Shintaro Okazaki (Ed.)

Advances in Advertising Research (Vol. II)

Breaking New Ground in Theory and Practice
# Table of Contents

**Preface**

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Authors</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td><strong>Product Placement and Gaming</strong></td>
<td><em>Enrique Bigné, Inés Küster, Asunción Hernández, Torpong Suemanotham and Natalia Vila</em></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Product Placement in Video Games as a Marketing Strategy: An Attempt to Analysis in Disney Company</td>
<td><em>Yves Van Vaerenbergh, Dieneke Van de Sompel, Neal Van Loock and Iris Vermeir</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Impact of Brand Name Placement in Song Lyrics on Brand Attitudes: Does the Attitude toward the Artist Matter?</td>
<td><em>Martin K. J. Waiguny and Ralf Terlutter</em></td>
<td>21</td>
</tr>
<tr>
<td>II</td>
<td><strong>Social Issues and Advertising</strong></td>
<td><em>Martine Lewi and Patrick De Pelsmacker</em></td>
<td>55</td>
</tr>
</tbody>
</table>
Nieves García de Frutos and José Manuel Ortega Egea
Environmental Information Influences on Pro-environmental Behavior Aimed at Fighting Climate Change: Main and Moderating Effects 75

María José Miquel-Romero and Franco Manuel Sancho-Espar
The Influence of Alcohol Advertising in Underage versus Overage Alcohol Consumption: Affective Responses and Advertising Effectiveness 93

Erlinde Cornelis, Leen Adams and Verolien Cauberghe
The Effectiveness of Emotional and Rational Regulatory (In)congruent Messages for a Fair Trade Campaign 109

Marlize Terblanche-Smit and Nic S. Terblanche
The Impact of Personality Differences on Efficacy, Attitude and Behavioural Intention in HIV/AIDS Fear Appeal Advertising 121

III. Generation

Katarina Panic, Verolien Cauberghe and Delphine Verhoye
The (B)old and the Beautiful: Investigating the Preference of Senior Consumers Concerning (the Age of) Models Used in Advertising 135

Julia Spielvogel and Ralf Terlutter
Children’s Advertising Literacy: Do BMI, Body Shape Perception, Self-Esteem and TV Exposure Matter? 147
Andrea Leopold and Sandra Diehl
The Relevance of Life Changing Situations for Media Usage and their Relevance as a Segmentation Strategy for Media Companies and Advertisers 163

IV. Social Interaction and Advertising

Shu-Chuan Chu and Sara Kamal
An Investigation of Social Media Usage, Brand Consciousness, and Purchase Intention towards Luxury Products among Millennials 181

Raúl Currás-Pérez, María José Miquel-Romero, Carla Ruiz-Mafé and Silvia Sanz-Blas
The Role of Parasocial Interaction and Teleparticipation on Teleshopping Behavior 193

Manuela López and Maria Sicilia
The Impact of e-WOM: Determinants of Influence 217

Shintaro Okazaki and María Ángeles Navarro-Bailón
Who’s Afraid of Ubiquitous Promotion? Exploring the Effects of Privacy Concerns 233

V. Organization, Publicity and Reputation

An-Sofie Claeys, Verolien Cauberghe and Patrick Vyncke
Determinants of the Impact of Crises on Organizational Reputation: An Experimental Test of Crisis Communication Strategies and the Moderating Impact of Locus of Control 249
Luisa Andreu, Anna S. Mattila and Joaquín Aldás
Effects of Message Appeal when Communicating CSR Initiatives 263

Martin Eisend and Franziska Küster
The Effectiveness of Publicity versus Advertising: A Meta-Analysis 279

VI. Branding

Sophie C. Boerman, Edith G. Smit and Lex van Meurs
Attention Battle; the Abilities of Brand, Visual, and Text Characteristics of the Ad to Draw Attention versus the Diverting Power of the Direct Magazine Context 297

Marieke L. Fransen and Thomas J. L. Van Rompay
Living Brands: Consumer Reactions toward Online Experienced-based Marketing Communication 313

Maria Ángeles Navarro-Bailón
What is the best Communication Strategy (Integration vs. Repetition) to persuade Consumers? An Analysis across Levels of Brand Familiarity 327

Nathalie Dens, Patrick De Pelsmacker and Bianca Puttemans
Text or Pictures? Effectiveness of Verbal Information and Visual Cues in Advertisements for New Brands versus Extensions 343
VII. Media and Agency

Sheila Sasser, Scott Koslow and Mark Kilgour
Assessing the Quality of Self-reported Measures and the Reliability of Empirical Findings: Exploring Creativity Differences across Worldwide Agency Creatives and Managers 361

Charles R. Taylor and George R. Franke
Public Opinion towards Digital Billboards in the United States: An Analysis of Recent Polls 375

Edward C. Malthouse and Don Schultz
The Response Surface Process for Optimal Allocation of Media Budgets 395

Shintaro Okazaki, Morikazu Hirose and Hairong Li
QR Code Mobile Promotion: An Initial Inquiry 407

VIII. Advertising Content, Appeals and Execution

Lotte M. Willemsen, Peter C. Neijens and Fred E. Bronner
Perceived Expertise vs. Perceived Trustworthiness: The Suppressed Effect of Source Type on Review Attitude 425

Günther Silberer, Sascha Steinmann, Inga Blohm and Julia Vetter
A Study on the Impact of TV Advertising Contacts During Dinner 439
Tobias Langner and Martin Eisend
Effects of Celebrity Endorsers' Attractiveness and Expertise on Brand Recall of Transformational and Informational Products 453

Sandra Diehl, Shintaro Okazaki and Barbara Mueller
A Procedure for the Development of Fictitious Advertisements in Multi-country Research: Crafting Messages with Hard-sell and Soft-sell Appeals 463

Ioannis G. Theodorakis and Christos Koritos
Figuratively Bleeding or Just Bleeding? Exploring Consumers’ Personal Values and Emotions within Simple and Rhetorically Constructed Violent Ad Contexts! 475