Table of Contents

**Preface**

**I. Online Advertising/Social Networks**

*Ofrit Kol, Shalom Levy, and Israel D. Nebenzahl*
Consumer Values as Mediators in Social Network Information Search 3

*Fabian A. Geise*
Integration of Consumers into New Product Development by Social Media-Based Crowdsourcing – Findings from the Consumer Goods Industry in Germany 15

*Vanessa Apaolaza, Patrick Hartmann, Jiaxun He, Jose M. Barrutia, and Carmen Echebarria*
The Relationship between Gratifications from Social Networking Site Use and Adolescents’ Brand Interactions 29

*Johanna Schwenk and Verena Hüttl-Maack*
Promoting the Shareconomy: Effects of Beneficial Appeals and Personal Characteristics on the Attractiveness of Renting and Reselling Platforms 43

*Polyxeni (Jenny) Palla and Yorgos Zotos*
Communicating through Brand Websites to Create Unique Brands 57

*Anik St-Onge, Sylvain Senecal, Marc Fredette, and Jacques Nantel*
Is Targeting Online Information Diffusers Based on Their Personality Traits and Influencer Types Misleading? 79

*Ewa Maslowska, Edward C. Malthouse, and Stefan F. Bernritter*
The Effect of Online Customer Reviews’ Characteristics on Sales 87
Table of Contents

Morikazu Hirose, Kei Mineo, and Keiya Tabe
The Influence of Personal Data Usage on Mobile Apps  101

II. Consumer Responses to Advertising

Stefan Thomas and Heribert Gierl
The Effect of Eroticism in Couple Depictions in Advertisements on Brand Evaluations  117

Corinne Chevalier and Marie-Christine Lichtlé
Model’s Age and Target’s Age: Effects on Emotions towards and Beliefs about an Ad  133

Gül Şener, Hasan Kemal Suher, and Ali Atif Bir
Being Hooked by the Archetypal Characters in Drama TV Ads: A Structural Equation Modeling Approach  151

Eeva-Liisa Oikarinen
The Moderating Role of Congruence between Humor and Fun Climate of the Company on the Effects of Humor in Internet Job Ads  167

Tanja Schneider and Heribert Gierl
Put It on the Right Side: The Effect of Print Advertisement Location on Product Evaluation  183

Franziska Oefele and Heribert Gierl
The Influence of Majority Agreements on Attitudes  199

Kang Li and Nora Rifon
The Effects of Message Framing and Reference Points of Public Service Announcements on Bystander Intervention in College Students’ Binge-Drinking  215

Ewa Maslowska, Edward C. Malthouse, and Tom Collinger
How Customers Engage with Brands: A New Framework  231
III. Culture and Advertising

*Salman Saleem and Jorma Larimo*
Hofstede Cultural Framework and Advertising Research: An Assessment of the Literature 247

*Isabell Koinig, Sandra Diehl, and Barbara Mueller*
The Effects of Different Ad Appeals in Non-Prescription Drug Advertising: A Cross-Cultural Investigation 265

*Lucia Porcu, Salvador del Barrio-Garcia, Juan Miguel Alcántara-Pilar, and Esmeralda Crespo-Almendros*
Examining the Mediating Role of Integrated Marketing Communication on the Relationship between Adhocracy Culture and Brand Advantage 281

*Terri H. Chan and Caleb H. Tse*
Profiling Lead Researchers in Advertising Research 297
Advances in Advertising Research (Vol. VII)
Bridging the Gap between Advertising Academia and Practice
Christodoulides, G.; Stathopoulou, A.; Eisend, M. (Eds.)
2017, XI, 315 p. 51 illus., Hardcover