

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 54 (2014): Print and online: \$365, €350 or £230; Print only: \$340, €340 or £225; Online only: \$305, €300 or £200. A premium annual subscription is also available including online access to all issues published since January 2000: Premium print and online: \$730, €695 or £460; Premium online only: \$675, €645 or £430. 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

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**

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



**ADVERTISING
RESEARCH
FOUNDATION**

© Copyright 2014 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: Emma Kingham
E-mail: emma.kingham@warc.com

PRINTED IN THE U.S.A.



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 • SVP, Events Program Producer

MARC RAPPIN • EVP, Strategic Partnerships & 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
Musketeer 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

Stephen D. 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