

146 Interactive IMC: The Relational-Transactional Continuum and the Synergistic Use of Customer Data JAMES PELTIER, JOHN A. SCHIBROWSKY, and DON E. SCHULTZ

- The Relational-Transactional Continuum contained three types of relationships: CSR relationships, agency relationships, and end-customer relationships.
- All three types of data dimensions—relational, transactional, and mixed relational/transactional—positively impacted relationship quality and customer loyalty.
- Relational variables had the greatest impact on perceptions of the overall quality of the relationship, followed by mixed relational/transactional, and finally, transactional data.
- Customers want different things in a relationship, and segments can be formed along different points of the Relational-Transactional Continuum.

160 When Synergy in Marketing Communication Online Enhances Audience Response: The Effects of Varying Advertising and Product Publicity Messages ALEX WANG

- Different marketing communication forms featuring varied messages can help advertising gain more message believability and create better attitude toward product publicity.
- For audiences who are motivated to process more information, varying advertising and product publicity messages can enhance their responses.
- Varying advertising messages, compared to editorial comments, may help advertisements escape the burnout problem from which most online advertisements suffer.
- To achieve a better audience response, marketing communication practitioners must learn to put as much emphasis on strengthening different marketing communication forms' effectiveness as they do on making messages accessible to the target audience on their websites.

171 Examining Effects of Advertising Campaign Publicity in a Field Study

HYUN SEUNG JIN, XINSHU ZHAO, and SOONTAE AN

- Using a preannouncement to kick off an advertising campaign can enhance the efficiency and effectiveness of the campaign without extra costs.
- Publicity about advertising campaigns can be an effective catalyst to increase recall-based memory of advertised brands.
- One of the important strengths of publicity related to memory is that publicity creates an environment where intentional learning occurs.
- Prior knowledge of brand advertisements via publicity increases “brand-centered information processing” once consumers are exposed to subsequent advertisements.

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183 How Event Sponsors Are Really Identified: A (Baseball) Field Analysis

GITA VENKATARAMANI JOHAR, MICHEL TUAN PHAM, and KIRK L. WAKEFIELD

- Accuracy of sponsor identification is barely above chance, even among fans who attend a game in a stadium. Nonsponsors are almost as likely to be identified as sponsors as the actual sponsors themselves.
- Accuracy of sponsor identification increases as the number of games attended, and hence exposure to the event-sponsor pairing, increases. This suggests that repeatedly communicating sponsorship activities can help improve recall of one's brand as a sponsor.
- Brands in product categories perceived to be related to the event and that are prominent (e.g., have large market shares) and that are perceived to be involved in sponsorship are more likely to be identified as sponsors than other brands. This reliance on "plausibility" of the brand-sponsor pairing occurs regardless of whether the brand is actually a sponsor or not. Plausibility predicts sponsor identification judgments better than dollars invested in the sponsorship, suggesting that selection of the right property to sponsor is absolutely critical; communicating the event-sponsor pairing may not overcome the choice of a pairing perceived to be implausible.
- Accurate recall of a brand as a sponsor does not necessarily mean that the sponsorship was effective. The brand may have been judged to be a sponsor based on plausibility, and this judgment may have been made even in the absence of actual sponsorship. Research on sponsorship recall needs to adopt practices that enable separation of accurate recall from educated guesses.

199 E-zines Silence the Brand Detractors BARBARA BRIERS, SIEGFRIED DEWITTE, and JAN VAN DEN BERGH

- The proportion of detractors was lower when customers received three e-zines during a six-week campaign.
- Merely receiving e-zines suffices for detractors to shift upward in recommendation.
- Among the initially passively satisfied and the brand promoters, the e-zines had no effect on recommendation.
- Customers' recommendation was negatively affected by the degree of personalization of the life-style article included in each e-zine.

209 Recall Effect of Short Message Service as a Complementary Marketing Communications

Instrument JOOST WOUTERS and MARTIN WETZELS

- The decreasing cost and availability make short message service (SMS) potentially interesting to marketers.
- SMS may be used as a complementary tool to support advertising campaigns.
- SMS can boost the recall effects of an advertising campaign.

217 Effectiveness of Telescopic Advertisements Delivered via Personal Video Recorders

NICHOLAS READING, STEVEN BELLMAN, DUANE VARAN, and HUME WINZAR

- Telescopic advertisements have significantly positive effects on attitude toward the advertisement, attitude toward the brand, and behavioral intentions, compared to traditional 30-second advertisements and long-form infomercials.
- This superiority depends on interaction: just seeing the “click for more” banner superimposed on the 30-second advertisement is not enough.
- Far from representing the “death” of television commercials, the personal video recorder potentially introduces new models of advertising that may potentially enhance the television landscape. Better understanding these new models remains an important area for continuing research.

228 Predicting Webcasting Adoption via Personal Innovativeness and Perceived Utilities

CAROLYN A. LIN

- Demographic characteristics were not significant predictors of webcasting adoption.
- The internet users who scored higher on personal innovativeness scales—novelty seeking and venturesomeness—were more likely to be webcasting adopters.
- The internet users seeking diversion/escape and news/information gratifications were more interested in adopting webcasting.
- Women were more enthused about city-outing/retail-shopping features and men were more interested in sports features.
- The strongest interest in webcast features cluster around recreational activities and live local weather forecasts, followed by local news, information, retail shopping, and classified advertising features.