



JOURNAL OF

Advertising Research

September 2017, Volume 57, No. 3

MEDIA-MIX PLANNING

When to Combine TV With Online Campaigns

A statistical analysis of cost savings versus reach. G. M. Goerg, C. Best, S. Shobowale, N. Remy, and J. Koehler (Google) P283

APPEALS HIERARCHY

Appeals, Moderators, And Impact on Persuasion

Relative impact measures suggest that emotional appeals, led by sex and humor, are more effective than fear and rational-based ads, among other findings. J. Hornik (Tel-Aviv University and Paris School of Business), C. Ofir (The Hebrew University, Jerusalem), and M. Rachamim (Bar-Ilan University, Israel) P305

MEDIA RELATIONS

The Influence of Parental And Communication Style On Consumer Socialization

Findings on parental socialization and family communication pattern frameworks inform segmenting strategies. J. Mikeska (Indiana State University), R. L. Harrison III and C. L. S. Coryn (Western Michigan University), and L. Carlson (University of Nebraska) P319

UNIVERSITY MARKETING

Is Old Gold?

M. Rose (University of Alaska), and G. M. Rose and A. Merchant (University of Washington, Tacoma) measure brand heritage messaging's effects on attitudes toward the university. P335



MOBILE MEDIA AND MARKETING

Are You Using the Right Mobile Advertising Metrics? How Relevant Mobile Measures Change the Cross-Platform Advertising Equation

G. M. Fulgoni and A. Lipsman (comScore, Inc.) believe that the right mobile metrics are within advertisers' grasp, but the wrong ones often are consulted. As a result, advertisers underinvest in this medium. The authors identify what they believe to be relevant mobile measures in cross-platform marketing. P245

Consumers' Multiplatform Usage and Its Contribution to Their Trust in Advertising: The Impact of the Device on Platform-Use Frequency and Trust in Advertising

An assessment of usage and response metrics across platforms shows that use frequency contributes to consumers' trust in advertising. Age also plays a meaningful role, report K. Stewart (California State University San Marcos) and I. Cunningham (University of Texas at Austin). P250

When Are Apps Worth Paying For? How Marketers Can Analyze the Market Performance of Mobile Apps

L. Stocchi, (Flinders Business School, Adelaide, Australia), C. Guerini (LIUC University and Bocconi University, Italy), and N. Michaelidou (Loughborough University, England) revisit traditional marketing rules—such as the brand usage and image relationship and the "double jeopardy" effect—to support findings on the market performance of different types of mobile apps. P260

Positive Side Effects of In-App Reward Advertising: Free Items Boost Sales—A Focus on Sampling Effects

Giving away free game items to mobile users through in-app reward ads could generate a sampling effect and increase the probability of users' in-app purchases, according to two authors from South Korea. J. Lee (Korea Advanced Institute of Science and Technology, Daejeon) and D.-H. Shin (Chung-Ang University, Seoul). P272



Scan to view JAR Digital First content