer and found no difference between internet+radio ads relative to repetitive internet ads. In this study, we modified Voorveld's study design. We found that cross-media ads do result in higher brand recall than repetitive ads, but this difference only occurs in a low involvement situation with little attention to advertisements. Moreover, we show that cross-media as well as repetitive ads are better recalled than single exposure ads. No effects on attitudes were found.

THE EFFECTS OF CROSS-MEDIA ADVERTISING ON CONSCIOUS AND UNCONSCIOUS MEMORY AND BRAND CHOICE

Lisa Vandenberg, Jaap Murre, Hilde Voorveld, Edith Smit

Theories about the effects of cross-media advertising on consumers are mainly based on explicit psychological measures, such as self-reports. However, such conscious measures provide a one-sided or even incomplete view of unconscious psychological processes. To fill in the empirical and theoretical gaps it is essential to use implicit measures that allow for unconscious effects to manifest. We use implicit measures able to assess whether exposure to advertisements (exposure/no-exposure) in different media combinations (single/cross-media) appeal to different memory types (perceptual/conceptual) and affect different brand choices (stimulus-based/memory-based). This way, we aim to disentangle the mechanisms responsible for the success of cross-media advertising.

CHOICE OR USE? PREDICTING TV CHANNEL CHOICE AND DURATION USING AN INTEGRATED MODEL OF MEDIA CHOICE

Su Jung Kim, Vijay Viswanathan



This study examines how individual and structural factors of media choice impact TV channel choice and viewing time. Using Nielsen Korea's TV-Internet Convergence data that electronically recorded television and Internet use behavior, we find that television channel choice is influenced by individual factors such as gratifications, age, and gender as well as structural factors like access, and cost. However, duration is largely affected by structural factors such as lead-in, and other media use. The findings indicate that structural factors play a major role in explaining television use even in a high-choice media environment where individual factors are expected to prevail.

D) BRAND PLACEMENT– “Resistance is futile!” – The Borg

Room: d. 1 (FFDI)

Chair: *Liselot Hudders*

COVERT ADVERTISING AND PRODUCT PLACEMENT – LEGISLATION AND PRESENCE IN PROGRAMS OF CROATIAN TELEVISION STATIONS

Predrag Haramija

This paper explores the legislation and frequency of occurrence of covert advertising in the form of product placement in television content in the Republic of Croatia. Covert advertising is becoming more often a common form of advertising in the world. In some countries it is allowed by law and in some not. In Croatia, covert advertising and product placement is prohibited by law and codes of ethics. At the same time, it is common practice and largely present in print and in electronic media (especially television). The fact that it is not controlled or sanctioned raises the issue of bodies for implementation of laws or quality of legislation.

THE EFFECT OF ADVERTISING LITERACY ON CHILDREN'S BRAND EVALUATIONS IN AN ADVERTISING GAME CONTEXT: THE MEDIATING EFFECT OF AFFECTIVE REACTIONS TOWARDS THE GAME

Katarina Panić, Liselot Hudders, Verolien Cauberghe

The current experimental study (N= 175) investigates whether a *cognitive* advertising literacy training session may attenuate the effectiveness of advertising games by activating 6-to-7 year old children's cognitive and moral advertising literacy. In addition, the study investigates whether the effect of advertising literacy on brand evaluations is mediated by children's affective reactions towards the game. The results show that a cognitive advertising literacy training session activates children's cognitive but not their moral advertising literacy. Further, the results show that both cognitive and moral advertising literacy affect children's brand evaluations negatively via a negative effect on their affective reactions towards the advertising game.



CONTEXT MATTERS: THE IMPACT OF CONTEXT PERCEPTIONS ON THE EFFECTIVENESS OF BRAND PLACEMENT IN MOVIES

Yann Verhellen, Nathalie Dens, Patrick De Pelmacker

Through a field experiment, we investigate how different context perceptions impact recognition and attitude for brands placed in movies. Using a path modeling approach, we study the effect of the attitude towards the character associated with the placed brand, and the perceived fit between a placed brand, the movie in which it is embedded and the character to which it is associated, and how these relationships are mediated by movie liking. We also study the moderating effect of prominence and plot connection on these relationships. Context perceptions have a significant impact on brand placement effectiveness. These effects are partially moderated by prominence and plot connection.

IS 1+1 MORE THAN 2? COGNITIVE, AFFECTIVE AND BEHAVIOURAL EFFECT OF THE COMBINED USE OF ADVERTISING AND PLACEMENT OF JUNK FOOD ON CHILDREN

Rodrigo Uribe, Alejandra Fuentes-García

This paper examines the separate and subsequently the joint effect of advertising and placement of junk food on children across different age groups (9, 12 and 15 year-old children). First, results show that brand awareness is similar in the case of advertising and placement, but increases in the case of youngest children and when advertising+placement is employed. Second, the brand attitude was not affected by the age of children and the separate or joint use of advertising and placement. Third, the behavioural disposition toward junk food and McDonalds was again similar between those exposed to placement and those exposed to advertising. However, it was higher in those exposed to the combination of advertising and placement. Results are discussed in terms of previous results of the studies providing evidence of the influence of promotional tools of junk food on kids.

SESSION 3 15:00-16:45

A) CULTURE – “May cultural differences encourage us to build bridges of understanding. To all that makes us unique.”- 7 of 9

Room: *Dvorana Franck Superiore Espresso*

Chair: *Ralf Terlutter*

ATTITUDES TOWARD FUTURE-ORIENTED ADVERTISING APPEALS IN SAVING VERSUS SPENDING CULTURES – PRELIMINARY RESULTS ADDRESSING GLOBE’S VALUES VS. PRACTICES DISTINCTION

Sandra Diehl, Barbara Mueller, Ralf Terlutter

Time orientation is a salient aspect of national culture and as such is central to many marketing



issues, in particular, consumer saving versus spending behavior. This exploratory investigation examines the role that the GLOBE dimension of future orientation plays in consumer responses to advertisements. A major strength of the GLOBE framework is that it explicitly distinguishes between societal *values* versus societal *practices*. While cultures may value planning and saving, its members may instead adopt “buy now, pay later” behaviors. Based on a non-student sample of 399 consumers in two countries with distinct saving versus spending mindsets (Germany and the U.S.), attitudes toward an advertisement employing a future-oriented appeal are measured. Results indicate that, overall, future-oriented appeals are positively perceived in both countries. However, subjects in the U.S. evaluated the future-oriented ad significantly more positively than did German subjects. Even when controlling for the possible influence of attitudes toward advertising in general, the future-oriented ad was still evaluated differently in the two markets, suggesting that future-oriented appeals appear to be particularly promising when communicating with American consumers. Implications are discussed and the limitations and directions for further research are addressed.

CULTURE AND ADVERTISING EXECUTIONS REVISITED

Charles R. Taylor, Shintaro Okazaki

A major development in global advertising research is the evolution of Global Consumer Culture theory and the notion that global consumer culture positioning strategies (GCCP) can be effective across markets. On the other hand, Hall's (1976) high versus low context theory still seems persistent in terms of empirical evidence. In this regard, this research revisits advertising execution in the U.S. and Japan, from the perspectives of timing and counting of brand appearance and repetition. We examine the content of a large sample Japanese vs. U.S. television advertising in terms of several variables used in prior studies that are indicative of the level of directness in the execution of an ad. Results suggest that cultural factors still influence style of the advertising that appears in these countries. Thus, even if positioning strategies are standardized across the U.S. and Japan, the manner in which the ad is delivered appears to be profoundly influenced by culture.

INDIVIDUALISM VS. COLLECTIVISM AS A MODERATOR OF THE INFLUENCE OF PROBABILITY MARKERS ON PERSUASIVENESS OF ADVERTISING APPEALS FOR PRIVATE AND SHARED SERVICES

Ivana Bušjeta Banks, Patrick De Pelsmacker, Katarina Kemeter

The study explores the extent to which individualists and collectivists find various probability markers (pledges and hedges) and individualistic or collectivistic advertising appeals, used in advertisements for private and for shared services, persuasive. In an online experiment in Belgium, respondents' individualism/collectivism was measured prior to exposure to the stimuli. The respondents then evaluated the persuasiveness of the appeals used. Results show a general preference for a collectivistic claim (except in the case of private services for collectivist people). The effectiveness of the probability markers seems to depend on the type of service advertised.



A CROSS-COUNTRY INSTRUMENT VALIDATION OF PERCEIVED UBIQUITY

Shintaro Okazaki, Felipe Méndez, Sandra Diehl

This study proposes and validates an instrument to measure perceived ubiquity. The instrument is first tested in Spain, and cross-validated in Austria. The first-order factors include continuity, immediacy, portability, and searchability. The four-factor structure of perceived ubiquity fits well the Austrian data, proving the robustness of the proposed instrument. Latent mean structure analysis indicates that Spanish consumers tend to perceive all four factors more strongly, compared with Austrian consumers. In closing, theoretical and managerial implications are discussed.

CONSUMER RESPONSES TO ADVERTISING ADAPTATION: THE MODERATING ROLE OF NATIONAL OPENNESS TO FOREIGN MARKETS

Mahdi Rajabi, Nathalie Dens, Patrick De Pelsmacker

We investigate the moderating role of national openness to foreign markets on consumer responses (attitude to ad, brand and purchase intention) to different degrees of advertising adaptation in Belgium, Iran and India. We operationalize the levels of advertising adaptation (standardization, glocalization and adaptation) by manipulating the celebrity endorser (adapted versus standardized celebrity) and verbal cues (adapted versus standardized verbal cues). The results show that societies with lower openness to foreign markets respond more positively for more adapted ads than for standardized ads. This difference is reduced as openness to foreign markets increases.

B) SOCIAL RESPONSIBILITY– "The needs of the many outweigh the needs of the few." – Spock

Room:d. 12

Chair: *Edith Smit*

ONLINE COMMUNICATION OF CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES IN CROATIA – A CONTENT ANALYSIS

Krsto Ante Šimičević, Patrick De Pelsmacker, Nathalie Dens

This study content analyzes the Corporate Social Responsibility (CSR) communications of the 100 largest corporations operating in Croatia on their official websites. A coding scheme was developed based on Schwartz and Carroll's (2003) Three-Domain Approach to CSR activities. 88% of companies analyzed communicate CSR activities, the most frequent being (purely) economic (85%), (purely) ethical (80%), and economic/ethical activities (59%). A relationship was shown between ownership structure and type of CSR activities communicated. Companies with partial government ownership (83%) and wholly government owned companies (77%) are likelier to report (purely) legal activities. Government owned companies (81%) report more economic/legal activities.



CONSUMERS' ENDORSEMENT OF COMPANIES AND CAUSES: THE ROLE OF SYMBOLISM AND VISIBILITY

Stefan F. Bernritter, Peeter W.J. Verlegh, Edith G. Smit

Advertisers increasingly enlist consumers as endorsers. However, there is little known about why consumers are willing to do so. Therefore, in this study, we examined factors that might affect consumers' decisions to endorse an organization. In particular, we investigated to what extent *brand symbolism* and *visibility of an endorsement* affected consumers' intentions to endorse, and explored whether these effects differed between companies and causes. Results indicate that high symbolic companies were more endorsed than low symbolic ones, however, this was not the case for causes. Moreover companies were more endorsed in private whereas causes were more likely to be endorsed publicly.

BUYING GREEN. ANTECEDANTS OF GREEN CONSUMPTION BEHAVIOR AND IMPLICATIONS FOR ADVERTISERS

Jörg Matthes

There is an abundance of research that aims to profile the green consumer. However, most studies have focused on some variables while neglecting others. Therefore, the aim of this paper is to provide a comprehensive profiling of the green consumer including demographics, knowledge, consumer attitudes, and personality traits. A quota survey representative of Austrian consumers confirms previous findings on the impact of demographic variables and consumer attitudes. It is also shown that personality traits such as openness and social desirability predict green consumerism. Finally, for the first time, this paper provides a full analysis of interactions among key variables.

HOW 'GREEN' BUYING AFFECTS HOW WE FEEL A STUDY ON THE IMPACT OF GREEN PURCHASES ON AN INDIVIDUAL'S SUBJECTIVE WELL-BEING

Lynn De Vlieger, Liselot Hudders

The current study investigates whether green buying may affect how one feels. The results of a large-scale survey study showed that green purchase behavior is positively related to an individual's subjective well-being. In particular, the study suggests that individuals who are frequently purchasing green products experience higher satisfaction with life, higher self-esteem, more positive emotional experiences and less negative emotional experiences. In addition, this study shows that this positive effect can be partly explained by the fact that green consumption triggers an individual's altruistic behavior which is in turn positively related to well-being.



WHY DO GREEN CONSUMERS TEND TO TRUST GREEN ADS? TESTING THE MEDIATING ROLES OF INFORMATIONAL UTILITY AND EMOTIONAL APPEAL

Jörg Matthes, Anke Wonneberger

This paper challenges the common notion that green consumers tend to distrust environmental advertisements. We argue that the informational and emotional appeal of green ads is rated higher by green consumers compared to non-green consumers. This, in turn, decreases advertising skepticism. A quota-based survey of N = 456 Austrian consumers provides clear evidence for this reasoning. Contrary to common expectations, we found a negative relation between green consumerism and skepticism. This relationship, however, was fully mediated by informational utility, but not by affective appeal. Green consumers see strong informational utility in green ads, and therefore, they are less skeptical than non-green consumers.

C) ADVERTISERS – “I have been, and always shall be, your friend.” – Spock

Room: *d. 13*

Chair: *Edward Malthouse*

ADVERTISING AGENCY/CLIENT RELATIONSHIPS AND THEIR TERMINATION PROCESSES

Doreen Pick, Elisabeth Gutmann

B2B clients often terminate their relationships with advertising agencies, which results in high customer acquisition costs and threats to firm survival. Thus, an understanding of both relationship termination processes and ways to strengthen client relationships is vital for advertising agencies. Our qualitative investigation determined that advertising agencies are relatively unaware of not only the duration and nature of termination processes but also reasons that motivate relationship termination decisions, indicating that these agencies are not fully

prepared to manage at-risk relationships. Our paper contributes to B2B marketing research by providing insights into termination processes, the stages of these processes and advertising agency responses to their B2B clients.

SOCIAL MEDIA USAGE BEHAVIOR OF COMMUNICATION AND ADVERTISING AGENCIES: AN EMPIRICAL STUDY

İkram Daştan, Mesut Çiçek

The purpose of the study is to reveal the social media usage behavior of communication and advertising agencies and to present whether there are differences between the agencies that use and do not use social media in their operations. Senior and mid-level managers of the 152 agencies were conducted a questionnaire and obtained data were used to test the hypotheses by t-test and frequency tables. The results indicated that the usage of social media platforms differs and the agencies use social media platforms for their operations has more impact on some factors than the agencies do not use.



ADVERTISING EQUITY AND WILLINGNESS TO ATTEND TO ADVERTISING

Sara Rosengren, Micael Dahlén

This paper presents two studies of how advertisements that are perceived as valuable (have “advertising equity”) can influence perceptions of other advertisements. More specifically, it extends recent findings that high quality advertising executions can enhance media vehicle perceptions and evaluations by showing a similar effect on the overall advertising content. In doing so, the paper adds a novel perspective to current discussions about what advertising can do to cope with ad avoidance. It also highlights the need for additional studies of advertising approach.

DEMYSTIFYING DIGITAL TRACKING DATA: ATTRIBUTES, PROCESSES, AND USES

Hairong Li, Guanxiong Huang

Digital tracking is the engine of the big data era. Integrating the multidisciplinary literature, this analysis examines the advances in the processes of digital tracking and attributes and uses of digital tracking data in advertising and marketing. For future directions, the analysis calls for new ways to access proprietary digital tracking data and more studies on consumer privacy protection.

SATURDAY, June 29

SESSION 4 10:00-11.30

A) SPONSORSHIPS AND ENDORSEMENTS – “You are, in fact, the Mr. Scott who postulated the theory of transwarp beaming?” – Spock

Room: *Dvorana Franck Superiore Espresso*

Chair: *Peter Neijens*

MULTICULTURAL ADVERTISING EFFECTS IN CELEBRITY ENDORSEMENT: RACE CONSIDERATIONS

Jacqueline Granleese

Comparing Didier Drogba and Cesc Fabregas in the Nike V is for Victory advertising campaign, 100 subjects rated Fabregas significantly more attractive, likeable, trustworthy, credible, a better match reputation/image wise to the product, fit to the brand, and increased intention to purchase than Drogba. When the 100 subjects were disaggregated into racial groups, (British, European, Arab, Asian and African), no significant differences in celebrity effectiveness ratings

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for Fabregas were found across races. African subjects, however, rated Droghda as significantly more trustworthy, credible, plus a better performer, image/reputation match to the product, fit to the brand and increased intention to purchase the product. In the first study of its kind on multicultural advertising effects in celebrity endorsement, discussion of the findings focuses on conceptual considerations.

BEING TRUE TO SELF: DEVELOPING A CELEBRITY BRAND AUTHENTICITY SCALE

Jasminalličić, Cynthia M. Webster

This research adapts appropriate sections of the Authenticity Inventory from the psychology literature to develop a scale to measure consumer perceptions of celebrity brand authenticity. The results show one clear dimension of celebrity brand authenticity, which consists of consumer relationship with the celebrity. Although celebrity brand authenticity highlights relational components, this study identifies celebrity brand authenticity as a distinct and distinguishable construct from celebrity brand attachment. This study provides evidence that adapting parts of the Authenticity Inventory to the marketing context aids in developing a valid and reliable scale for celebrity brand authenticity. Marketing managers benefit from understanding consumers' perceptions of the authenticity of celebrity brands, especially when selecting them as endorsers in advertising campaigns.

REVERSE SPONSORING – INFLUENCE OF SPONSORS ON SPORT TEAM AND LEAGUE BRANDS

Christopher Kanitz, Michael Schade, ChristophBurmann

Building a strong brand image is a major issue for the management of sport teams and leagues. However, the effect of sponsors on the brand image of sport team and league brands has not been analyzed so far. The article points out a significant impact of naming sponsors on the image of sponsored sport team as well as league brands. Furthermore, an indirect impact of the league's naming sponsor on the image of sport team brands is proven. The study wraps up with implications for sport sponsoring in view of the sponsored team or league brand.

HOW DOES THE TYPE OF SPONSORSHIP DISCLOSURE AFFECT VIEWERS' ATTENTION AND PERSUASION KNOWLEDGE? INSIGHTS FROM AN EYE TRACKING STUDY

Sophie C. Boerman, Eva A. van Reijmersdal, Peter Neijens

This study tests which type of sponsorship disclosure is most effective in activating persuasion knowledge, and investigates the processes that precede the activation of persuasion knowledge. We conducted an eye tracking experiment (N = 149) with three disclosure



conditions: A TV program with a PP logo, a text (“This program contains product placement”) or a combination of the two. Results show that attention to the disclosure increases attention to a subtle brand placement which ultimately activates persuasion knowledge. This effect is weakest for the logo, followed by the text-only, and strongest for a disclosure that combines the logo and text.

B) AD APPEALS – “It appears we have lost our sex appeal, Captain.” - Tuvok

Room: *d. 12*

Chair: *Sheila Sasser*

A METHODOLOGICAL MODEL TO CLASSIFY SOCIAL ADVERTISEMENTS ACCORDING TO THE DIRECTION OF APPEALS

Beatriz Casais, João F. Proença

The analysis of positive and negative appeals in social marketing is a research challenge, because the conclusions about their effectiveness are contradictory. The literature defines positive and negative appeals, but does not show a model to classify social advertisements. The paper proposes a methodological model to classify social advertisements focused on positive, negative or a combination of both appeals. The model is built from the findings of the literature and tested with external judges by a sample of twenty HIV prevention ads from France, Germany, Portugal and Italy. The model may help for the analysis of appeals in social advertising.

EFFECTIVENESS OF ENVIRONMENTAL CLAIMS FOR BANK ADVERTISING

Kara Chan, Fei Fan

This study investigates how environmental claim type, environmental issue featured, and the advertisers’ corporate image may influence consumers’ responses to environmental advertisements. The study adopts a 2 X 2 factorial design. Altogether 195 participants in Hong Kong, China, were asked to read two advertisements of two banks, featuring either a global or a local environmental issue, and contained a substantive or associative environmental claim. Results indicated that for Hong Kong and Shanghai Banking Corporation (HSBC), a bank with high corporate image, the two independent variables, environmental issue featured in the advertisement and type of environmental claim had main effect on all the advertising effectiveness measures. However, the factors combined demonstrated no significant interaction effect. Participants reading the HSBC ads demonstrated a more favorable attitude toward the ad featuring a global environmental issue than the ad featuring a local environmental issue. Advertisements using substantive claims were more likely to establish positive attitudes toward the ad and purchase intention than advertisements using associative claims. For Bank of





Communications (BC), a bank with lower corporate image, environmental issue and type of claim had no significant main effect on all the advertising effectiveness measures.

ARE TENSILE CLAIMS IN ADVERTISING DECEPTIVE? AN EMPIRICAL INVESTIGATION OF ENERGY SAVINGS CLAIMS

Manoj Hastak, Dennis Murphy

“Up to” claims (e.g., “save up to 50%,” lose up to 40 kg”) are often seen in advertising and promotional messages. There is concern that such claims might mislead consumers into believing that typical users will achieve the maximum level of benefits indicated. In this paper, we present and discuss a recent study we designed for the U. S. Federal Trade Commission in this area and consider the implications of the findings for the regulation of “up to” claims.

“IS YOUR AD HEADLINE HIGH ENOUGH? THE INFLUENCE OF ORIENTATIONAL METAPHORS ON AFFECT AND COMPREHENSION FOR PRINT ADVERTISEMENTS

Lampros Gkiouzepas

Everyday expressions such as “I’m feeling up/down” reveal that people use spatial orientations to structure such abstract concepts as happiness. This paper demonstrates that orientational metaphors (e.g., “happy is up”) can have a measurable impact on comprehension and liking for print ads. In line with the view that metaphor is an integral part of our conceptual system, the results of the present study demonstrate that comprehension of advertisements is significantly facilitated when the spatial organisation of ad components (e.g., headline, product image, visuals) is consistent with the mental spatial arrangement of the orientational metaphor. This metaphor-consistency effect was confirmed for three orientational metaphors relating to the

concepts of happiness, power, and time. Although results were mixed, the present study further suggests that metaphor-consistency can have an impact on attitudes towards the ad when the (metaphor-structured) concept is valued by consumers.

C) IMC – “If there is one ideal that the Federation holds most dear, it is that all men, all races can be united.” – Captain Picard

Room: *d. 13*

Chair: *Hilde Voorveld*

INFLUENCE OF INTEGRATED MARKETING COMMUNICATION’S ELEMENTS ON BOOK SALES

Maja Martinović, Ana Kuštrak, Martina Čaić



EUROPEAN
ADVERTISING
ACADEMY





There are some factors within the integrated marketing communications (IMC) which influence consumer choice and purchase intentions when buying books. As IMC consists of the promotional mix, this study analyses which factors within the mix are the most important influencers on customer choice when buying books. In addition, it also analyzes other elements of the traditional, as well as contemporary marketing mix, as it is believed that all these elements communicate with the customer. Therefore, the mix we formed for the publishing industry differs from the traditional one since some elements are too important to be neglected due to their significant influence on the overall communication toward the customer.

MULTICHANNEL COMMUNICATION IN THE BUYING DECISION PROCESS OF CONSUMERS OF SPIRITUOUS BEVERAGES

MargaretheÜberwimmer, Agnes Breitwieser

The study seeks to examine the consumers' buying decision process of spirituous beverages to get insight in the multichannel communication. A quantitative study in Austria is performed. A survey is developed by the researchers being online for three weeks where a total of 200 persons respond. Descriptive statistics and χ^2 -tests are performed to test for differences in the population. The study identifies the main communication channels: stores, word-of-mouth and gastronomy. Bearing in mind, however, events are important throughout the whole buying decision process, especially for young target groups. Internet and classical communication channels such as TV and flyers support multichannel communication.

THE USAGE OF WORD-OF-MOUTH IN A COMPANY'S MARKETING COMMUNICATION

JolantaTkaczyk

The article is aimed at identifying methods in which word of mouth is used by enterprises in their marketing communication as well as indicating advantages and possible problems related to the above. In the academic literature, the focus has been so far maintained on the word-of-mouth process mainly from the consumer's viewpoint. The article proposes how usage of word of mouth might be classified and illustrates it with results of research conducted among a group of 81 starting businessmen participating in the Entrepreneurship in Creative Industries project. The majority of respondents (85 per cent) declared their willingness to use WOM actively in their businesses.

THE IMPORTANCE OF MANAGEMENT INVOLVEMENT IN INTEGRATED MARKETING COMMUNICATIONS

VesnaŽabkar, DamijanMumel, Nina Hočevar

The focus of this article is on management and managerial view of marketing communications. We hypothesize that management involvement in marketing communications increases the level of marketing communication integration; and in turn, influences business performance. The findings based on qualitative and quantitative research reveal positive influences of management involvement on the level of marketing communication interactivity, strategic

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consistency, organizational infrastructure, mission communication and planning. Higher levels of integration in turn positively influence company's market share and profitability. Management should be, therefore, actively involved in decision-making about IMC in order to improve the level of marketing communication integration and in turn business performance.

D) BRANDS - "He's comparing the Enterprise to a cruise ship?" – Captain Picard

Room: *d. 1 (FFDI)*

Chair: *Martin Eisend*

BRAND LOVE: A VALUE-BASED TYPOLOGY OF DIFFERENT LOVE RELATIONSHIPS

JochenKühn, Tobias Langner, Alexander Fischer

Brand love can be considered as the most intensive consumer brand relationship. It has become a hot topic in research as well as in marketing practice. Surprisingly, the fundamental question whether brand love is a unitary or multiplex phenomenon has not been answered yet. To address this question, we conducted one qualitative and two quantitative studies. Building on Schwartz's universal value theory, we developed a typology of different brand love relationships. Six distinct brand love types were identified: self-esteem enhancing brand love, hedonic brand love, inner-harmony-creating brand love, self-determined brand love, performance-boosting brand love, and preserving brand love.

MANAGING BRAND PORTFOLIOS – INFLUENCE OF BRANDS ON DIFFERENT HIERARCHY LEVELS

Christopher Kanitz, Michael Schade, ChristophBurmam

The complexity of brand portfolios has considerably increased within the last few years. This raises important challenges for many corporations. In this context, the current state of brand architecture research lacks answering issues of high importance. Thus, the authors develop an approach to empirically investigate the perceived brand architecture of different companies. With the help of a large dataset of 2,949 cases the paper investigates the behavioral relevance of corporate and product brands in customers' point of view. As a result, it was shown that corporate brands as well as product brands have a behavioral relevance across industries. Differences in the perception of the brand architecture can especially be explained by the perceived scope of the product and service portfolio the corporate brand.

ARE BRANDS LOSING THE CONSUMER RELATIONSHIP BATTLE?

Don E. Schultz, Martin P. Block



Using data from a ten year U.S. longitudinal study, based on 1,100,000+ online consumer responses, involving 73 fmcg (fast moving consumer goods) categories and 1,500+ individual brands, Net Promoter-type Scores were calculated for Manufacturer Product Brands, Retail Store Brands and No Brand Preference. The results show that consumer preferences over that period of time have shifted from preference for (a) Manufacturer Product Brands to Retail Store Brands (although not private label) and that (b) the No Brand Preference category grew substantially in almost all product categories. Challenges to current brand and branding concepts, strategies and research methodologies are identified and discussed. Suggestions for future research are made.

PERCEPTIONS ARE RELATIVE: AN EXAMINATION OF THE RELATIONSHIP BETWEEN SATISFACTION AND LOYALTY TO MEASURE BRAND STRENGTH

Lezran Aksoy, Alexander Buoye, Bruce Cooil, Arne De Keyser, Timothy L. Keiningham, Bart Larivière, Edward C. Malthouse

Customer satisfaction is widely believed to be a fundamental determinant of long-term consumer behavior and loyalty, and is a primary component of attitudinal equity (AE) and wallet allocation rule (WAR) brand strength measures used by advertisers. This research provides the first rigorous theoretical, analytical, and empirical comparison of AE and WAR, which relate satisfaction *rankings* within a usage set to share of wallet. Academic research tends to focus on *rating*. We examine the models, identify limitations and propose improvements, including beta regressions. Models are compared with surveys ($n=235,005$) from 10 countries and 19 industries. Rank-based models substantially outperform ratings.

SESSION 5 11:30-13:00

A) HEALTH –"Live long and prosper." – Spock

Room: *Dvorana Franck Superiore Espresso*
Chair: *Manoj Hastak*

REGULATORY FIT EFFECTS ON CHILDREN'S RESPONSES TO HEALTHY EATING PROMOTION: AN EXPERIMENT TESTING MESSAGE AND CELEBRITY FIT

Benjamin Cheng

This study adopts the regulatory fit theory and examines the regulatory fit effects of the celebrity endorser and message on children's responses to the promotion of healthy eating. A 2 x 2 experiment was conducted with 87 Hong Kong children aged 11–16. The results showed that a regulatory fit between the celebrity focus (promotion vs prevention) and the message focus (promotion vs prevention) yielded a better affective response, but not cognitive response and behavioral intent. Specifically, children found a poster ad more convincing, liked it more, held more positive feelings and found the poster ad more interesting when there was a fit between



the celebrity focus and the message focus. Implications and future research directions were discussed.

A CONTENT ANALYSIS OF ADVERTISING APPEALS AND HEALTH INFORMATION IN HONG KONG'S FOOD COMMERCIALS

Kara Chan, Vivienne Leung, Lennon Tsang

A content analysis of 311 television food advertising in Hong Kong was conducted. There were nearly equal proportions of ads for healthy and unhealthy foods, which they focused on the use of different persuasive appeals. Altogether 54 percent of the food ads contained health-related claims. Intriguingly, 23 percent of the ads for unhealthy food contained health-related claims. The prevalent use of general health claims in unhealthy food ads calls for policy makers to devise better ways to regulate health claims in food advertisements. This is the first content analysis of nutrition information in food advertisement with a rich herbal tradition.

THE MODERATING ROLE OF BREAST CANCER ANXIETY ON THE RESPONSES TO BREAST CANCER PREVENTION MESSAGES

Martine Lewi, Patrick De Pelsmacker, VerolienCauberghe

We analyze the responses of 700 women, aged 50-69, to different messages for breast cancer prevention, varying in tone (positive/negative), content (emotional/rational) and endorser (gynecologist/ex-patient). We investigate whether these message components moderate the effect of breast cancer anxiety on the evaluation of messages. For females anxious about breast cancer, emotional messages, messages emphasizing negative outcomes and messages endorsed by an ex-patient lead to higher evaluation of message credibility and the attitude towards the ad. For females less anxious about breast cancer, evaluation of message credibility and the attitude towards the ad was not impacted by message components.

THE IMPACT OF PHYSICAL AND SOCIAL ANTI-SMOKING THREATS ON YOUNG ADOLESCENTS' SMOKING INTENTIONS, ATTITUDES AND EMOTIONAL RESPONSES

RiadhSalhi, Dan Petrovici

This study presents a three-fold contribution; it examines how previously overlooked social threats elicit alternative emotional responses beyond the conventional fearful response emphasized through physical threat research. Innovative findings describe how negative emotional responses to physically and socially threatening anti-smoking advertisements differ from frequently examined fearful responses, with the emphasis on how perceived threat and perceived efficacy influence young adolescent smokers' and non-smokers' self-reported smoking intentions and attitudes. Conclusions suggest physical threats eliciting fearful responses are not the most influential at promoting increased arousal, yet disgust, guilt and anger should be considered in future threat appeal research targeting young adolescents.

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B) SOCIAL MEDIA – “ I have no comment on the matter.” – Spock

Room: *d. 12*

Chair: *Ingrid Moons*

HOW INFORMATIONAL, EMOTIONAL AND TRACEABILITY CUES IN TWITTER MESSAGES INFLUENCE BRAND CONTENT PASS-ALONG BEHAVIOR

Theo Araujo, Peter Neijens

The present study investigates how informational, emotional and traceability cues influence pass-along behavior of brand tweets, using a sample of 19,343 messages from top global brands. The results indicate that informational cues stimulate retweets, especially when the message combines product cues and links to the brand website with traceability and emotional

cues. Only emotional cues, without the combination with informational cues, were not associated to higher retweeting likelihood. Finally, the decision to retweet brand content is more dependent on brand-related factors for users inside the brand community than for users who do not follow the brand on Twitter.

OPINION LEADERSHIP FOR BRAND CONTENT DIFFUSION ON TWITTER: THE ROLE OF INFLUENTIALS, BRIDGE BUILDERS AND STRONG TIES

Theo Araujo, Peter Neijens, Rens Vliegenthart

The present study investigates what types of users can stimulate their followers to retweet brand content on Twitter. Using actual brand messages for 30 brands across 10 segments, the results indicate that users able to connect two poorly connected groups – *bridge builders* – are associated with higher levels of brand content retweeting across almost all market segments. *Influentials* – users able to trigger large numbers of retweets for their own content – are only associated with higher levels of retweeting for replies from the brand to other users, but not for original tweets, arguably the most important content brands want to promote.

HOW TO MINE TWEETS ON BRANDS: A METHODOLOGICAL FRAMEWORK

Shintaro Okazaki, Ana Díaz, Mercedes Rozano, Héctor David Menéndez Benito

This paper presents a methodological framework for data mining to analyze posts and comments on social networking sites. A series of procedural recommendations is described and compared with the content analysis method. The major steps include brand selection, the determination of a classification scheme and categories, human coding, programming of the automated classification algorithm, and the evaluation of the classification results. We then present the results of a pretest that examined the contents of Tweets about IKEA. After human coding of 100 Tweets, the automated classification was carried out. The Precision measure



achieved more than 60% for the main categories (Satisfaction and Dissatisfaction), demonstrating the efficiency of mining Tweets for emotional patterns. In closing, methodological implications and utility for advertising research are discussed.

DETERMINANTS OF THE ATTITUDE TOWARD BRAND FAN PAGES IN SOCIAL NETWORKS - AN EMPIRICAL STUDY ON FACEBOOK FOOD AND BEVERAGE BRAND FAN PAGES

Barbara Kleine-Kalmer, Christoph Burmann

Brand fan pages in social networks have become increasingly prominent and relevant for marketing research. To understand what influences the user's attitude toward the brand fan page, it is necessary to investigate the motivations of becoming a fan. The research project outlined in this paper aims at exploring uses and gratifications for becoming fan of a brand in a social network. For this purpose a study of 2.000 Facebook-users was conducted.

C) TALK THE TALK – “Do you want to tell me what’s bothering you or would you like to break some more furniture?” – Deanna Troi

Room: *d. 13*

Chair: *Heribert Gierl*

LISTEN TO MY STORY: A COMPARISON OF THE NARRATIVE TO THE FACTUAL FORMAT OF INFORMATION PRESENTATION IN ADVERTISEMENTS

Martina Maurer, Heribert Gierl

When marketers describe product features and promise benefits by using texts in print advertisements, they can choose among the continuous-factual and the narrative format. There may be two distinct effects of narratives: They may be liked more or less than the continuous-factual information presentation (and liking spills over onto evaluations), and they could influence the cognitive resource available to elaborate on information (and depth of processing affects evaluations). Prior research did not separate these effects. We hold liking the text constant and investigate the latter effect. We found that the narrative format improves (impairs) evaluations of favorable (less favorable) brands.

DOES INFORMATION ABOUT THE UNDERDOG BIOGRAPHY OF BRAND FOUNDERS IN PRINT ADVERTISEMENTS AFFECT BRAND EVALUATIONS?

Carolin Stock, Heribert Gierl

Numerous famous persons who found companies many decades ago or more recently are associated with an underdog biography. They started with only few resources and had to undertake strong efforts to overcome impediments. Nowadays, these companies are successful.



We investigate whether references to the underdog biography of brand founders in print advertisements affect evaluations of these brands. In total, we found a positive effect.

PROCESSING CONGRUENT VERSUS INCONGRUENT RADIO COMMERCIALS WHILE MEDIA MULTITASKING

Wendalin Van de Giessen, Edith G. Smit, Lisa Vandeberg, Hilde A. M. Voorveld

Media multitasking is generally believed to hinder cognitive processing due to limited cognitive capacity. The current paper shows that this is not the case when the content of the secondary medium (radio commercials) is conceptually congruent with the primary medium (Internet), probably due to processing fluency. In other words: media multitasking is not always detrimental for persuasion, but can actually enhance memory and positive evaluation if the messages in both media are thematically similar. Congruent radio commercials are thus able to overcome their status of “background noise” by serving as goal relevant cues during Internet use.

THE TREMBLING EARTH: STIMULATING PROTECTIVE ACTION THROUGH RISK COMMUNICATION

Shintaro Okazaki, Amadeo Benavent, María Ángeles Navarro

This study explores the impact of an earthquake awareness campaign on protective action. In Study 1, a series of focus groups are conducted to examine factors underlying potential risks and threats involved in future earthquakes. A grounded theory approach is employed to examine the resulting transcripts. In Study 2, based on the results from Study 1 and the literature on protection motivation theory and risk communication, a causal model is proposed and validated by a questionnaire survey. In total, 665 responses are collected in a Southern Mediterranean country. The results indicate that information seeking mediates the effects between threat appraisal and coping appraisal, while the information source (regional government versus local newspaper) moderates the path from information seeking and coping appraisal. In closing, we draw theoretical and managerial implications.

D) PERCEPTIONS – “Space is disease and danger wrapped in darkness and silence.” – Leonard McCoy

Room: *d. 1 (FFDI)*

Chair: *Kande Kazadi*

APPEALING TO THE APPETITE: INSIGHT AND BLIND SPOTS FROM CREATIVE AND CONSUMER INTERVIEWS

Joe Damrongphiwat, Lawrence Ang

This research aims to discover insights and blind spots relating to the appeal of food pictures. Thematic analyses of in-depth creative and consumer interviews enable the authors to propose ten key pictorial attributes to heighten the appeal of food pictures: *identifiability*;



aesthetics; realism; freshness; handmadeness; portion; palatability; authenticity; healthiness; and social setting. The lack of guidelines for practitioners; the lack of realism in typical advertising images; and conflicting views on visual complexity are three key potential blind spots that may lead to lost opportunities to maximize the overall appeal of food pictures. This study establishes a typology of objective visual cues for ad agencies, photo studios and researchers.

HOW DO THIRD-PARTY ENDORSEMENTS IMPROVE CONSUMER PERCEPTIONS?

Kanji Yanagidate, Kei Mineo, Morikazu Hirose

Third-party endorsement (TPE) advertising plays an important role in an overall communications strategy. No empirical studies, however, have confirmed the effectiveness of TPE advertising in Japan. To fill this gap, this study is designed to reveal the relationship between TPE credibility and prepurchase evaluations using attitude toward the advertising (Aad) model and signaling theory. Our empirical model was tested using a dataset of 458 university students. The structural equation modeling demonstrated that all of the model's causal relationships were supported. This suggests that TPE influences consumer purchase intention via attitude toward the advertising, perceived quality, and perceived risk.

WHAT ARE THE DETERMINANTS OF PERCEIVED PRODUCT VALUE?: DEVELOPING A RETAIL COUPON USAGE MODEL

Keiya Tabe, Morikazu Hirose

The purpose of this study is to identify how store accessibility and product attributes affect the perceived coupon value. The theoretical foundations drew on a price discrimination theory of coupon and a multi-benefit framework of sales promotions. A survey conducted in Japan using a professional research firm resulted in 321 samples. Structural equation modeling suggests that overall value perception is directly explained by coupon benefits, perceived quality and a regular price of the product. In addition, store accessibility demonstrated positive influences on coupon benefits. Finally, this study discusses its limitations and future research directions.

CAPTURING THE UNDECIDED: HOW BROADENING OF ONE'S POLITICAL AGENDA APPEALS TO SWING VOTERS

Erik Modig, Jonas Colliander

This research poses the question if political parties can gain voters from broadening their political agenda. More specifically, can advertising that moderately challenges the pre-existing knowledge schemas voters have of the political parties increase voters intentions to vote for the party. This research shows that moderately challenging messages can have a positive effect on voting intentions for swing voters who are more inclined to change existing schemas. However, at the same time moderately challenging messages have a negative effect on voting intentions for dogmatic voters. This poses interesting implications for political and advertising professionals as well as marketing researchers.



SESSION 6 14:15-15:30

A) GENDER- "I would be delighted to offer any advice I can on understanding women. When I have some, I'll let you know." Captain Picard to Data

Room: *Dvorana Franck Superiore Espresso*

Chair: *Ivana Bušjeta Banks*

GENDER STEREOTYPING IN HUMOROUS ADVERTISING: OCCURRENCE AND EFFECTIVENESS

Martin Eisend, Julia Plagemann, Julia Sollwedel

This article reports the results of content-analytic and experimental studies that investigate the occurrence and effectiveness of gender stereotyping in humorous and non-humorous advertising. The findings indicate that the way women and men are stereotyped in advertising is dependent on humor; in particular, traditional male stereotypes are more prevalent in humorous advertisements, whereas traditional female stereotypes are more prevalent in non-humorous advertisements. With respect to advertising effectiveness, humor improves consumers' attitudes towards ads and brands, particularly if non-traditional stereotyping is utilized instead of traditional stereotyping. Furthermore, humor in stereotyped advertising influences women more than men.

CREATIVE DEPARTMENTS: ARE THEY FOR WOMEN?

David Roca, PatríciaLázaro, Alfons González, Josep Maria Blanco, Daniel Tena

The aim of this research is to explore the role of gender in advertising industry from a masculine perspective, as previous research demand. Experiences of creative males in advertising in Spain are examined. The case looks at the absence of women in creative departments. Twelve in-depth interviews were conducted with Spanish creative directors working in advertising agencies. The results suggest the capacity of juggling work-life balance as the main factor of permanence of female creatives. In addition, males recognize openly that creative departments are "boys' clubs". They confess that women need stronger temper and more initiative than men to stay in advertising creativity. This case also suggests that some men consider females have better traits to work at account departments.

HOW MATERIALISTIC WOMEN'S COPY-CAT BEHAVIOR IS INFLUENCED BY VIEWING FASHION TV SERIES

Hilde A.M. Voorveld, Marie-SelienFakkert, Eva A. Van Reijmersdal

Inspired by the popularity of fashion TV series like Gossip Girl and The Hills in which numerous luxury brands are integrated, this paper studies young women's copy-cat behavior (i.e.





willingness to buy similar products as used by the main characters to copy their look). More specifically, this paper aims to give insight into *whether* and *how* copy-cat behavior induced by fashion TV series is predicted by women's materialism. Based on a content analysis and a survey, it can be concluded that numerous well-known luxury brands are integrated in fashion TV series and that in particular materialistic woman would like to buy products to copy the look of the characters. Serial mediation analyses gives insight into the underlying mechanisms of this relation and showed that materialistic woman watch fashion TV series to gain fashion inspiration, subsequently they watch these series more frequently, which ultimately leads to more copy-cat behavior. Remarkably, only about one-third of the women watched to gain fashion inspiration which might indicate that only a small part of the actual audience of fashion TV series, those who already hold materialistic values and watch to gain fashion inspiration, engage in copy-cat behavior.

B) GOING MOBILE – "I swore I'd never use one of these... Computer, activate EMH!" -- Dr. Crusher

Room: *d. 12*

Chair: *Yann Verhellen*

CONSUMER ADOPTION OF MOBILE ADVERTISING: EXPLORING THE IMPACT OF PERCEIVED UTILITY AND VULNERABILITY EMERGING FROM LOCATION PERSONALIZATION

Martina Čaić, DominikMahr, Elizabeth Aguirre

The proliferation of mobile devices offers marketers a new advertising channel to reach out to their consumers. This study uses a two-study design to first examine in which usage situations consumers adopt personalized mobile advertising before probing consumers' sense of utility and vulnerability to explain the adoption behavior. Study 1 is an international survey of 800+ mobile users revealing their positive attitude towards personalization on mobile devices when using them for convenience-related purposes. Study 2 employs an experimental design to zoom into location personalization of convenience-related advertising and demonstrates distinct consumer feelings of utility and vulnerability which impact advertising adoption.

HOW SMARTPHONES BUILD BRANDS; THE ROLE OF BRANDED APPLICATIONS

Kimiyoshi Nakamura, Hongxia Mo, KeiyaTabe, Morikazu Hirose

This study tries to identify how the branded application influences the attitude toward brand. Theoretical foundations drew on a uses and gratification theory, Aad model and a mere exposure effect. The empirical research was conducted in Japan and resulted in 204 samples. The findings are follows: first, indicate that perceived entertainment, informativeness and irritation influence on attitude toward branded application. Second, we revealed that branded



application works as advertising media. Third, we found that intention to use app work as a strong mediator between attitude toward app and attitude toward brand. Finally, implications and limitations were discussed.

BRANDED MOBILE APPS: A MULTI-DIMENSIONAL VIEW ON VALUE-BASED DRIVERS FOR BEHAVIORAL INTENTIONS

Stefanie Sohn, Marie Schulte, Barbara Seegebarth

Although branded mobile applications provoke substantial interest among marketers, research on the divers of smartphone owners' intention to (re-)use branded apps is still in its infancy. Incorporating relevant theoretical and empirical findings, this study - conducted among smartphone users- aims to identify how branded apps provide value on a social, emotional and functional level and how these multi-dimensional perceptions predict behavioral intentions. Based on our findings gained by applying unweighted least square method, this contribution concludes with both suggestions for future research and managerial implications which focus the prominent role of emotional value in this context.

C) AMBIENT - "Now's as good a time as any to tell you. Your ceiling is hideous."

Neelix

Room: *d. 13*

Chair: *Edith Smit*

EFFECTIVENESS OF SUBWAY ADVERTISING IN HONG KONG

Kara Chan, Maggie Fung

Pedestrians intercepted near the exits of a subway station in downtown Hong Kong were surveyed using a questionnaire and quota sampling. The survey sampled 408 residents and tourists aged 16 and above. The awareness of the 16 ads ranged from 18 to 80 percent with an average 43.5 percent. Average ad awareness was comparable to that reported in two similar studies of subway ads conducted in the 1990s. Average ad awareness of subway ads was higher than that of outdoor advertising measured using similar methodology in 2010s. Respondents demonstrated positive attitudes toward subway advertising, and reported that subway ads that drew their attention were those with creative ideas, vivid colors, and large-than-life size execution.

CONCEPTUALIZING AMBIENT MARKETING: A SYSTEMATIC OUT OF THE BOX APPROACH

Rossella Gambetti, Silvia Biraghi, Guendalina Graffigna

Among unconventional communication (UC) strategies, Ambient Marketing (AM) is currently a widespread brand practice at the international level. However, it still lacks a clear understanding



of both its conceptual boundaries and its concrete contribution to the brand value system. Our focused ethnographic study is aimed at providing a comprehensive conceptual picture of AM in the frame of UC. Based on our findings, although explicitly recognized as a central element in branding strategies thanks to its capability to act as a relational territory between brands and consumers, AM is depicted through an ambivalent representation, uncovering a fragile and doubtful perception of its value at the implicit level, that proves detrimental to AM potential expression.

D) CHILDREN - “Children are a lot stronger than you think. As long as they know you love them, they can handle just about anything life throws at ‘em, you know.” – Geordi

Room: d. 1 (FFDI)

Chair: Sara Rosengren

CHILDREN’S ADVERTISING EXPOSURE: RELIABILITY, VALIDITY, AND UTILITY OF SURVEY MEASURES

Suzanna J. Oprea, MoniekBuijzen, Eva A. van Reijmersdal

This study’s aim is to determine which survey measures are most appropriate to assess children’s advertising exposure. The first part of the manuscript discusses the various levels of content specificity at which exposure can be measured. In the second part, the test-retest reliability, content validity, and utility of measures from the various levels are investigated. To this end, longitudinal data were collected from 165 8-11 year olds. Television and Internet advertising exposure can best be measured by asking children how often they watch certain popular (commercial) network stations or television programs and how often they visit certain popular websites.

STUDY ON THE ATTITUDES OF CHILDREN RELATED TO BRANDS’ PROMOTIONS

António Cardoso, Jorge Figueiredo

This study aims to evaluate the susceptibility of children to promotional techniques. For this we used a scale designed by Muratore (1999b) who studies: sensitivity to giveaways / gifts, sensitivity to games / contests, sensitivity to "offer more product" and sensitivity to price reduction. The questionnaire was administered to a sample of 50 Portuguese children from 8 to 15 years in the Oporto City - Portugal. The scale showed good internal consistency ($\alpha = 0.932$) and factorial composition revealed five factors that explain 79.46% of the total variance. However, the findings were opposite to those presented in the Muratore’s study.



DEVELOPMENT AND VALIDATION OF THE ADVERTISING LITERACY SCALE FOR CHILDREN (ALS-C)

Suzanna J. Oprea, Esther Rozendaal, Moniek Buijzen

This study aimed to develop and validate a survey measurement instrument for children's advertising literacy. Based on the multi-dimensional conceptualization of advertising literacy introduced by Rozendaal, Lapierre, Van Reijmersdal, and Buijzen (2011), 39 items were created to measure two dimensions of advertising literacy and nine underlying components. The Advertising Literacy Scale for children (ALS-c) was administered to 1026 8- to 12-year-olds. Structural equation modeling confirmed the presumed higher-order structure of the ALS-c. In addition to the full-length ALS-c, 25- and 17-item versions were created. All three versions performed well in terms of test–retest reliability and construct validity.



SOCIAL EVENTS

THURSDAY, June 27 18:00 – 20:00 **WELCOME RECEPTION**
ZSEM Campus

The roof of the FFDI building (ZSEM campus) offers some stunning views of the Medvednicamountain rising above Zagreb. It is especially nice in the late evening. Come join us there for some finger foods and a glass of Croatian wine. Take in the views and catch up with your ICORIA friends.

FRIDAY, June 28 20:00 – 24:00 **GALA DINNER**
Lido Restaurant, Jarun

This year's conference dinner will be held at the Lido restaurant, located on the beautiful Jarunlake. The man-made lake and the surrounding sports and leisure center were built in 1987 for the purposes of the Summer Universiade that took place in Zagreb that year. The lake itself has become a favorite summer destination for Zagreb's residents and visitors alike. During the day, the lake's clean water and well-kept beaches offer a welcome respite from the hot asphalt of the city. At night, young people flock to the clubs and bars along the lake shore.

24:00 – bedtime **CONFERENCE PARTY**
Club Mansion, Jarun

For those feeling the vibe and wishing to shake it like a Polaroid picture, VIP access and tables have been reserved in the Club Mansion, next door to the gala dinner venue. Just make sure not to stay long – we need you at the conference the next day 😊

SATURDAY, June 29 21:00 – 22:00 **SIGHTSEEING**
Ban Jelačić Square

During the conference registration you signed up for one of the thematic tours of Zagreb offered. The tours take place at the same time, but follow different routes and different guides. As the places in the tours are limited, please follow the tour you have signed up for. Thank you.

The Sensual Tour

A ravishing prostitute, Margarita (a costumed actress), clad in a lascivious dress and laced up in a corset, reveals to you a licentious side of Zagreb which dominated the city life in the second half of 19th and the first half of the 20th century; the life which represented every woman's "nightmare" and every man's "paradise"! Margarita will show you the sights of once most famous brothels and baths, and where prostitutes would entertain to expand their business and acquire new contacts. She will lay bare the many famous Zagreb ladies of the night with juicy details from their lives; she will stir up passions with inserts about the legal and social organization of prostitution, and continuously lure you into her story with her curves, her voice,



and even dance. At the end of the tour Margarita will take you to a secret place where you will be refreshed with a most unusual drink, and will get an attractive surprise gift.

The Witches' Wheel

Zagreb, like the rest of mediaeval Europe, had a dark and bloody history. From the 14th to the 18th century more than 250 women were accused and burned on charges of witchcraft. Bad crops, diseases, and poverty claimed their victims. Culprits were found in beautiful maidens, successful shopkeepers, and rich widows who crossed jealous women and libidinous men. The price was too high...their lives! If you are brave enough to explore with us that part of our city's history, we invite you to join us at the well Manduševac. There, you will meet a witches' emissary who will take you on a journey you will never forget! She will tell you all about who those mysterious witches of Zagreb were, what it was that they supposedly did to Zagreb and its inhabitants, what evil spells they concocted, and finally, how they were captured and tortured by the people of Zagreb. She will show you places where witches were trialed, then tortured, and burned at the stake. The witches' emissary is not the only person you get a chance to meet on this strange and shadowy journey –other mysterious creatures also await you! We hope to have captured your attention, and shall reveal no more, but will leave the rest as a surprise for you when you partake in our tour. However, be warned, this tour is everything but ordinary. It is an obscure and exciting adventure!

Traditional Tour

Come meet Zagreb! Step by step we will reveal to you the development and the stories of Zagreb. You will visit the famous Zagreb Cathedral and the Manduševac well, where you will hear the legend of Manda and the origins of the Zagreb name. You will also hear interesting stories about the most famous resident of Zagreb's main square, Josip Jelačić, whose statue adorns the square. The longest street in Zagreb will take you to one of the shortest funicular lines in the world, which you will take to reach Gradec, Zagreb's Upper Town. Here you will listen to interesting stories, legends, and peculiarities that make Zagreb what it is today. Your costumed guides will help you experience Zagreb as it once was and show you what it has become.

SUNDAY, June 30 Full day **OPTIONAL EXCURSION**

Plitvice Lakes National Park

Croatia's first National park established in 1949 covers 296.85 km² of breathtaking natural splendor. The park was inscribed on the UNESCO's World Heritage List in 1979, in recognition of its "outstanding natural beauty and undisturbed production of travertine through chemical and biological action". The park harbors a grand collection of waterfalls, gallery of lakes, forest and diversity of animal life. The lakes are renowned for their distinctive colors, ranging from azure to green, grey or blue. The colors change constantly depending on the quantity of minerals or organisms in the water and the angle of sunlight. The sixteen lakes which are formed by natural dams of travertine are separated into upper and lower lakes. "There are water, lakes, waterfalls and forest elsewhere, but Plitvice Lakes are unique; they simply must be seen!" (Academic Ivo Pevalek, 1937).

If you are interested in joining this optional excursion, please see the registration desk staff. The price of the excursion will depend on the total number of participants.

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