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Nota di contenuto	Construct Confusion in Advertising Research -- Does a Lack of Control Alter Associative Structure of Brands? The Effects for Positioning Familiar and Unfamiliar Brands -- Which message frames and forms best promote political campaigns via social media? -- Can It Hurt to be Honest about Nudging? The Impact of a (Disclosed) Social Norm Nudge on Food Preferences and Choice -- The Impact of Source Credibility on Irish Millennials' Brand Attitudes and Perceptions of Brand Credibility: A Study of Instagram Influencers' Health and Fitness Endorsements -- General language use, language proficiency and language attitudes as predictors of consumer response to the use of Spanish and English in advertising in Chile and Mexico -- Disclaimers in Real Estate Print Advertisements -- "Trust me, I'm an advertiser". The influence of message sidedness and advertiser credibility on readers' perceptions of native advertisements -- A Thematic Exploration of Strong Emotional Appeals Based on Evolutionary Psychology -- Half a century of Super Bowl commercials: a content analysis of humorous advertising styles -- Should Companies Use Tattooed Models in their Advertisements? -- Creating branded entertainment that resonates: Perspectives of multinational award winners -- Advertising Music and the Effects of Incongruity Resolution on Consumer Response -- The Sound Factor in Autoplay Mobile Video Ads -- Battle-Weary Women: The female creatives fighting for leadership in advertising management -- Can

Market Mavens be Negative Word of Mouth Senders? The Moderating Role of Assumed-competence and Gender -- Gender Responses to Emotional Appeals in Advertising: Comparing Self-Reports and Facial Expressions -- Sustainability and Diversity Labels in Job Ads and their Effect on Employer Brands -- Children's Perceptions of Sponsorship Disclosures in Online Influencer Videos -- Family decision making and vacation functions in summer tourism – the case of Austrian families -- Replicating the CSR-Advertising-Effectiveness Model: Do Consumers' Attitudes Towards Corporate Socially Responsible Behavior in the Pharmaceutical Industry Change Over Time? -- Empowering claims in CSR tweets: The moderating role of emotion, fit and credibility -- A Cognitive Approach to the Argument Strength x Message Involvement Paradigm in Green Advertising Persuasion.

Sommario/riassunto

This book provides insights into the inspiring and multifaceted field of advertising research, which is confronted with challenges regarding ad content and execution, media placement, as well as online and social media. Distinguishing between digital, classic, subtle and alternative advertising formats, renowned scholars from around the globe contribute state-of-the-art research on these issues in 23 chapters. Advances in Advertising Research are published by the European Advertising Academy (EAA). This volume is a compilation of research presented at the 18th International Conference in Advertising (ICORIA), which was held in Krems (Austria) in June 2019. The conference gathered around 150 participants from all over the world. Editors Prof. Dr. Martin K.J. Waiguny is Chair of the Academic Board and Professor of Marketing and Consumer Behaviour at the IMC University of Applied Sciences Krems, Austria. Sara Rosengren is Professor of Business Administration (Marketing) and Head of Center for Retailing at Stockholm School of Economics.
