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KEYNOTE

The Czech Adventures of AdCross - aka How to measure the reach of TV advertising and its other characteristics on all platforms together?

Tereza Simeckova
Managing Director, Nielsen Admosphere

Michal Jordan
Managing Director TAM CZ, Nielsen Admosphere

The presentation will introduce the unique AdCross project - a project solving the complex task of the overall measurement of advertising on digital TV platforms. We will present its preparations and experience from the run in 2022, show how specifically TV and media agencies work with data generated by combining different data sources and with the help of mathematical modelling and reveal the future development plans of the AdCross project.

A Meta-Analysis of Humor in Advertising: Explaining Cross-Cultural Variations.

Martin Eisend (European University Viadrina), Mag Karpinska-Krakowiak (University of Lodz), Artur Modliński (University of Lodz), Wojciech Trzebiński (SGH Warsaw School of Economics) and Joseph Riley (European University Viadrina).
E-mail: eisend@europa-uni.de

Advertising research has provided strong evidence that humor does not travel well, but it has never been explained why the effects of humor vary across cultures. We refer to theoretical concepts from cross-cultural, positive, social and evolutionary psychology to explain cross-cultural variations in humor. The explanations are tested by means of a meta-analysis that covers data from 26 different countries (provided in 152 papers). The findings show that an evolutionary approach offers the most consistent and superior explanation: the effects of humor depend on how often and easily individuals in a society switch sexual partners and how likely they are to end or dissolve relationships; furthermore, aggressive humor is less effective in societies with highly negotiable relationships, where mating is more prevalent and men have to impress women to succeed at mating. The findings provide new insights about cross-cultural variations and inform advertisers on how to improve international advertising campaigns.

Keywords: humor, culture, evolutionary psychology, meta-analysis

A Qualitative and Quantitative Investigation of How Users Respond to Disclosures in Customer Service Chatbots.

Nathalie Koubayová (Institute of Communication Studies and Journalism, Faculty of Social Sciences, Charles University), Margot J. van der Goot (Amsterdam School of Communication Research/ASCoR, University of Amsterdam) and Eva A. van Reijmersdal (Amsterdam School of Communication Research/ASCoR, University of Amsterdam)
E-mail: nathalie.koubayova@fsv.cuni.cz

Due to huge advancements in natural language processing (NLP) and machine learning, chatbots are gaining significance in the customer service. For users, it may be hard to distinguish whether they are communicating with a human or a chatbot. This brings ethical issues, as users have the right to know who or what they are interacting with. One of the solutions is to include a disclosure at the start of the interaction (e.g., "this is a chatbot"). The current mixed method study, combining qualitative interviews (N = 8) and a quantitative experiment (N = 194), investigates users' responses to a disclosed vs. undisclosed chatbot, focusing on source orientation, anthropomorphism, and social presence. The results reveal that it is the willingness to help the customer and the friendly tone of voice that matters to the users. This suggests that uncovering the machine's identity does not necessarily undermine users' perceptions of the agent.

Keywords: anthropomorphism, chatbots, disclosure, mixed method, online customer care, social presence, source orientation

A solution-oriented view on the academic-practitioner divide: A seven-country case study.

Lawrence Ang (Independent Scholar), Hilde Voorveld (Amsterdam School of Communication Research ASCoR University of Amsterdam), Guda Van Noort (Amsterdam School of Communication Research ASCoR University of Amsterdam), Marthinus Coetzee Van Loggerenberg (College of Arts and Sciences: Advertising Program, University of San Francisco), Rodrigo Uribe (Business School, Faculty of Economics and Business, University of Chile), Cristian Buzeta (Department of Marketing, Faculty of Business and Economics, University of Antwerp) and Morikazu Hirose (Faculty of Business Administration, Tokyo Fuji University, Tokyo)
E-mail: h.a.m.voorveld@uva.nl

The issue of the academic-practitioner divide (APD) is a long-standing one, yet, it continues to generate heated debate among academics. In our international study involving in-depth interviews in seven countries (Australia, Brazil, Chile, Japan, The Netherlands, South Africa, USA), we found that this divide is still very real today as it was decades ago. The findings address whether and how digitalization influences the APD, whether and how academic journals can play a role in bridging the divide especially for knowledge sharing and stimulating collaboration, and how intermediaries can help bridging the divide through collaborations with academics. Findings show interesting differences between countries and inform future research into bridging the APD. Most importantly, the findings can inspire academics who are committed to improve useful knowledge exchanges and having fruitful relationships and collaborations with advertising practice.

Keywords: academic-practitioner divide, knowledge exchange, collaborative research, digitization, in depth interviews

Ad or Not? The Role of Advertising Disclosures in YouTube Kidfluencer Videos Aimed at Preschool Children.

Femke Loose (UGent), Liselot Hudders (Ghent University), Ini Vanwesenbeeck (Tilburg University) and Steffi De Jans (Ghent University)
E-mail: Femke.Loose@UGent.be

Watching videos created by children on YouTube has become a popular activity among preschool children (aged three to five). While watching these videos, children are often exposed to embedded paid promotions. European regulations (amongst others) require the video creator to disclose any brand collaborations. On children's channels, this is often realized by including an oral influencer-generated (IG) disclosure. However, little is known about the effectiveness of these disclosures. Therefore, this study examined the impact of an oral IG disclosure on preschool children's advertising literacy and children's responses to the product. The results of this one factorial (IG sponsorship disclosure vs. IG impartiality disclosure vs. control) between-subjects experiment among 107 preschoolers (aged three to six) showed that an IG oral sponsorship disclosure did not impact preschoolers' advertising literacy, nor their responses to the product. The results did reveal a general impact of influencer marketing on preschoolers' purchase intent.

Keywords: preschoolers, advertising literacy, influencer marketing, advertising disclosures, impartiality disclosures

Ad Reception in the Living Room: A Mobile Eye-Tracking Study of Attention to the Ad and Ad Recall in Real-Life Media Encounters.

Lennart Borgmann (Schumpeter School of Business and Economics, University of Wuppertal), Julian Felix Kopka (Schumpeter School of Business and Economics, University of Wuppertal) and Tobias Langner (Schumpeter School of Business and Economics, University of Wuppertal)
E-mail: kopka@wiwi.uni-wuppertal.de

Drawing consumers' limited attention to advertising in todays' drastically shifted media environments is the greatest challenge to advertisers. To break through the immense clutter of native and sponsored content, advertising scholars offer several attention tactics. We identify the most frequently recommended attention tactics by reviewing leading 'marketing communications' textbooks and conducting a systematic analysis on journal publications. Then, we investigate their influences in real-life media encounters, using mobile eye-tracking in 37 consumer homes. The results show that gaze duration for most ads is less than 2.1 seconds. Different tactics show varying effectiveness for gaining and holding consumers' attention in real-life conditions: Size and pictorial elements exert significant impacts on initial attention. The best tactics for increasing total gaze duration are influencers, testimonials and emotional scenes but, surprisingly, not celebrities. Finally, the findings confirm that gaze duration correlates with ad recall.

Keywords: Ad Reception, Living Room, Mobile Eye-Tracking, Real-Life Media Encounters, Attention to the Ad, Ad Recall, Attention Tactics

Analysing the processing of congruence generated between DMO and e-WOM using emojis. A neuroscientific approach.

Beatriz García-Carrión (University of Granada), Salvador Del Barrio-García (University of Granada), Francisco Mu?oz-Leiva (University of Granada) and Lucia Porcu (University of Granada)
E-mail: beatrizgarcia@ugr.es

Social networks represent an advantage for Destination Management Organizations (DMOs) promoting communication business-to-consumer (B2C) and consumer-to-consumer (C2C). This scenario brings up the question of how the user processes and integrates the information from different information sources (DMO vs. e-WOM) sometimes with a different degree of congruence between them. To investigate this question, a mixed factorial design was carried out with two intrasubject factors: the first with two levels (congruence: high vs. low) and the second with three levels (types of content: natural environment, gastronomy and sun, sea and beach); and incorporating into the model a between-groups factor with two levels (with emojis vs. without emojis). The findings obtained show interesting contributions for DMOs on the management of communication in virtual social networks.

Keywords: destination management organizations, eWOM, congruence, neuroscientific techniques, eyetracking

Analysis of influencer advertising on social media posts and its influence on audience engagement.

Fei Fan (BNU-HKBU United International College), Kara Chan (Hong Kong Baptist University), Michael Prieler (Hallym University), Yupeng Li (Hong Kong Baptist University) and Yan Wang (Hong Kong Baptist University)
E-mail: karachan@hkbu.edu.hk

We investigated the prevalence of influencer advertising in China and how online influencers engage social media audiences. We analyzed 1,779 posts from the Sina Weibo accounts of 10 selected online influencers by combining traditional content analysis with web data crawling of audience engagements with social media posts. It was found that online influencers do not frequently share advertising messages with their audiences. Online influencers in China more frequently use photos than videos to communicate with their social media audiences. Posts with promotional incentives as well as event information are more likely to engage audiences. Posts with brand information however are less likely to engage audiences. Furthermore, text is more effective than photos/images in generating likes from social media audiences.

Keywords: influencer advertising, social media, content analysis, media effects, China

Analysis of the perceived price fairness of organic discount products.

Sebastian Ullrich (Schmalkalden University of Applied Sciences), Dan-Cristian Dabija (Babe?-Bolyai University Cluj-Napoca) and Veryana Boeva (Technical University Gabrovo)
E-mail: s.ullrich@hs-sm.de

Green products require higher costs in production and distribution than non-organic products. In this paper, the high price is investigated as a factor for the green gap. For this purpose, organic discount products are compared with non-organic brand products that have a similar price structure. An experiment is conducted in the two regions Germany as well as Bulgaria and Romania. Results indicate that organic discount products appear attractive and can compete with non-organic brand products, especially in Germany. There, perceived price fairness plays a major role in the purchase intention of organic discount products, while in Bulgaria and Romania general green consumption behavior is more important. Packaging references to the higher production costs of organic products led to higher purchase intentions only in the case of public consumption in Germany.

Keywords: green marketing, organic products, discount products, price fairness

Apply the motivation-opportunity-ability model to measure the effectiveness of subway advertising.

Kara Chan (Hong Kong Baptist University) and Qiqi Li (Hong Kong Baptist University).
E-mail: 21482349@life.hkbu.edu.hk

A theoretical framework based on audience motivation, opportunity, and availability was applied to examine the effectiveness of subway advertising. An online survey using quota sampling on age and sex was conducted in Hong Kong. Altogether 67 subway advertisements were tested among 604 individuals aged 18-69. Results indicated that motivation, opportunity, and availability had influence on attention paid to subway advertising. Perceived knowledge and entertainment functions of subway ads, educational level and frequency travelling on the subway were significant predictors, Furthermore, attention paid to ads had positive correlation with ad recognition as well as brand recall.

Keywords: advertising effectiveness, subway media, media planning, brand recall

Assessing Advertising Creativity: Comparing Practitioner Coders and Crowd Coders.

Komala Mazerant (Rotterdam University of Applied Sciences), Lotte Willemsen (Rotterdam University of Applied Sciences), Peter Neijens (University of Amsterdam) and Guda Van Noort (University of Amsterdam)
E-mail: dubok@hr.nl

Ad creativity, based on originality, meaningfulness, and craftsmanship, is widely studied as an important mechanism of advertising success. The question is who should assess ad creativity: practitioners or consumers? The purpose of this study is to evaluate the creativity assessments of these two groups in terms of intercoder reliability, stability, criterion validity, and predictive validity. To address this aim, 60 Instagram brand messages from the top 100 Most Interactive Instagram Brand Accounts (SoMention 2021) were assessed by practitioners (N = 196) and consumers (N = 240). The results showed that practitioners and consumers can produce stable creativity assessments, provided that the number of coders is large enough. Yet, the assessments of both groups yielded different effectiveness outcomes. Implications are discussed.

Keywords: advertising creativity, advertising effectiveness, social media, crowd coding

Attitude Toward Environmental Advertising on Instagram: The Mediating Role of Perceived Source Credibility.

Lucie Kominkova (Prague University of Economics and Business, Faculty of Management), Veronika Sachova (Prague University of Economics and Business, Faculty of Management), Daria Gunina (Prague University of Economics and Business, Faculty of Management), Jan Závodny Pospisil (Prague University of Economics and Business, Faculty of Management) and Michal Novak (Prague University of Economics and Business, Faculty of Management)
E-mail: koml01@vse.cz

This study examines the attitude toward environmental advertising, the advertising sources and elements, and perceived source credibility. The research was conducted using an online experiment examining the effects of the advertising source and elements on the attitude toward environmental advertising on Instagram. The sample includes 406 respondents. The results show that the advertising source and elements do not significantly affect attitude toward an advertisement. However, the advertising source has a significant effect on the perceived source credibility, which substantially impacts attitude toward advertisement. There is also a mediation relationship of the perceived source credibility between the advertising source and attitude toward the advertisement. The study provides a broader insight into environmental advertising on social media and highlights the advertising factors that marketers should focus on when creating future Instagram advertising campaigns.

Keywords: Attitudes, Advertising, Social Media Marketing, Influencer Marketing

Augmenting purchase experience with virtual try-on: Factors to consider.

Svetlana Bialkova (Liverpool Business School)
E-mail: s.bialkova@ljmu.ac.uk

The aim of the present study is to provide understanding on factors determining virtual try-on experience and the purchase experience itself, often explored as separate entities in earlier work. Based on profound literature review, we developed a survey tool addressing the key drivers of experience evaluation, when consumers use virtual try-on to select a product. Functionality, realism and ease of use emerged as key determinants of satisfaction with the experienced augmented reality application. Satisfaction reflected the purchase experience itself. Utilitarian and hedonic values further shaped the purchase experience. The outcomes are summarised in a holistic framework encompassing both, usability and shoppability aspects.

Keywords: Augmented reality, virtual try-on, purchase experience

Branded appeals and motivations for brand-related social media use as drivers of brand outcomes on social media: A multi-country study.

Cristian Buzeta (University of Antwerp), Freya De Keyzer (Erasmus University Rotterdam), Nathalie Dens (University of Antwerp) and Patrick De Pelsmacker (University of Antwerp)
E-mail: cristian.buzeta@uantwerpen.be

Social media are increasingly popular to deliver branded content to consumers worldwide. A central task for researchers is to understand what brand-related motivations and executions drive consumer engagement in different countries. While some authors suggest that using standardized branded appeals is effective in the social media context, scarce research has investigated what drives brand outcomes on these platforms, in a generalizable way, across different countries. This study investigates how individuals' motivations for brand-related social media use and branded appeals affect three focal brand outcomes (viral behavioral intentions, click intention, purchase intention). We investigate these effects on a multi-country sample (Austria, Belgium, Brazil, Chile, Portugal, Sweden) and across two of the most-used platforms globally (Facebook and Instagram). Our results exhibit a clear positive role of motivations (e.g., Remuneration, Empowerment) and branded appeals (e.g., Entertainment, Information) that prevail even after controlling for country-level heterogeneity.

Keywords: social media, motivations for social media use, branded appeals, generalizability tests, multi-country research

Broadening the Horizons of Advertising Research: An Analysis of Advertising Research Trends in Other Disciplines from 2011 through 2020.

Jameson Hayes (The University of Alabama), Jihoon Kim (The University of Alabama), Haseon Park (The University of Alabama) and Yuanwei Lyu (The University of Alabama)
E-mail: hayes@apr.ua.edu

This study provides a content analysis of advertising research articles in nine top Web of Science research categories producing advertising research outside of the advertising, business, and communication domains in order to identify opportunities for field growth and potential collaboration as we reimagine advertising for the next 50 years. Ten content characteristics were examined in 943 articles published from 2011 through 2020: (1) advertising prominence. (2) theory presence (theory-driven versus not theory-driven), (3) names, types (theory versus theoretical framework/model versus construct), and originating disciplines of theory, (4) topic areas, (5) media of interest, (6) research approaches (empirical versus non empirical and quantitative versus qualitative versus mixed), (7) methods, (8) types of effects, (9) units of analysis, and (10) research implications. A roadmap for gleaning opportunities and navigating growth through collaboration is discussed.

Keywords: advertising, field progression, multidisciplinary research, advertising theory, advertising methods

Climate policy support and political polarization: Using message framing to overcome identity-protective cognition.

Aitor Marcos (University of the Basque Country UPV/EHU), Patrick Hartmann (University of the Basque Country UPV/EHU), José M. Barrutia (University of the Basque Country UPV/EHU) and Vanessa Apaolaza (University of the Basque Country UPV/EHU)
E-mail: aitormarc@gmail.com

Although political orientation can generate an initial bias toward disliking or supporting a policy, the current division over carbon taxes might not be completely based on affect-driven fairness perceptions (hot cognition) but generated by the deliberate reasoning of individuals who identify with party ideology (identity-protective cognition). A survey experiment (N=300) tested the possibility of hot cognition and identity-protective cognition occurring simultaneously and tried to influence the latter using message framing. We demonstrated that political orientation affects carbon tax acceptance via its effect on perceived procedural fairness. In addition, political polarization has a direct effect on carbon tax acceptance, which is not mediated by procedural fairness perceptions but influenced by participants' intention to align their response with that of their political tribe. Two different message framings were used to describe the tax as ideologically closer to each political orientation. Framings could further polarize responses but were unable to increase Republicans' acceptance.

Keywords: Message framing, Policy acceptance, Fairness, Social marketing, Carbon tax

Cognitive and affective responses to synced advertising: When persuasion knowledge could help or backfire.

Claire Segijn (University of Minnesota), Eunah Kim (University of Minnesota), Garim Lee (University of Minnesota), Chloe Gansen (University of Minnesota) and Sophie Boerman (University of Amsterdam)
E-mail: s.c.boerman@uva.nl

Developments in digital technologies have extended advertisers' abilities to collect, process, and share consumer data to optimize advertising messages across media in real time, known as synced advertising. Previous research finds promising effects of synced advertising. At the same time, consumer knowledge appears to be low and informing consumers could increase their critical attitudes towards synced ads. Our eye-tracking lab study (N = 163) showed that informing consumers increases product recall as well as perceived surveillance. This study contributes to the growing literature on synced advertising by empirically investigating the impact of consumer knowledge on cognitive and affective perceptions of synced advertising. For advertisers, our results suggest that although informing consumers about synced advertising increases perceived surveillance, it does not backfire as it increases product recall but does not impact brand attitudes.

Keywords: Synced advertising, Persuasion knowledge, Perceived surveillance, Memory, Attitude, Eye-tracking

Consumer-brand engagement and social media influencers: A discrete emotion perspective on influencer marketing strategy using facial expression and linguistic analysis.

Steven Holiday (The University of Alabama), Jameson L. Hayes (The University of Alabama), Haseon Park (The University of Alabama), Yuanwei Lyu (The University of Alabama) and Yang Zhou (The University of Alabama)
E-mail: sjholiday@ua.edu

Social media influencers (SMIs) rely on emotional connection to maintain and grow followings and to have value to brands. To date, however, there is no research that quantitatively examines the emotional facial expressions and caption texts that influencers use separately and in concert in their video posts and those expressions' influence on consumer engagement through likes, comments, and views for the SMI posts. Grounded in consumer-brand engagement (CBE), psychological sense of community (PSoC), and the behavior ecology view of facial displays (BECV), this study uses social media analytics, facial expression analysis, and linguistic analysis to assess the emotional nature of 402 video posts by the top Instagram SMIs. The study identifies that discrete emotions have a meaningful influence on engagement, and both follower count and presence of branding saliently contribute to a more robust understanding of the relationship. Theoretical and practical implications are identified and discussed.

Keywords: influencer marketing, facial expression analysis, linguistic analysis, consumer-brand engagement

Contrasting the fitness ideal: How fitfluencers can impact on adolescents' physical activity using a self-regulatory intervention.

Marloes de Brabandere (Ghent University), Verolien Cauberghe (Ghent University), Liselot Hudders (Ghent University) and Ini Vanwesenbeeck (Tilburg University)
E-mail: marloes.debrabandere@ugent.be

The WHO reports that 80% of the world's adolescents do not perform enough physical activity. Physical activity is however extremely important as it can prevent diseases and improve well-being. Following the rising trend from fitness influencers on social media, this study wants to investigate their potential to stimulate physical activity among adolescents. A one-factor experimental design was used to test the effectiveness of a self-regulatory intervention of the Fantasy Realization Theory (mental contrasting vs. indulging vs. none), in increasing physical activity intents. The results among 210 adolescents (16 to 18 years) however show that the interventions did not directly influence physical activity intent and could not increase the attainability of the influencer, nor youngsters' self-efficacy. Furthermore, no effects on self-esteem and body satisfaction were found. The results did however show the importance of adolescents' goal type, which should be further explored in future research

Keywords: fitness influencers, fitfluencers, physical activity, fantasy realization theory, intervention

COVID-19 and the cultural compass: Do health messages promoting vaccination take culture-bound particularities into account?

Isabell Koinig (Alpen-Adria Universität Klagenfurt), Pavel Rodin (University of Gothenburg) and Sandra Diehl (University of Klagenfurt)
E-mail: isabelle.koinig@aau.at

Pandemics qualify as a form of crisis, or situations in which individuals lack experience, therefore actively looking for guidance. Health messages are important sources of information to create awareness for the health threat. The purpose of this study is to find out how health messages in form of PSAs are designed to promote COVID-19 vaccination uptake in Austria and Sweden, two countries that have taken different paths in dealing with the COVID-19 pandemic. Results of a content analysis indicate that cultural dimensions impact the design of health-communication messages.

Keywords: COVID-19, cultural dimensions, vaccination messages, health-campaigns, content analysis

Creating effective influencer campaigns through verbal and pictorial post design: Effects on attention, memory, attitude, and purchase intention.

Daniel Bruns (University of Wuppertal) and Steffen Prior (University of Wuppertal)
E-mail: bruns@wiwi.uni-wuppertal.de

Creating effective influencer posts is essential for the success of influencer marketing. Yet, little is known about what makes influencer posts effective. This paper investigates verbal and pictorial design characteristics of influencer marketing posts and their impact on post attention, brand recall, brand attitude, and purchase intention. 578 Instagram users scrolled through mock Instagram feeds that contained random samples taken from 80 original influencer posts using their own smartphones. A background tracking of viewport time measured how long each stimulus appeared on screen. We propose this measure as a highly scalable method to assess attention toward posts in social media feeds or website elements. From our data, three different effect-patterns emerge that exhibit different combinations of beneficial, neutral, and detrimental effects on the observed marketing outcomes. These patterns provide guidance for marketers and influencers linking influencer posts design directly to the campaign objectives.

Keywords: social media, influencer marketing, post design, attention, viewport time

Creative Effectiveness: How Practitioners Evaluate 'Form'.

Sarah Turnbull (portsmouth)
E-mail: sarah.turnbull@port.ac.uk

Creativity is often seen as a magical ingredient in advertising that can influence the effectiveness of a campaign. Researchers often measure creativity in terms of recall and purchase intention, although practitioners appear to use different measures to evaluate creative effectiveness. Using an exploratory approach, the study examines finalist entries from the 2019 Cannes Creative Effectiveness Lions to provide fresh insight into how practitioners evaluate creative 'form'. The study examines how creative effectiveness is measured and helps to bridge the academic-practitioner divide by contributing to knowledge of the dimensions of advertising creativity and more broadly, our understanding of the role of advertising.

Keywords: Advertising Creativity, Creative effectiveness, creativity measurement, Cannes Lions

Customer Experience: How to turn Customers into Advocates in the Machinery Construction Industry in the Digital Age.

Marlene Landershammer (School of Business and Management, University of Applied Sciences Upper Austria, Steyr) and Christopher Kanitz (School of Business and Management, University of Applied Sciences Upper Austria, Steyr).
E-mail: marlene.landershammer@gmx.at

Progressions regarding digitalization and information overload force businesses to rethink their positioning. In this context, unique customer experience leads to increased loyalty. Though, B2B companies find it difficult to create value and reach their customers via the right channels. The result of this research – confirmed along qualitative in-depth interviews – comprises a proposed customer journey (CJ) map that considers the purposeful implementation of digital and non-digital touchpoints that aim at creating customer experience (CX). The CJ-model entails seven phases: initial need recognition, awareness, information, consideration & negotiation, purchase, retention, and advocacy. Customer experience aspirations follow the consideration of the functionality of the machine, human factors & servicing, and new technologies. The research revealed that particularly pre- and postpurchase phases offer potential for the integration of digital channels such as websites or AR/VR applications. When it comes closer to the final purchase decision, traditional channels, mainly face-to-face, remain indispensable.

Keywords: customer experience, customer journey, omnichannel approach, digital marketing, digital

Customize your Newsletter! – Email marketing in the light of content and timing customization.

Maik Dulle (University of Bremen), Jan Wiezorrek (University of Bremen), Michael Schade (University of Bremen), Christopher Kanitz (University of Applied Sciences Upper Austria) and Stephan Buttgereit (University of Bremen)
E-mail: dulle@uni-bremen.de

Firms struggle to reach potential customers via email marketing as declining click-through rates decrease email marketing effectiveness. To counteract this, marketers resort to personalization, but research shows that overemphasizing it can increase consumers' privacy concerns. Therefore, in this paper, we propose using customization. Customization empowers consumers to decide about characteristics of the advertising email they get. It will mitigate negative effects (of personalization) and boost the effectiveness of email marketing through the feeling of control/empowerment. The conceptual part defines what customization means in the email marketing context and the underlying psychological processes it fosters. Finally, we present the results of three focus groups, supporting using customization in email marketing. Since this research is a work in progress, both parts can be understood as a preparation for a field experiment that will be conducted in cooperation with a medium-sized firm. We will present partial results of the experiment in June 2022.

Keywords: consumer behaviour, email marketing, perceived control, newsletter customization

Dis-matching works well too: Persuasion effects of narratives, argumentation type, and temporal distance toward emerging product categories.

Mag Karpinska-Krakowiak (University of Lodz), Wojciech Trzebinski (Warsaw School of Economics), Heejin Lim (University of Tennessee) and Beata Marciniak (Warsaw School of Economics)
E-mail: mkarpinska@uni.lodz.pl

A matching principle suggests that for a message to become persuasive, high construal (abstract argumentation) should be aligned with high psychological distance, while low construal (concrete argumentation) should be matched with low psychological distance. However, our findings of two experiments reveal that a dis-matching effect can be more effective in persuasion particularly for products that we call "emerging" (they are at the early stage of adoption process, and most consumers are familiar with them; they are available but not mainstream, such as AI-driven products or electric vehicles). In particular, our findings show that in case of emerging product categories concrete argumentation was more persuasive when the temporal distance was high, while abstract argumentation was more persuasive when the temporal distance was low. Furthermore, we demonstrate that the dis-matching effect is stronger for narrative ads than non-narrative ads.

Keywords: construal level, emerging products, narrative advertising, temporal distance

Do Comments Matter? Effects of Trolling and Prior Attitudes on the Evaluation of Promotional Social Media Posts.

Saima Kazmi (University of Colorado Boulder), Toby Hopp (University of Colorado Boulder) and Harsha Gangadharbatla (University of Colorado Boulder)
E-mail: saima.kazmi@colorado.edu

Promotional messages on social media are rarely viewed in isolation. They are, instead, typically evaluated in relative to other users' commentary and mentally filtered based on prior attitudes. This paper investigated the degree to which "trolling" (i.e., uncivil, toxic) comments under a social media-based advertisement influence how it is perceived. Therein, this study also sought to address the degree to which the relationship between negative advertisement-linked user commentary and attitudes toward the advertisement are influenced by prior organizational attitudes. The results of an online experiment indicated that commentary that has trolling can negatively influence message evaluations. We did not, however, find any evidence of an interaction effect between trolling and previously established attitudes toward the brand. Subsequent analyses indicated that attitudes toward the message facilitate an indirect effect between commentary environment and brand-level outcomes such as to purchase intent and credibility perceptions.

Keywords: social media, promotional messages, trolling, social judgment theory, attitudes

"Do Worry, Act Environmental" : How to Stimulate Children's Pro-Environmental Behavioural Intent through the Use of Anthropomorphism and Goal Framing Theory.

Hayley Pearce (Ghent University), Veroline Cauberghe (Ghent University), Liselot Hudders (Ghent University) and Dieneke Van de Sompel (Ghent University)
E-mail: hayley.pearce@ugent.be

Motivating children at an early age to take action is essential if we want to combat climate change. This study examines how message framing can promote children's environmentally friendly behavioural intentions by using a 2 (anthropomorphism absent vs. present) by 2 (goal framing in terms of losses vs. gains) between subjects design. The results show that a climate message focused on losses combined with a sad anthropomorphized earth generated the highest level of worry and this in turn stimulated children's (self-reported) pro-environmental behaviour intent. However, when a message focused on gains, no effect was found on pride nor on their behavioural intention regardless of combining it with a happy anthropomorphized earth. This study offers valuable insights into the underlying motivations of children to behave in an environmentally friendly way and how to approach them.

Keywords: message framing, children, worry, pride, pro-environmental behaviour intent

Does banner advertising still capture (some) attention? An eye tracking study.

Aline Simonetti (University of Valencia) and Enrique Bigne (University of Valencia)
E-mail: aline.simonetti@uv.es

Online banner advertisements used to be a successful promotional tool. But quickly consumers started to ignore such form of advertising deliberately. However, companies continue investing in banner ad advertising. Therefore, this study used a realistic webpage, a sports news website, with two realistic tasks, reading the news and deciding what to see more to investigate how much visual attention measured via eye-tracking is given to ads embedded into the content space dependent on the task being performed. In addition, we investigated how attention, banner location, banner click, and banner recognition relate to each other. Our main finding was that banner ads are still largely disregarded by consumers when they are performing a focused task, such as reading some news. However, we found that it is not necessary to pay full attention to a banner ad to be able to recognize it afterward.

Keywords: banner advertising, Online marketing, Eye-tracking

Does Science-Related Populism Impact Individuals' Vaccination Campaign Evaluations? Evidence from an Austrian/German survey.

Isabell Koinig (University of Klagenfurt) and Sarah Kohler (Heinrich Heine University Duesseldorf)
E-mail: isabelle.koinig@aau.at

As the COVID-19 pandemic has sadly shown, the decision against vaccination is often linked to political ideologies and populist messages, which are spread even by national governments and political parties. As science-related populism is rooted in the distrust and skepticism towards science, scientific actors, and scientific findings, we presume that it will also influence individual responses towards different vaccination campaigns. Results indicate that scientific populism indeed strengthenes the relationship between the two variables, particularly for COVID-19 – a vaccination that is heavily discussed in the media. In conclusion, limitations and directions for future research are presented.

Keywords: health communication, vaccination hesitancy, scientific populism, message reception

Emoji your Communication: The Effect of Employee's Use of Emojis in Digital Communication with Customers on Service Satisfaction.

Vanessa Kraus (University of Augsburg) and Heribert Gierl (University of Augsburg)
E-mail: vanessa.kraus@wiwi.uni-augsburg.de

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We tested the effect of Emojis used by service employees in digital communication with customers. We aimed to identify conditions in which these symbols positively affect perceptions of service quality (neutral inquiries or customer complaints, consumer preference for friendship-like vs. business-like conversation style). We found that service employees should use Emojis when answering neutral inquiries and should refrain from using them if customers articulate complaints.

Keywords: Emojis, digital communication, topic of conversation, conversation style, service satisfaction

Empowerment meets purpose: A replication study of the Advertising-Empowerment-Model utilizing a CSR ad appeal.

Isabell Koinig (University of Klagenfurt), Sandra Diehl (University of Klagenfurt) and Barbara Mueller (San Diego State University)
E-mail: isabelle.koinig@aau.at

Due to current trends, including aging populations, and shifts in the status of medications from prescription to over-the-counter (OTC), the OTC drug sector is steadily gaining in importance. These developments are accompanied by a commercialization of the health domain, which has led consumers to have a greater say in their health and well-being. A neglected aspect in the marketing literature is advertising's contribution to consumer empowerment. The present paper seeks to replicate the Advertising-Empowerment-Model, investigating whether consumers' level of empowerment as obtained from an OTC drug ad utilizing a corporate social responsibility (CSR) appeal has changed over time. Data from 2013 and 2021 were compared. Results indicate that it was possible to replicate the Advertising-Empowerment-Model for the CSR ad appeal. The results also show that consumers place a higher value on purpose than in 2013. In conclusion, implications are discussed and limitations are addressed.

Keywords: OTC drug advertising, empowerment, replication study, CSR appeal

Fem-vertised and Fem-washed Ads on Instagram: How do they affect the attitude towards the brand and purchase intention?

Iara Noronha (U of Vienna), Katharina Harm (U of Vienna), Melanie Saumer (U of Vienna), Ariadne Neureiter (U of Vienna) and Jörg Matthes (U of Vienna)
E-mail: iara.noronha.dos.reis@univie.ac.at

Gender equality in social media marketing has become a highly relevant topic, examples are fem-vertising (i.e., ads stressing gender equality) and fem-washing (i.e., ads that pretend gender equality). These concepts have been understudied so far, so we defined both constructs for an experimental survey study that aims to understand if fem-washing is identified as such and which effect it has on brand attitudes and purchase intentions. The between-subject experimental study was carried out with N=298 young social media users (16-26 years old). The findings highlight that fem-vertising can increase positive attitudes toward the brand. In contrast to that, fem-washing can undermine feminism knowledge, since it does not lead to less feminist orientation perceptions of the company. These findings build a base for future research to further understand both constructs, its relationships and its effects on recipients.

Keywords: Feminism, Gender equality, Fem-vertising, Fem-washing

Half the Advertising research is Wasted, But We Don't Know Which Half: The Importance of Replication in Advertising Research.

Lars Bergkvist (University of Stavanger), Freya De Keyzer (Erasmus University Rotterdam) and Cristian Buzeta (University of Antwerp)
E-mail: lars.bergkvist@yahoo.se

Several misunderstandings and na?ve perceptions of replication research and its purposes exist in advertising research. Past calls for more replication research are not always clear about the type of replication they want or their purpose. A better understanding of replications and the challenges inherent in advertising research should inspire scholars to engage in more replication attempts and reviewers and editors to consider it for publication. This paper outlines a renewed view on replications in advertising research. Drawing on recent debates in psychology and other fields, we encourage advertising scholars to regard replications as part of a research effort that tests theoretical propositions with increased emphasis on the accumulation of knowledge. We elaborate on how original researchers should engage in replication research to reduce the share of false-positive results and increase the understanding of advertising phenomena. Importantly, we present a replication typology suitable for advertising research while delineating challenges emerging from this classification for replication studies.

Keywords: Replication, Methodology, False positives, Accumulation of knowledge

How objective information contribute to the subjective perception of the sustainability of products – Insights from a factorial survey.

Melina Burkert (University of Hohenheim), Verena Hüttl-Maack (University of Hohenheim), Stefanie Fella (Heinrich Heine University Düsseldorf) and Rüdiger Hahn (Heinrich Heine University Düsseldorf)
E-mail: melina.burkert@uni-hohenheim.de

Encouraging sustainable product choices is crucial on the path towards achieving the UN's Sustainable Development Goals. Yet, it remains unclear to what extent different product information influence consumers' sustainability perception of products. We apply a factorial survey approach that identifies the importance of various sustainable product information pieces for consumers' sustainability perception. The results reveal that objective information relating to different sustainability domains, life cycle phases and validation levels (e.g., third party certification), significantly differ in their impact on subjectively perceived sustainability of products. Information on environmental and social sustainability as well as on the end-of-life phase lead to an increased sustainability perception. Also, a third-party validation of the information has a significant positive effect. The findings contribute to research on sustainable consumption and promote a relatively new methodological approach in an advertising context.

Keywords: consumer perceptions, sustainability domains, product lifecycle, certification, factorial survey, vignette experiment

How social media messengers' food messages relate to adolescent eating.

Yara Qutteina (Katholieke Universiteit Leuven), Lotte Hallez (Katholieke Universiteit Leuven), Paulien Decorte (University of Antwerp), Charlotte De Backer (University of Antwerp) and Tim Smits (Katholieke Universiteit Leuven)
E-mail: ingrid.put@kuleuven.be

Adolescents are exposed to myriad content of food, particularly non-core food, messages on social media. However, these messages are relayed through different sources (i.e., messengers) including peers, traditional celebrities, social media influencers, brands, and health organizations. The aim of this study is to investigate how perceived volume of exposure to different messengers' social media food messages is associated with eating outcomes among adolescents. A cross-sectional survey was carried out with 1002 adolescents between 11-19 years of age. Multiple multivariate regression models showed that increased self-reported exposure to non-core food messages by peers, influencers and celebrities were significantly associated with increased non-core food intake. As for core food intake, only core food messages by health organizations significantly predicted adolescents' core food consumption. Study findings highlight the significance of social media, as a platform, and peers and health organizations, as messengers, when communicating food messages to adolescents.

Keywords: social media, eating, adolescent, peer, influencer, celebrity, brand, health organization

How TikTok Influencers Affect Adolescent Eating.

Yara Qutteina (Katholieke Universiteit Leuven), Yana Borgonjon (Katholieke Universiteit Leuven), Charlotte De Backer (University of Antwerp) and Tim Smits (Katholieke Universiteit Leuven)
E-mail: ingrid.put@kuleuven.be

The aim of this study was to assess the effect of social media food messages on the eating outcomes of adolescents. A 3x1 between-subject experiment was carried out with 236 adolescents 12-18 years of age. Participants followed, for the duration of 14 days, TikTok influencers who post videos of core food, non-core food, or without food (control). Those exposed to non-core food videos showed increased perceived healthiness of noncore food (d=0.464, p<0.000), and increased descriptive norm perceptions toward non-core foods (e.g., fried food, d=0.309, p= 0.024). Furthermore, following TikTok influencers who mainly post core food videos significantly increased adolescents' reported intake of fruits (d=0.311, p= 0.024) and vegetables, (d=0.282, p = 0.038). In this study we demonstrate that social media food influencers play an important role in determining adolescent eating outcomes. We also call for health campaigns to employ food influencers in their health communication strategies and call for policy actions to regulate influencer food marketing targeting adolescents.

Keywords: social media, influencers, eating, adolescents

How to Limit HARKing and P-Hacking in Advertising Research.

Lars Bergkvist (University of Stavanger)
E-mail: lars.bergkvist@yahoo.se

This paper discusses two phenomena that threaten the credibility of scientific research and suggests an approach to limiting the extent of their use in advertising research. HARKing (hypothesizing after the results are known) refers to when hypotheses are formulated or modified after the results of a study are known. P-hacking refers to various practices (e.g., adding respondents, introducing control variables) that increase the likelihood of obtaining statistically significant results from a study. Both of these practices increase the risk of false positives (Type I errors) in research results and it is in the interest of the advertising research field that they are limited. Voluntary preregistration, where researchers commit to and register their research design and analytical approach before conducting the study, is put forward as a means to limiting both HARKing and p-hacking.

Keywords: Preregistration, P-hacking, HARKing, Questionable research practice (QRP)

Child's privacy versus Mother's fame: Momfluencers' reflections on the risks and benefits involved with sharing their children online.

Elisabeth Van den Abeele (Ghent University), Ini Vanwesenbeeck (Tilburg University) and Liselot Hudders (Ghent University)
E-mail: elisabeth.vandenabeele@ugent.be

More than ever, mothers engage in sharenting practices. Some of them managed to gain a large number of followers. As a result, brands ask these momfluencers to promote their products or services on their social media channels in exchange for material or financial compensation. Momfluencers tend to involve their children within their sponsored content, which exposes their children to numerous privacy risks. By conducting 20 in-depth interviews with Flemish momfluencers, this study aimed to examine how momfluencers make a privacy calculus (benefits versus costs) with regard to portraying their children online by using the Privacy Calculus Theory. Findings revealed that, for momfluencers, the privacy calculus favours disclosure of personal information. This result of the weigh-off is mainly due to a perceived reduction in the risks associated with sharenting via (often unconscious) cognitive heuristics and biases, as well as the numerous explicit and immediate benefits momfluencers associate with disclosing their children.

Keywords: momfluencer, privacy calculus theory, privacy, children, social media

"I conserve more water than others, or not?" Examining how people who overestimate their water conservation behaviour differ from others.

Estefanya Charlotte Casaubon (Ghent University), Verolien Cauberghe (Ghent University) and Dieneke Van de Sompel (Ghent University)
E-mail: estefanyacharlotte.vazquezcasaubon@ugent.be

The self-perception of behaving "good enough", or being more performant than others has an important impact on the path towards behaving pro-environmentally. As such, how can communicational strategies persuade individuals to conserve water when individuals misperceive their actual performance? This potential barrier identified in the literature is the cognitive bias of self-assessment. An online survey (n=1013) in a West-European country revealed perceptions of moral obligation, values, exposure and perceived performance of others to be significantly different depending on correct estimation of water conservation on either over or underestimating own performance compared to the perceived norm. The findings highlight the importance of policies that support long-term intrinsic drivers compared to extrinsic drivers that might not be of interest to individuals that do not have the interest to conserve water.

Keywords: Pro-environmental behaviour, cognitive biases, biospheric values, moral obligation, social influence, media exposure, communicational strategies

Increasing Literacy about Cognitive Biases. An Evaluation Study of a Deradicalization Campaign Targeted at European Adolescents.

Brigitte Naderer (LMU Munich), Diana Rieger (LMU Munich), Heidi Schulze (LMU Munich) and Sophia Rothut (LMU Munich)
E-mail: brigitte.naderer@ijk.hmtm-hannover.de

Particularly in the context of radicalization prevention, studying the success of campaign tools is an important step to further develop effective campaign strategies. In this study, we examine the effectiveness of a deradicalization campaign focused on cognitive biases. We examine the success of the campaign with respect to three set campaign goals: Building literacy about biases, building confidence to recognize biases, and building awareness and relevance to the issue. We conducted a 1x3 experimental design (N=223) comparing a control group (no exposure to the campaign) to a group that watched the developed campaign videos and a group that watched the videos and took a self-assessment quiz. This comparison is intended to test how different levels of interactivity affect campaign objectives. The results suggest that literacy can be conveyed through campaign materials, but that adolescents' self-confidence and recognition of relevance benefit when a campaign is embedded in further educational steps.

Keywords: Campaign Evaluation, Deradicalization, Cognitive Biases, Literacy

Luxury brand website design: consumer attitude and behavior through perceived classical/expressive aesthetics and perceived informativeness.

Kostoula Margariti (University of Macedonia), Leonidas Hatzithomas (University of Macedonia), Christina Boutsouki (Aristotle University of Thessaloniki) and Eirini Tsichla (American College of Thessaloniki)
E-mail: etsichla@act.edu

Website design in luxury branding constitutes a significant dimension influencing consumers' online attitude and behavior. In this sense, extended "white" space, creative visuals and informative texts constitute a fundamental design content, particularly apt for luxury brands that seek to communicate a sense of luxuriousness explicitly or implicitly. While the online presence of luxury brands is increasing, the mechanism through which their website design might affect consumers' online responses is relatively unfamiliar. An experimental study with 118 participants demonstrates that a) "white" space-dominant websites through classical aesthetics, b) image-dominant websites via expressive aesthetics and c) text-dominant websites through perceived informativeness increase perceived luxuriousness (PL) and in turn improve attitude toward the site (Asite), the brand (Abr), and purchase intention (PI). Fruitful insights into effective website design features are provided for both academics and practitioners.

Keywords: luxury brand website, classical and expressive aesthetics, perceived luxuriousness, perceived informativeness

Making Sense of Washing-Practices. An Exploratory Study of the Twitter and Instagram Discourse on Pinkwashing.

Brigitte Naderer (LMU Munich), Julian Hohner (LMU Munich), Tim Wulf (LMU Munich) and Zoe Olbermann (University of Wuerzburg)
E-mail: brigitte.naderer@ijk.hmtm-hannover.de

Appropriating social issues without translating this awareness into real social change is an increasing trend in today's marketing. The use of such marketing strategies, or rather how they are perceived by consumers, is discussed under terms such as green-, woke-, or pinkwashing. In this paper, we decipher the different nuances of the term pinkwashing, which is associated with more than one meaning not only in public but also in academic discourse. We take an exploratory and descriptive approach at the content level by analyzing how consumers engage in public discourse about pinkwashing strategies in two content analyses (on Twitter: N = 17,64 and on Instagram N = 1,000). Drawing from our findings, we identify two separate communities connected to the terminology: breast cancer awareness and awareness for the LGBTQIA* community. We provide insights into the development of the terminology and the main issue frames associated with this discourse.

Keywords: Social marketing, Pinkwashing, Public Discourse, Multi-Method Approach, Content Analysis

Making social commerce more human: The role of social presence on customer loyalty.

Tanapol Yoonaisil (King's College London), Zixuan Mia Cheng (King's College London), Ilia Protopapa (King's College London), Kirk Plangger (King's College London) and Matteo Montecchi (King's College London)
E-mail: k20114641@kcl.ac.uk

Social commerce integrates social activities into e-commerce activities, which results in an increased degree of social presence. The aim of this study is to examine the effect of social presence on customers' loyalty in social commerce. Through the lens of social presence theory, this research suggests two social presence variables, specifically social presence of other buyers and social presence of interaction with the sellers. These social presence variables are hypothesized to directly impact loyalty and indirect impact through trust and customer satisfaction. This proposed model was validated by 221 social commerce users. The findings showed that all direct and indirect predictors of loyalty were significant except the relationship between social presence of interactivity and loyalty. Interestingly, social presence of other buyers has twice the influence on customers' loyalty compared to social presence of interactivity. This research offers a well-proven conceptual model that explains customer loyalty in social commerce.

Keywords: social commerce, social presence, loyalty, trust, customer satisfaction

Manufacturer Brands and the Impact on Retailer Brand Image - The number of offered manufacturer brands as moderator.

Michael Schade (Universität Bremen), Patrick Rossmann (DHBW Ravensburg) and Christoph Burmann (Universität Bremen)
E-mail: mschade@uni-bremen.de

One of the most valuable sources for a retailer to gain a competitive advantage is a brand. In the retail environment, a distinction is made between manufacturer brands, private labels (both on product level) and retailer brands (company level). Manufacturer brands that are closely associated with a retailer brand can influence consumer perception of the retailer brand. The aim of this study is to answer the question if there is a moderating effect of the number of offered manufacturer brands by a retailer on the impact between manufacturer brand images and retailer brand image. In addition, other precursors that potentially influence the image of a trademark are examined. A total of 383 respondents form Germany were interviewed about the images of car retailer brand and car manufacturer brands in a quantitative study. The results show that the influence of manufacturer brand images is significantly greater for retailers offering one brand than for retailers offering three or more brands.

Keywords: retailer brand, spillover-effect, image transfer, manufacturer brand

Message appeals during COVID-19: The advantage of farmers' altruistic message appeal in generating engagement with social media posts.

Dorit Zimand-Sheiner (Ariel University), Ofrit Kol (Ariel University) and Shalom Levy (Ariel University)
E-mail: doritzs@ariel.ac.il

The purpose of this study is to establish which social media message appeal is more effective in promoting small and medium-sized agri-food direct-to-consumer sales during a COVID-19 type crisis. Using quantitative content analysis, 1024 posts from 48 Israeli farmer Facebook brand pages were categorized into altruistic messages (ethnocentric, toward farmers, toward the environment, and maintaining public health) and egoistic messages (economic, emotional, functional, and hedonic values). The effectiveness of the message appeals was determined by consumer behavioral engagement (comment, share and like) with the posts. The results show that farmers used more egotistic arguments (mainly functional and hedonic motives) than altruistic arguments during the crisis. However, a one-way ANOVA test revealed that posts with altruistic messages (specifically, altruism toward farmers) or posts that combine altruistic and egoistic motivations equally yielded significantly more consumer behavioral engagement.

Keywords: Crisis, Agri-food, Social media, Altruism, Egoism, Message appeal

Native, foreign, or both? How language comprehension reduces persuasion knowledge when consumers process multilingual packaging.

Katharina Saile (University of Hohenheim) and Verena Hüttl-Maack (University of Hohenheim)
E-mail: katharina.saile@uni-hohenheim.de

One could think that it is important to address consumers in their native language to make them feel more certain and specifically targeted. In practice, however, companies increasingly rely on using standardized multilingual or foreign language marketing material for cost reasons. Our research investigates the effect of using a foreign language to communicate product information on packaging. Thereby, we focus on how foreign language comprehension and the presence of the native language influence persuasion knowledge and how the two language components interact. In two empirical studies, we show that mere comprehension of product information is sufficient to reduce consumer's persuasion knowledge, ultimately resulting in higher product attitude and purchase intention. The effect does not differ depending on whether the information is provided in the native language or a well-comprehended foreign language, thus contributing to psycholinguistic literature by shedding light on this mechanism.

Keywords: persuasion knowledge, multilingual packaging, comprehension, native language, foreign language

Nothing but 'Peaches and Cream'? The Impact of Fruit Images and a Sugar-related Claim on Young Consumers' Beliefs and Expectations of Dairy Products.

Lotte Hallez (KU Leuven), Filip Boen (KU Leuven) and Tim Smits (KU Leuven)
E-mail: ingrid.put@kuleuven.be

Packaging is an important communication tool used to convey favorable (e.g., healthy, tasty) product impressions. It is important to investigate whether packaging elements succeed in shaping such product beliefs. This is especially important for young consumers who depend quite strongly on cues to infer meaning about a product. We conducted an experiment to test the impact of two packaging elements commonly found on dairy products (i.e., fruit images and sugar-related claims). Adolescent participants (N=240) completed a hypothetical choice task, and answered questions related to product perceptions and expected portion sizes. Our findings showed that the presence of fruit images increased product choice and expected portion sizes, and that the latter effect occurred because the images made the products seem tastier. Fruit images did not impact beliefs about product healthiness or naturalness. There was also some evidence that a sugar-related claim made the products seem healthier, but not less tasty.

Keywords: Food packaging, Fruit images, Nutrition claim, Product choice, Product perceptions

Our close environment: Construal level effects on online fashion purchase intention for ecological vs. social sustainability signals.

Barbara Behre (Ghent University), Verolien Cauberghe (Ghent University) and Dieneke Van de Sompel (Ghent University)
E-mail: barbara.behre@ugent.be

Sustainability is generally associated with distant issues, yet it is increasingly adopted to promote mundane consumption, i.a. in online fashion marketing. This study examines both ecological and social signals as sustainability indicators, and their differentiate effect on purchase intentions in an online fashion context. To make these concepts less abstract, the moderating role of the presentation mode of the signal will be examined, in a 2 (ecological vs. social cue) x 2 (non-visual vs. visual signal) between subjects online experiment (n = 246). Statistical analysis confirms the mediating role of psychological distance, with the ecological (vs. social) cue construed as less distant, which in turn increases purchase intentions. However, a visual (vs. non-visual) signal did not affect this relationship, indicating that presentation mode did not moderate the psychological distance. These results offer a theoretical basis for further research into psychological distance framing for sustainable fashion.

Keywords: Sustainable fashion, Ecological and social signals, Presentation mode, Construal level of psychological distance, Purchase intention

Personality and Mental Representations of Personality-fit Advertisements. The Role of Selective Attention.

Agnieszka Młyniec (SWPS University of Social Sciences and Humanities), Alicja Grochowska (SWPS University of Social Sciences and Humanities), Karolina Ponikowska (SWPS University of Social Sciences and Humanities), Dominika Kamińska (SWPS University of Social Sciences and Humanities), Klara Kozankiewicz (SWPS University of Social Sciences and Humanities), Natalia Michałowska (SWPS University of Social Sciences and Humanities) and Jagoda Rutkowska (Spicy Mobile).
E-mail: amlyniec@swps.edu.pl

Big Five personality-based advertising utilizes knowledge about consumer's goals to increase the effectiveness of advertising campaigns. Nonetheless, studies give inconsistent results about the effectiveness of this type of advertising. The aim of the present study was to explore two cognitive mechanisms that potentially may explain the effectiveness of personality-fit advertising: mental representations of advertisement and selective attention to advertisement's stimuli congruent with goals related to personality traits. Participants (N=148) viewed advertisements tailored to fit Big Five personality traits and recalled their content. MDS analysis showed differences, in one of two dimensions, in mental representations of advertisements between participants with the highest (n=20) and the lowest (n=20) scores on Extraversion, Resiliency (low Neuroticism), Originality, Conscientiousness, and Agreeableness. A qualitative analysis of recalled data showed that participants with the highest scores on a personality trait more frequently attend to and elaborate advertisement's stimuli which are congruent with goals related to this trait.

Keywords: Big Five, personality profiled advertising, selective attention, mental representations of advertisement, qualitative analysis

Personality and susceptibility to political microtargeting: a comparison between a machine-learning and self-report approach.

Brahim Zarouali (University of Amsterdam), Tom Dobber (University of Amsterdam) and Jurrian Schreuder (University of Amsterdam)
E-mail: b.zarouali@uva.nl

Based on recent technological advances, political actors can use psychographic-based political marketing. Yet, empirical evidence about its effectiveness is still very limited. A pre-registered experiment (N = 280) investigated the persuasion effects of personality-congruent political microtargeting on people's political attitudes and intentions. More precisely, the focus was on the thinking vs feeling personality dimension (MBTI), and it was tested whether this personality "interacts" with exposure to a matching advertising appeal: rational vs. emotional political ad. To do so, two different methodological approaches were used: 1) an innovative machine learning approach; 2) a self-report survey measure of personality. Results revealed significant "congruence effects" between personality and ad appeal and showed that perceived ad relevance was serving as the mediator. However, these results were only found when the self-report measure of personality was used. When the algorithmic approach was used, no significant results were found. These findings feed into timely societal, methodological, and theoretical contributions.

Keywords: political microtargeting, persuasion, personality, social media, algorithms

Pollfish: Evaluating a Mobile-First Platform for Crowdsourcing Advertising Research.

Dennis T. Esch (Cranfield School of Management, Cranfield University), Nikolaos Mylonopoulos (Alba Graduate Business School, The American College of Greece) and Vasilis Theoharakis (Cranfield School of Management, Cranfield University)
E-mail: dennis.esch@cranfield.ac.uk

Online crowdsourcing platforms such as MTurk have revolutionized how many researchers recruit participants and now represent the dominant approach to research on human participants in many disciplines. Despite the widespread penetration of mobile phones in the developed and developing world, most participants recruited through these platforms take part in studies using a computer, thus limiting access to a more diverse set of respondents. To evaluate the suitability of Pollfish, a self-proclaimed mobile-first crowdsourcing platform, for advertising research and to compare it to widely used platforms, we distributed the same study via MTurk, Prolific, Pollfish and Qualtrics panels (N=2,097). We evaluated all platforms across several data quality dimensions, speed of data collection, costs, and flexibility. Pollfish compared favorably to MTurk and Prolific and outperformed the Qualtrics panel. In contrast to MTurk and Prolific, most Pollfish respondents used their mobile phones to participate. We discuss the pros and cons of the platforms.

Keywords: Data quality, Online research, Mobile, Crowdsourcing, Pollfish, Amazon Mechanical Turk, Prolific

Prevalence and Antecedents of Chilling Effects as a Result of Corporate Surveillance. A Comparison Between American and Dutch Consumers.

Joanna Strycharz (University of Amsterdam) and Claire Segijn (University of Minnesota)
E-mail: j.strycharz@uva.nl

Companies collect and process data on consumers' media behaviour for providing them with computational advertising. Such practices contribute to perceptions of corporate surveillance among consumers, who may respond to it by self-censorship (e.g., using less media or using media differently), so-called chilling effects. We investigated how and what type of consumers change their media behaviour when their data is being collected by companies for advertising purposes, focusing on cross-country differences in chilling effects and their antecedents. A cross-sectional survey in the United States (N = 148) and the Netherlands (N = 156) showed six different kinds of chilling effects mostly driven by privacy-related factors and psychological differences. Further, small cross-country differences have been identified that indicate possible importance of privacy regulations.

Keywords: synced advertising, chilling effect, advertising ethics, computational advertising

Private-label brand architecture for online retailers.

Christopher Kanitz (University of Applied Sciences Upper Austria), Michael Schade (University of Bremen), Eike Abraham (University of Bremen) and Christoph Burmann (University of Bremen)
E-mail: christopher.kanitz@fh-steyr.at

The paper investigates the effect of two PL branding strategy options (linked or stand-alone) on PL brand attitude considering PL tiers and degree of specialization of the online retailer as moderators. An online experiment with a 2 (PL branding strategies) x 2 (PL tier) x 2 (degree of specialization) between-subjects design with 358 participants was conducted. To test the hypotheses, an ANCOVA was performed. The study reveals a significant 3-way interaction which illustrates that the effect of the two PL branding strategies differs for online retailers with low vs. high degree of specialization. In the case of high degree of specialization for premium PLs a linked strategy is more favourable while for economy PLs a stand-alone strategy should be preferred. In the case of low degree of specialization, the stand-alone PL branding strategy is generally more favorable.

Keywords: private label, brand architecture, online retailer, three-way-interaction

Resisting Product Placements in Audiovisual Media Targeted at Children: Testing the Effectiveness of Different Disclosure Formats.

Ines Spielvogel (Department of Communication, University of Vienna), Alice Binder (Department of Communication, Alpen Adria-University of Klagenfurt) and Jörg Matthes (Department of Communication, University of Vienna)
E-mail: ines.spielvogel@univie.ac.at

Children are hardly able to resist persuasive effects of product placements. Scholars therefore argue that disclosures might be one strategy to protect children from any negative effects. However, to be effective, disclosure research presumes that viewers must be explicitly aware of disclosures. We conducted an experimental study with 139 children and tested how different disclosure formats affect children's universal disclosure awareness (i.e., their awareness for any type of disclosure) and whether reading ability and co-viewing moderate this effect. Results showed that exposure to the existing PP disclosure (combined with co-viewing) raised disclosure awareness in children. Further analyses revealed that prior exposure to the movie positively affected brand evaluation. However, disclosure awareness not only diminishes but also reverses the positive effect of prior exposure on brand evaluation. We conclude that children appear to be socialized with the existing disclosure and that disclosure awareness might be of key importance to shield children against persuasive influence.

Keywords: children, product placement disclosures, disclosure awareness

Self As Source: Sharing, Engagement, and Purchase Intentions in Social Commerce.

Shalom Levy (Ariel University) and Yaniv Gvili (Ono Academic College (OAC)
E-mail: shalom@ariel.ac.il

eWOM communication has been recognized by scholars and practitioners as an effective promotional vehicle that drives purchase decisions. Drawing on the agency theory, the present research focuses on the individual consumer and examines the effect of the mere act of sharing eWOM. The mediating role of self as source (SAS) perception is also examined. Additionally, we examine the moderating role of incentives to share eWOM offered to consumers. The results of two studies indicate two paths of effects on purchase intention; a direct path, and an indirect path mediated by the relationships with SAS and the three dimensions of engagement. The incentive moderates these relationships through affective and activation facets of engagement. The findings contribute to our understanding of the effects of eWOM sharing on consumers' perceptions and purchase behavior.

Keywords: Social Commerce, eWOM Sharing, Engagement, Purchase Intention, Incentive

Shared Brand Equity in Sponsorship.

T. Bettina Cornwell (University of Oregon), Michael S. Humphreys (University of Queensland) and Youngbum Kwon (Pusan National University)
E-mail: tbc@uoregon.edu

Brand equity, since inception, has been concerned with the value of a brand, how this value is built and communicated, and how the marketplace interprets it. Based on previous work and in response to current marketing practices, the concept of shared brand equity, where collaborative efforts result in connectivity between brands, is needed to better explain and guide advertising and marketing communications research and practice. As the preeminent mechanism through which shared brand equity is built, sponsorship, where brands partner with sports, arts, and entertainment, is the context in which the construct is examined. Drawing on developments in cognitive psychology, the work explains how shared brand equity is developed and how it persists, the role it plays in semantic/associative neighborhoods, and how it explains research findings.

Keywords: Communication Management, Sponsorship, Brand Communication

Signaling benefits of awards on advertising creatives' careers.

Sarai Melendez-Rodriguez (Universitat Aut?noma de Barcelona) and David Roca (Universitat Aut?noma de Barcelona)
E-mail: sarai.melendez@uab.cat

In-depth interviews were conducted with 18 creatives from Brazil in order to explore how winning a Cannes Lions, the industry's most coveted award, sends signals about their professional quality within the industry. Findings suggest that winning a Cannes Lions sends signals that allow creatives to have access to monetary benefits, job mobility, wider visibility, better professional relationships, and emotional earnings. They use awards for personal branding efforts and to establish a name and obtain role model status. The victory allows them to seek professional opportunities in the USA and Europe, and obtain better job titles.

Keywords: awards, creatives, Cannes Lions, signaling theory, advertising awards

Swiping Styles in Social Media: An Exploratory Study of Typical Hand Movements in Social Media Smartphone Interaction.

Stefan Rohrbach (University of Wuppertal) and Tobias Langner (University of Wuppertal)
E-mail: rohrbach@uni-wuppertal.de

Advertising research largely examines social media in terms of attitude, content, engagement, and personalization. Studies have shown a lack of understanding of everyday digital consumer behavior and how this influences advertising response. This exploratory study was conducted among 30 participants to examine typical hand movement patterns when engaging with social media using their personal smartphones. Our typology details how consumers use their hands to interact on their smartphone with social media and how this impacts advertising content exposure and awareness. The findings of this study have important implications for researchers, developers, and advertisers for developing new smartphone apps and social media advertising.

Keywords: social media, brand advertising, human–smartphone interaction, hand movements, digital consumer behavior

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The development and testing of an pictogram signalling advertising in online videos.

Sophie Boerman (ASCoR, University of Amsterdam), Esther Rozendaal (Erasmus University Rotterdam) and Eva Van Reijmersdal (ASCoR Universiteit van Amsterdam)
E-mail: s.c.boerman@uva.nl

Although influencer marketing has become an important advertising strategy to reach and influence young children, it has one major challenge: its lack of transparency. Children are often unable to distinguish commercial from non-commercial content, making them susceptible to commercial messages. In response to the Dutch Media Act, we aim to develop and test a pictogram that fits Kijkwijzer Online and clearly signals advertising in online videos to children (aged 8 – 18 years-old). The project comprised three phases: 1) an inventory phase including a cocreation workshop, 2) a survey gaining insights into children's associations with a selection of pictograms, and 3) a series of preregistered experiments to compare the effectiveness of selected pictograms in increasing advertising literacy. Results of the online experiment showed no effects of three pictograms on conceptual and attitudinal advertising literacy. We are planning a follow-up study to investigate whether an awareness campaign could improve pictogram effects.

Keywords: influencer marketing, transparency, pictogram, advertising literacy, children, online video, Kijkwijzer

The Effect of Color Temperature on Advertising Effectiveness.

Marie Spies (University of Augsburg) and Heribert Gierl (University of Augsburg)
E-mail: marie.spies@wiwi.uni-augsburg.de

We created advertisements which promoted consumer brands that show people in social interaction with others. We manipulated color temperature in three levels (cold, neutral, and warm) and varied the message frame of the claim (positive or negative). We found that warm colors are associated with high feelings of warmth and feelings of togetherness and cold colors with low feelings of warmth and feelings of loneliness. Furthermore, we found that particular color-frame combinations (warm color & positive framing; cold color & negative framing) resulted in the most favorable brand evaluations.

Keywords: color temperature, message framing, feelings of warmth, feelings of togetherness

The effect of social cynicism on consumer trust in sustainable fashion clothing brands: The role of perceived greenwashing and conspicuous consumption motives.

Manoela Costa Policarpo (University of the Basque Country UPV/EHU), Vanessa Apaolaza (University of the Basque Country UPV/EHU), Patrick Hartmann (University of the Basque Country UPV/EHU), Mario R. Paredes (Universidad del Rosario), Clare D'Souza (La Trobe University) and Aitor Marcos (University of the Basque Country UPV/EHU)
E-mail: vanessa.apaolaza@ehu.eus

The current research examines the effect of social cynicism as a personality trait on consumer trust in sustainable fashion clothing brands. A conceptual framework was empirically tested (N = 600) with an online panel representative of the Australian population. The results confirm the negative effect of social cynicism on consumer trust and how this relationship is mediated by perceived greenwashing. They also confirm that conspicuous consumption moderates the indirect relationship between social cynicism and consumer trust in sustainable fashion clothing brands through perceived greenwashing. The effect is weaker for individuals with a higher level of conspicuous consumption, compared with those for whom it is at a lower level.

Keywords: Social cynicism, Consumer trust, Greenwashing, Conspicuous consumption, Sustainable fashion

The Effects of Inclusive-LGBTQ+ Advertising on Brand Attitudes: A Moderated Mediation Model.

Alessia De Girolamo (University of Amsterdam) and Ivana Bušljeta Banks (University of Amsterdam)
E-mail: alessia.degirolamo@hotmail.com

Extant academic research on the effects of inclusive advertising featuring LGBTQ+ individuals show mixed results. Accordingly, marketers are often frightened of potential backlash should they opt for inclusivity in their communication campaigns. The current study aims to contribute to the knowledge on inclusive-LGBTQ+ advertising by investigating the effects of LGBTQ+-inclusive advertising on consumers' brand attitudes, while considering the possible mediating role of attitudes toward the ad and the moderating role of consumers identification with the LGBTQ+ community. Results of an experiment demonstrate a conditional indirect effect of authentically inclusive advertising on brand attitude via attitude towards advertising. This effect was significant and positive for all participants, but stronger for those who identified with the LGBTQ+ community.

Keywords: inclusive advertising, LGBTQ+ community, rainbow washing, ad effectiveness, attitudes towards the ad, brand attitudes

The Effects of Multiple Identity Attributes of Minority Endorsers in Advertising.

Anna Rößner (European University Viadrina)
E-mail: roessner@europa-uni.de

Societal diversity has been increasing in Western societies. While extensive research exists on advertising effectiveness of minority endorsers, previous research almost exclusively focused on one single minority aspect. This study examines how the depiction of endorsers with multiple minority identity characteristics influences advertising effectiveness. Results reveal that different categories lead to differing consumer responses. This due to perceived congruency and attractiveness of the character, which is particularly lower for sexual minorities. Lower levels of congruency, in turn, decrease consumer responses to advertising. In addition, with increasing numbers of salient identity attributes negative responses to advertising diminishes. The findings extend the literature on minority endorsers in advertising by demonstrating how multiple identity attributes interact. Furthermore, the findings have societal and managerial implications.

Keywords: minority endorser, multiple identities, advertising effectiveness

The future is #green – How do #greenfluencers communicate on Instagram?

Isabell Koinig (University of Klagenfurt) and Sandra Diehl (University of Klagenfurt)
E-mail: isabelle.koinig@aau.at

As part of the Sustainable Development Goals (SDGs), the topic of sustainability has received increased media attention, and has also more commonly been featured in academic research. Conditioned by the rise of digital devices and social networking sites, sustainability is also being discussed more often on social media. This article is dedicated to the phenomenon of greenfluencers – a specific kind of influencers who address sustainable issues on their social media channels. For this purpose, a content analysis of 9 greenfluencer Instagram accounts was carried out in April 2021. Besides determining the most relevant content categories and aspects of sustainability, we also tried to link greenfluencer communication to established theories. In conclusion, we identify future research endeavours in the field of sustainability communication.

Keywords: sustainability, influencer, Instagram, minority influence

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The Higher the Smarter? The Effect of Online Reviewer's Social Status on Reviewer's Choice.

Yaniv Gvili (Ono Academic College (OAC)), Maxim Milyavsky (Ono Academic College (OAC)) and Shalom Levy (Ariel University)
E-mail: ygvili@ono.ac.il

Consumers use online reviews to make decisions. Yet, given their limited resources and the vast number of unfamiliar reviewers, consumers may use heuristics in choosing which reviewer to rely on. We argue that when reviewers' expertise is unknown, consumers tend to choose reviewers with higher social status. We propose that consumers choose high- (vs. low-) status reviewers more often because they perceive them as being more intelligent. These hypotheses were tested in two experiments. Results show that people tend to choose a higher status reviewer whose status originates from performance (i.e., a high-ranking badge; Study 1), or socioeconomic status (i.e., attire, Study 2). This effect is mediated by advisors' perceived intelligence (Study 1-2). The results suggest that when selecting an advisor, people heuristically rely on available visual status cues (e.g., attire; Study 2), which may lead to discrimination against low-status individuals. Theoretical and practical implications are discussed.

Keywords: online reviews, social status, online shopping, advice taking, socioeconomic class

The impact of social media on the shape and form of Public Relations and Advertising within IMC.

Kathleen Mortimer (University of Northampton), Sally Laurie (University of Northampton), Matthew Holtz (University of Northampton) and Billy Little (University of Northampton)
E-mail:

Historically, Public Relations and Advertising have been perceived by many as uncomfortable bedfellows, with distinctive roles and identities. Integrated Marketing Communications (IMC) has challenged this division and demonstrated the advantages of an integrated outside-in approach with emphasis on relationship management and media neutrality. This process has been disrupted again by the rapid increase in digital marketing, more specifically social media. This paper examines the impact that social media has had on the shape and form of Public Relations and Advertising within IMC and questions whether such classifications of tools are meaningful in today's digital landscape. It utilises the POEM model to explore students' identification of marketing communications activities within integrated campaigns. The findings suggest that POEM is a useful tool to plan, manage and analyse the interaction between various elements of a campaign. The paper concludes that marketing communications, as a whole, may benefit from new terminology.

Keywords: IMC, Advertising, Public Relations, POEM, IMC education

The importance of brand authenticity and brand experience for customer brand engagement and consumer-brand relationships: an examination of luxury brand's Instagram page.

Eirini Koronaki (University of Western Macedonia) and Lucia Porcu (Universidad de Granada)
E-mail: luciapor@ugr.es

The importance of meaningfully connecting to one's customers via social media has become paramount for luxury brands. Their role in influencing subsequent behavioral elements is constantly increasingly, with brands significantly investing in this channel. The question of which antecedents would lead customers to increase their customer brand engagement with luxury brands becomes crucial. In this study we explore the role of self-expressive brand perceptions and brand authenticity. We further explore the consumer-brand relationships that can arise. Through a quantitative strategy and a cross-sectional design, a survey was implements on 79 luxury consumers in relation to a luxury brand they followed on Instagram. Our hypotheses were partly confirmed and significant theoretical and managerial implications are discussed.

Keywords: luxury brand, brand authenticity, customer brand engagement, brand self-connection, brand loyalty, self-expressive brand

The Influence of Media Exposure Type and "Fit' between Campaign Ads on Advertising Effectiveness: The Mediating Role of Cognitive Load.

Fotini Theodorakioglou (University of Macedonia), Leonidas Hatzithomas (University of Macedonia) and Christina Boutsouki (School of Economics & Political Science, Aristotle University of Thessaloniki)
E-mail: fonitheod@uom.edu.gr

The study discusses the effects of sequential and simultaneous media exposure on cross-media advertising campaigns effectiveness, taking into consideration the role of "fit" among campaign ads. Cognitive load is examined in terms of its mediating role on the above relationships. An experiment with 288 participants revealed that sequential media exposure results in more favorable evaluations of the campaign ads through a lower cognitive load and a higher subjective comprehension, compared to simultaneous media exposure. The "fit" among the visual and verbal elements of the ads can improve the effectiveness of advertising campaigns only when consumers are sequentially exposed to them. Theoretical and practical implications on cross-media advertising and cognitive load effects are also discussed.

Keywords: cross-media campaigns, sequential media exposure, simultaneous media exposure, "fit" between campaign ads, cognitive load

The power of value-laden advertising: An Individual Differences Perspective.

Antigone G Kyrousi (Deree - The American College of Greece), Eirini Koronaki (University of Western Macedonia), Athina Y Zotou (Deree - The American College of Greece) and Anastasios Panopoulos (University of Macedonia)
E-mail: apanopoulos@uom.edu.gr

One of the most effective ways to maintain and enhance a luxury brand's dream aura is their advertising. In fact, luxury brands invested 22 percent more in 2021 than in 2020 on digital advertising. Luxury advertisements are significant expressions of the values they represent and these values frequently vary. However, individuals differ in their luxury consumption perceptions, beliefs and habits; this means that the effectiveness of a specific type of value is also likely to differ across individuals. Through an experimental design and a sample of 66 luxury consumers, we found that individuals' dominant personal value (image/ self-esteem) moderates the effect of advertised value on attitude toward the advertisement and that advertised value influences attitude toward the advertisement through "for-me" perceptions. The findings develop our understanding regarding attitudes towards value-laden advertising and how these differ across individuals.

Keywords: luxury, advertising, individual differences, advertised values, luxury values

The Role of Trust and Persuasion Knowledge in Image Retouching Disclosures on Social Media.

Alexander Pfeuffer (University of Georgia), Haley Hatfield (University of Georgia), Nathaniel Evans (University of Georgia) and Jooyoung Kim (University of Georgia)
E-mail: alexander.pfeuffer@uga.edu

The accessibility of powerful photo editing tools has caused image retouching and manipulation to become widespread among sponsored social media content. Images in sponsored posts are often edited to reflect unrealistic body proportions to potentially harmful effects on consumers if they compare themselves to unattainable beauty standards. In response to this trend, regulators in different countries have moved to consider or adopt disclosure policies; however, disclosure practices and their effects have not been extensively studied. The present study aims to examine the effects of the presence and specificity of image retouching disclosures on consumers' behavioral and attitudinal responses as well as their engagement in social comparison and body satisfaction. To explicate such effects, the proposed mechanisms of cue-based trust and persuasion knowledge and their interaction are explored. The study aims to contribute to the understanding of consumers' use of persuasion knowledge and trust and holds practical implications for various stakeholders.

Keywords: sponsored content, image manipulation, disclosure, trust, persuasion knowledge

The vividness effect on indirect comparative advertising response.

Dan A. Petrovici (Kent Business School, University of Kent), Linda L. Golden (Department of Marketing, McCombs School of Business, University of Texas at Austin, Austin), Michel Laroche (John Molson School of Business, University of Concordia, Montreal) and Qingqing Liu (Interfacing)
E-mail: kbsfinance@kent.ac.uk

This research contributes to the comparative advertising literature by focusing on Indirect Comparative Advertising (ICA) and the impact and the Vividness Effect. Vividness has been shown to be important in advertising effectiveness and this research extends that inquiry to both ICA and potential moderating variables. Vividness was important to the effeteness of ICA for Aad, Abr, behavioral intentions (purchase and recommendation), and persuasion. Vividness did not impact attitude certainty or analytical and imagery processing. Cognitive resource allocation, involvement and familiarity affected responses to ICA. Need for cognition did not. The only moderator variables interacting were need for cognition and familiarity with higher attitude certainty for higher need for cognition and familiarity USA adult consumers. Advertising should make sure that any ICA ads used are very clear and vivid. There are many opportunities for expansion of this USA general public Internet research to other countries and variables.

Keywords: Indirect Comparative Advertisement, Vividness Effect, Ad Persuasion, Advertising Effectiveness

Transparency and Accuracy of Digital Marketing Communication in a Controversial and Expanding Industry.

Ana García-Arranz (Universidad Rey Juan Carlos) and Salvador Perelló-Oliver (Universidad Rey Juan Carlos)
E-mail: anamaria.garcia.arranz@urjc.es

The growing concern over health and nutrition have led to the proliferation in the consumption of supplements worldwide. In Europe, the market size has reached 13,300 million euros in 2021. Nevertheless, consumers remain uninformed and deceived by products that presume to be remedies for even the most serious diseases. This work aims to evaluate the transparency of supplements enterprises' corporate communication, exploring the accuracy of the information they provide to the consumer. A quantitative approach was applied, based on the content analysis of corporate websites marketing of vitamin complexes, food supplements, and weight management supplements. The corpus of analysis includes 103 enterprises and encompasses the entire universe of companies that invested in digital advertising between the years 2017 and 2021. Results show that ingredients are absent in more than half of the corpus, compliance with regulation is only explicit in 6 cases, and empirical evidence is omitted in 83.5% of enterprises.

Keywords: Transparency, Corporate communications, Supplements, Accuracy, Public health, Advertising investment

Using Celebrities in the Non-profit Activity in China.

Yan Wang (HONG KONG BAPTIST UNIVERSITY), Yijun Luo (HONG KONG BAPTIST UNIVERSITY) and Bingyu Chen (Nanyang Technological University)
E-mail: 21482454@life.hkbu.edu.hk

The usage of celebrities as endorsers influences audience attitudes and intention towards advertisement. However, studies tend to focus on on-profit advertisements rather than commercial advertisements. This quantitative research explores how people's attitudes towards celebrities, the fit between celebrities and non-profit activities, and the civic responsibility of celebrity influence the credibility of celebrity, which in turn elicits a range of positive responses. Moreover, people's positive attitudes toward non-profit activities will all directly and positively lead to the intention to donate and thus to the implementation of the behavior. Drawing on China's poverty alleviation activity and structural equation modeling, this research highlights celebrities' civic responsibility as a salient characteristic that influences how people feel about non-profit activities. In contrast, the effect of perceived fit on the credibility of a celebrity is relatively less vivid. The implications for celebrity endorsements in the non-profit sector are also discussed.

Keywords: non-profit activities, attitude, civic responsibility, credibility, purchase intention, poverty alleviation

What is beautiful is better: The impact of an influencer's body type on the product attitude and purchase intention of misshapen apples.

Lies Beugnies (Ghent University), Liselot Hudders (Ghent University) and Wendy Van Lippevelde (Ghent University)
E-mail: Lies.Beugnies@UGent.be

The unwillingness of consumers to purchase and consume suboptimal foods is an important cause of food waste. Given the popularity of influencer marketing, this study aims to examine how social media influencers can be used to promote misshapen foods and whether the influencer's body type plays a moderating role. Hence, we conducted a 2 (normal vs. misshapen apple) x 2 (influencer with ideal vs. large body type) between-subjects experimental study among 125 women, aged 18 to 26. Results show that misshapen apples are perceived as less qualitative than normal apples which in turn leads to a lower product attitude and purchase intent. Although no moderating effects of body type were found, an influencer with an ideal body type was perceived as more credible than an influencer with a large body type. Also, credibility of the influencer leads to a higher product attitude and purchase intention.

Keywords: Suboptimal food, Misshapen food, Food waste, Influencer marketing, Body type, Halo effect

When Independent becomes Mainstream: Web-series are the New Digital Advertising Platform.

Matan Aharoni (School of Communication, Ariel University) and Osnat Roth-Cohen (School of Communication, Ariel University)
E-mail: matanaha@gmail.com

This study deals with a new type of advertisement produced and distributed on the new media – web-series ads. These advertisements are unique as they present an alternative and independent digital cultural field. This study examines the main structural and narrative features of Israeli web-series ads, and how viewers respond to them. Using thematic, narrative-structural, and textual analysis methods, the study shows how marketers convey persuasive content by introducing a new digital and independent platform. Findings show the tension created between web-series as independent, amateur content free from constraints and censorship, and commercial entities which pursue brand value. This combination is found to be well received by consumers, who identify web-series as advertisements, and in keeping with congruence theory, incorporate them as part of the independent web culture.

Keywords: Web series ads., Congruence theory, Independent media, Para-minor texts, advertising

When the medium is the (advertising) message: A meta-analysis of creative media advertising effects.

Zeph M. C. van Berlo (University of Amsterdam), Marijn Meijers (University of Amsterdam), Jiska Eelen (Vrije Universiteit Amsterdam), Hilde Voorveld (University of Amsterdam) and Martin Eisend (European University Viadrina)
E-mail: z.m.c.vanberlo@uva.nl

Over the last two decades, creative media advertising has received considerable attention from advertising scholars. Creative media advertising is a specific type of unconventional advertising in which 'a regular physical object' serves as a medium to carry an advertising message. To better understand the workings of this type of advertising, we conducted a meta-analysis. In this study we explore the direct effects of creative media advertising, its boundary conditions, and the possible underlying mechanisms. The results showed that creative (vs. traditional) media advertising has an overall positive effect on brand association strength and persuasion. The use of metaphors was identified as a boundary condition for these effects—brand familiarity and real life (direct) exposure to the message did not play a moderating role. Finally, we found that the underlying mechanism of creative media advertising persuasiveness is a dual process, with surprise and perceived persuasive intent as its main drivers.

Keywords: creative media advertising, meta-analysis, non-traditional advertising, surprise, perceived persuasive intent, metaphors

When Women Know the Truth about Model Beauty: The Effect of Revealing the Use or Non-Use of Imaging Software.

Christina Pappenheim (University of Augsburg) and Heribert Gierl (University of Augsburg)
E-mail: christina.pappenheim@uni-a.de

In France, marketers have to include a disclaimer in advertisements when they show models who are idealized by imaging software. In a recent Dove campaign, authentic models are depicted combined with the verbal disclaimer that no imaging software was applied. Prior research on the effects of such disclaimers on ad and brand attitudes were highly inconsistent. We conducted an experiment and found manifold effects. We recommend marketers to use artificially idealized models combined with the disclaimer about the models` digital post-hoc modification.

Keywords: model, photoshop, idealizing, retouching, disclaimer, hierarchy-of-effects

When Worlds Collide: A Balance Theory Approach to Understanding Brand Boycotts.

Iago Muraro (Michigan State University) and Nora Rifon (Michigan State University)
E-mail: santosmu@msu.edu

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The growing relevance of the environmental issue has spurred several brand boycott campaigns against corporations whose business practices have contributed to deforestation and ocean pollution. When consumers care about the issue, they are likely to support or even participate in a brand boycott as means to hold a target corporation accountable. However, what happens when they also care about the brand targeted by the boycott campaign? In this experimental study, we draw from balance theory and social norms literature to understand what happens in consumers' minds when two worlds collide: the issue and the brand. Our results demonstrate that when issue and brand cognitions are in conflict, consumers tend to stay true to a self-relevant issue, and resolving this inconsistency becomes more important than conforming to a social majority. Implications for advocacy groups and brand managers are concisely discussed.

Who Really Benefits from Covid-19 CSR Advertisements? A Cross-cultural Analysis.

Sophia Mueller (University of Florida), Barbara Mueller (San Diego State University), Sandra Diehl (University of Klagenfurt), Charles R. Taylor (Villanova University) and Ralf Terlutter (University of Klagenfurt)
E-mail: muelle1@sdsu.edu

Since the onset of the pandemic, many corporations have employed CSR advertisements that include Covid-19 related health behavior recommendations. Three audiences may benefit from the inclusion of such health-related messages: 1) society at large; 2) individual consumers; and 3) the brand. Based on the Health Belief Model and CSR advertising research, we developed a comprehensive model to investigate the impact of how Covid-19-related CSR ads affect societal, individual and brand variables. The model, which was tested in the US and Germany with 2,302 subjects, was largely confirmed in both countries. The messages were found to increase the consumer's sense of well-being, which then had a positive effect on brand outcomes, but had a detrimental effect on message compliance. This effect was stronger in Germany than in the US. This suggests some potentially undesirable effects of such messages on society.

Young people under 'Finfluence': The rise of financial influencers on Instagram.

Zixuan Cheng (King's College London), Tanapol Yoonaisil (King's College London), Kirk Plangger (King's College London, University of London) and Matteo Montecchi (King's College London)
E-mail: zixuan.cheng@kcl.ac.uk

Millions of young people have, under the shadow of the pandemic and resulting consequence, started to think more seriously about how to manage their financial resources. As a result, personal finance has become trendy to speak about amongst influencers. This research aims at exploring this emerging phenomenon. Using text-mining techniques we examine the content of personal finance influencers on Instagram to investigate how consumers response to the recommendation of more utilitarian oriented product and service. In addition, gender and race are an integral part of the consumer's perception of the financial expertise, this research will look at the moderating role of gender and race on influencers' financial expertise on consumer response.

Keywords: financial influencer, influencer marketing, utilitarian product

Causation of high social media penetration rates: a qualitative comparative approach.

Afm Jalal Ahamed (School of Business, University of Skövde, Skövde, Sweden) and Wen Gong (Howard University).
E-mail: gong.gw@gmail.com

This research views social media penetration (SMP) as a concurrent outcome of cultural and socio-economic conditions. It utilizes Hofstede's national cultural framework and Roger's diffusion of innovations and takes into consideration the effects of two country-level socio-economic factors, namely, adult literacy and GDP per capita. Country-level secondary data were assembled and analyzed by using the fuzzy set Qualitative Comparative Analysis (fsQCA 3.0). Results revealed that high adult literacy was a necessary condition for having high SMP rates, while low GDP per capita was a necessary condition for medium/low SMP rates. We also found that cultural dimensions and socio-economic conditions could be combined differently in different geographic locations to cause high SMP. The study contributes to the theory of social media adoption by advancing our knowledge of what combination of cultural and social-economic factors would result in high or low SMP. Theoretical and managerial implications are discussed, and limitations are recognized.

Keywords: social media penetration, cultural dimensions, social-economic conditions, QCA

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