

*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 53 (2013): Print and online: \$355, €338 or £224; Print only: \$330, €328 or £221; Online only: \$298, €290 or £194. A premium annual subscription is also available including online access to all issues published since January 2000: Premium print and online: \$710, €676 or £448; Premium online only: \$655, €628 or £416. 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 Web site. Manuscripts should be submitted online at [www.editorialmanager.com/jar](http://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: **Geoffrey Precourt**

Executive Editor: **Douglas West**



**ADVERTISING  
RESEARCH  
FOUNDATION**

The ARF  
432 Park Avenue South  
6th Floor  
New York, NY 10016  
(212) 751-5656 voice  
(212) 319-5265 fax  
[www.thearf.org](http://www.thearf.org)

© Copyright 2013 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](mailto: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](mailto:subscriptions@marston.co.uk).

General Enquiries: [jar@warc.com](mailto:jar@warc.com).

To advertise in the JAR contact: Emma Kingham

E-mail: [emma.kingham@warc.com](mailto:emma.kingham@warc.com)

PRINTED IN THE U.S.A.



**WARC**

[www.JournalofAdvertisingResearch.com](http://www.JournalofAdvertisingResearch.com)

## ADVERTISING RESEARCH FOUNDATION

**GAYLE FUGUITT** • CEO & President

**FELIX YANG** • Chief Revenue Officer

**PETER ORBAN** • EVP, Research & Innovation: Mobile & Social

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

**DON GLOECKLER** • EVP, Research & Innovation: Executive Member Liaison

**RACHAEL FEIGENBAUM** • Director, Programming & Leadership Skills

**MARC RAPPIN** • EVP, Strategic Sponsorships

**CHRISTOPHER BOON** • SVP, ARF Growth

**MICHAEL HEITNER** • SVP, Member Needs & Value

**NANETTE BURNS** • Managing Editor

## EDITORIAL ADVISORY BOARD

**Avery Abernethy**  
Auburn University

**Anthony Adams**  
The Wharton School

**Dean Adams**  
Merton Adams

**Henry Assael**  
New York University

**Anjali Bal**  
Dominican University of  
California

**Rajeev Batra**  
University of Michigan

**Fred K. Beard**  
University of Oklahoma

**Enrique P. Becerra**  
Texas State University

**Richard F. Beltramini**  
Wayne State University

**Michael Beverland**  
University of Bath

**Rex Briggs**  
Marketing Evolution

**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.

**William A. Cook**  
e-Strategic Advantage

**C. Samuel Craig**  
New York University

**John Deighton**  
Harvard Business School

**John Eighmey**  
University of Minnesota

**Anita Elberse**  
Harvard Business School

**Jaafar El-Murad**  
University of Westminster

**Thomas Evans**  
DTE Research

**Paul Farris**  
University of Virginia

**John Ford**  
Old Dominion University

**Kendall Goodrich**  
Wright State University

**Judy Harrigan**  
Harrigan-Bodick Inc.

**Robert Heath**  
University of Bath

**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

**Stephen Kim**  
Microsoft

**Scott Koslow**  
Macquarie University

**Arthur Kover**  
Fordham University

**Deepak Kumar**  
LinkedIn

**Martin R. Lautman**  
Musketee Capital, LLC

**Leonard Lodish**  
The Wharton School

**Richard Lutz**  
University of Florida

**Michael McCarthy**  
Miami University

**Francisco Montoro**  
University of Granada

**José-Domingo Mora**  
University of Massachusetts,  
Dartmouth

**Caroline Moraes**  
Coventry University

**William T. Moran**  
Longman-Moran Analytics,  
Inc.

**Kathleen Mortimer**  
University of Northampton

**Elissa Moses**  
Ipsos

**Peter Neijens**  
University of Amsterdam

**Kate Newstead**  
Mars, Inc.

**Shintaro Okazaki**  
Universidad Autónoma de  
Madrid

**Michael Parent**  
Simon Fraser University

**Leyland Pitt**  
Simon Fraser University

**Kirk Plangger**  
King's College London

**Joseph Plummer**  
Columbia Business School

**Gerard Prendergast**  
Hong Kong Baptist University

**Lew Pringle**  
Mind/Matter

**Steve Rappaport**  
Stephen D. Rappaport  
Consulting LLC

**Jenni Romaniuk**  
Ehrenberg-Bass Institute,  
University of South  
Australia

**Sheila Sasser**  
Eastern Michigan University  
and University of Michigan

**M. Kim Saxton**  
Kelley School of Business,  
Indiana University

**Don Sexton**  
Columbia Business School

**Abdel Monim Shaltoni**  
University of Petra

**Byron Sharp**  
Ehrenberg-Bass Institute,  
University of South  
Australia

**Kate Sirkin**  
Starcom MediaVest Group

**Marla Roynce Stafford**  
University of Memphis

**David Stewart**  
Loyola Marymount  
University, Los Angeles

**Horst Stipp**  
The ARF

**Alice Sylvester**  
Sequent Partners

**Isabelle Szmigin**  
Birmingham Business  
School

**David Waller**  
University of Technology  
Sydney

**Brian Wansink**  
Cornell University

**Bradley Wilson**  
RMIT University

**Yoram Wind**  
The Wharton School

**Russ Winer**  
New York University

**Robert P. Woodard**  
Deep Marketing Alliance, LLC

**Arch Woodside**  
Boston College

**Qingjiang Yao**  
Lamar University

**Gerald Zaltman**  
Harvard Business School

**Lia Zarantonello**  
IESEG School of  
Management