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Nota di contenuto	- Sales promotion posts across different social media -- I want to talk to you -- To Inform or To Persuade. -- Wellness among Gen Zs in Western and Eastern Cultures during COVID-19 -- Examining Affect, Relevance, and Creepiness as Underlying Mechanisms of Consumers' Attitudes toward Synced Ads in Valenced Contexts -- Intentional Viewing of Skippable Ads on YouTube -- Effects of sponsorship disclosure on brand attitude via resistance strategies under moderation of review valence in online consumer reviews -- Consumer differences in chilling effects -- Signaling authenticity. - Brand Match vs. Mismatch and its Impact on Avoidance through Perceived Surveillance in the Context of Synced Advertising -- A conceptual framework and measurement instrument development for authentic narrative in branded entertainment -- A Peak into Individuals' Perceptions of Surveillance -- Personality and susceptibility to (targeted and tailored) advertising for green products. - Empowered by Innovation -- A Typology of Consumer Activism. - Vulnerable Audiences' Responses to Covid-19 Corporate Social Responsibility Advertising -- Types of humour in Spanish-speaking awarded ads -- Advertising Management -- Narrating Pain to Make You Understand -- Advertising Inauthentic Experiences Based on Attitude Functions -- Is this Endorsement Authentic? - Personality traits conveyed by hard sell and soft sell voices in France -- Does social eating equal calorie-dense and unhealthy

eating? - Emotional persuasion in localized advertising.

Sommario/riassunto

This volume is a compilation of research presented at the 19th International Conference in Advertising (ICORIA), held in Bordeaux (France) in June 2021. Renowned scholars from around the globe share their knowledge and contribute to state-of-the-art research on advertising research. This volume is intended to academic, professional and student readership. About the Editors Alexandra Vignolles is Associate Professor of Marketing at INSEEC Bordeaux and currently Dean of Academic Affairs at INSEEC MSc & MBA. Her research addresses consumer behavior, nostalgia and retrobranding. She has published in high-ranked journals. Martin K. J. Waiguny is Professor of Consumer Behaviour and Marketing at the IMC University of Applied Sciences Krems and currently the Academic Head of the university. His research addresses mainly our behaviour with new media like games, social media, and other entertainment formats. Furthermore, he researches children's consumer behaviour. The Journal of Advertising, Media psychology, Young Consumers, Australasian Marketing Journal among others are outlets where this research is published.
