

Journal of Advertising Research (JAR) (ISSN 0021-8499) is published quarterly by Warc % The Sheridan Press, 450 Fame Ave., Hanover, PA 17331 for The ARF. Periodicals postage paid at Hanover, PA and additional mailing offices. POSTMASTER: Send address changes to Warc, 2233 Wisconsin Avenue NW, Suite 535, Washington, DC 20007.

Annual subscription rates for Volume 57 (2017): Print and online: \$375, €350 or £237; Print only: \$350, €340 or £232; Online only: \$315, €300 or £207. A premium annual subscription is also available including online access to all issues published since January 2000: Premium print and online: \$750, €695 or £475; Premium online only: \$695, €645 or £445. Discounted prices are available to individuals and fulltime faculty members and students – please contact the publisher for rates. Member companies of the ARF receive a subscription to the *Journal of Advertising Research* as part of the membership fees.

JAR solicits original papers. Please refer to the Guidelines for Contributors inside this issue or at JAR's website. Manuscripts should be submitted online at www.editorialmanager.com/jar

JAR is an open forum. Publication in it implies no endorsement of the writer's purpose, methods, or views by Warc or The Advertising Research Foundation, its board of directors, or any of its councils or committees.

Editor-in-Chief: John B. Ford

Editor Emeritus: Geoffrey Precourt

Academic Executive Editor: Jenni Romaniuk

Contributing Editors: Douglas C. West

Lawrence M. Fisher



The ARF
432 Park Ave. South
4th Floor
New York, NY 10016
(212) 751-5656 voice
(212) 319-5265 fax
www.thearf.org

© Copyright 2017 The ARF. All rights reserved.

No part of this publication may be reproduced, in any form or by any means, electronic, photocopying, or otherwise, without permission in writing from the World Advertising Research Center. Photocopying information for users in the U.S.A.: Copying for internal or personal use beyond that permitted by Sec. 107 or 108 of the U.S. Copyright Law is authorized for users duly registered with the Copyright Clearance Center (CCC) Transaction Reporting Service, provided that the appropriate remittance is paid directly to CCC, 222 Rosewood Drive, Danvers, MA 01923. Specific written permission must be obtained for all other copying.

SUBSCRIPTIONS & CUSTOMER SERVICE

Americas: Warc, 2233 Wisconsin Avenue, NW; Suite 535, Washington, DC 20007, USA, Tel: (202) 778 0680, americas@warc.com.

Rest of World: Subscriptions Dept, Marston Book Services Ltd, Unit 160, Milton Park, Abingdon, Oxfordshire, OX14 4SD, UK.

Tel: 44(0)1235 465574.

Fax: 44(0)1235 465556.

Email: subscriptions@marston.co.uk.

General Enquiries: jar@warc.com.

To advertise in the JAR contact: Luisa Evans

E-mail: luisa.evans@warc.com

PRINTED IN THE U.S.A.



www.JournalofAdvertisingResearch.com

ADVERTISING RESEARCH FOUNDATION

SCOTT C. McDONALD • CEO & President

THOMAS M. HIGGINS • Chief Financial Officer

MITCH WEIN • Chief Creative Officer

CHRISTOPHER BACON • EVP, Global Research Quality & Innovation

HORST STIPP • EVP, Research & Innovation: Global & Ad Effectiveness

MANUEL GARCIA-GARCIA • SVP, Research & Innovation: Global & Ad Effectiveness

MICHAEL HEITNER • EVP, Member Needs & Value

MARC RAPPIN • EVP, Strategic Partnerships & Sponsorships

RACHAEL FEIGENBAUM • SVP, Content Curator & Producer

NANETTE BURNS • Managing Editor, *Journal of Advertising Research*

SENIOR ADVISORY BOARD

Henry Assael

New York University

Les Binet

adam&eveDDB

William Cook

e-Strategic Advantage

John Deighton

Harvard Business School

Gian M. Fulgoni

comScore

Leonard Lodish

The Wharton School

Scott C. McDonald

The ARF

Joseph Plummer

Olson Zaltman Associates

Jenni Romaniuk

Ehrenberg-Bass Institute,
University of South Australia

Kate Sirkin

Publicis Media

Jack Wakshlag

Ehrenberg-Bass Institute,
University of South Australia

Douglas C. West

King's College London

Yoram Wind

The Wharton School

Gerald Zaltman

Harvard Business School
Olson Zaltman Associates

EDITORIAL REVIEW BOARD

Avery Abernethy

Auburn University

Dean Adams

Merton Adams

Anjali Bal

Babson College

Rajeev Batra

University of Michigan

Virginia Beal

Ehrenberg-Bass Institute,
University of South Australia

Fred K. Beard

University of Oklahoma

Randall Beard

The Nielsen Co.

Enrique P. Becerra

Texas State University

Steven Bellman

Ehrenberg-Bass Institute,
University of South Australia

Mike Bloxham

Frank N. Magid Associates

Artie Bulgrin

ESPN

Colin Campbell

Kent State University

Les Carlson

University of Nebraska

Albert Caruana

University of Malta

Larry Chiagouris

Pace University

George Christodoulides

Birkbeck, University of London

Steve Coffey

The NPD Group, Inc.

C. Samuel Craig

New York University

Micael Dahlén

Stockholm School of Economics

Stephen Drummond

Young & Rubicam

Jaafar El-Murad

University of Westminster

Bayram Zafer Erdogan

Anadolu University, Turkey

Thomas Evans

DTE Research, Inc.

Colleen Fahey Rush

Viacom Media Networks

Paul Farris

University of Virginia

Margaret Faulkner

Ehrenberg-Bass Institute,
University of South Australia

Janet Gallent

NBC Universal

Jeffrey Graham

Twitter

Janet Hoek

University of Otago

Rama K. Jayanti

Cleveland State University

Rachel Kennedy

Ehrenberg-Bass Institute,
University of South Australia

Alexandra J. Kenyon

Leeds Metropolitan University

Scott Koslow

Macquarie University

Deepak Kumar

LinkedIn

Omar Mahmoud

UNICEF

Marc Mazodier

Hong Kong Baptist University

Michael McCarthy

Miami University

Altaf Merchant

University of Washington Tacoma

Francisco Montoro-Rios

University of Granada

José-Domingo Mora

University of Massachusetts
Dartmouth

William T. Moran

Longman-Moran Analytics, Inc.

Kathleen Mortimer

University of Northampton

Elissa Moses

Ipsos

Peter Neijens

University of Amsterdam

Kate Newstead

Mondelez International

Greg Nyilasy

University of Melbourne

Shintaro Okazaki

King's College London

Michael Parent

Simon Fraser University

Brandon L. Paris

Advance Auto Parts

Leyland Pitt

Simon Fraser University

Kirk Plangger

King's College London

Gerard Prendergast

Hong Kong Baptist University

Lew Pringle

Mind/Matter

Natalie Redford

Pepsi UK

Marla Royné

University of Memphis

M. Kim Saxton

Kelley School of Business,
Indiana University

Donald E. Sexton

Columbia Business School

Abdel Shaltoni

Alfaisal University, Riyadh

Byron Sharp

Ehrenberg-Bass Institute,
University of South Australia

David Stewart

Loyola Marymount University,
Los Angeles

Stan Sthanunathan

Unilever

Horst Stipp

The ARF

Alice Sylvester

Sequent Partners

Isabelle Szmigin

Birmingham Business School

Duane Varan

MediaScience

David Waller

University of Technology, Sydney

Sam Wight

Jacobs Douwe Egberts

Bradley Wilson

RMIT University

Russell Winer

New York University

Arch Woodside

Boston College
and Curtin University

Qingjiang Yao

Lamar University

Lia Zarantonello

University of Roehampton