## **Contents**

## Part I: Advertising and Communication Effects

Barbara Mueller The role of product involvement in advertising message perception and believability	3
Flemming Hansen, Jorgen Kai Olsen, and Steen Lundsteen Interview based STAS and the effect of print advertising	23
Edith Smit, Peter Neijens, and Marijntje Stuurman It's all about catching the reader's attention	43
Franz-Rudolf Esch, Simone Roth, and Kristina Strödter The effect of the integration of different acoustic and visual stimuli depending on target groups involvement	69
Bas van den Putte A comparative test of the effect of communication strategy, media presence, and previous purchase behaviour in the field of fast moving consumer goods	89
Part II: Advertising and Information Processing	
Larry Percy Unconscious processing of advertising and its effects upon attitude and behaviour	109
Mandy Klerkx and Lex van Meurs Processing outdoor posters: product- and brand recognition in a split of a second	123
Renske van Enschot, Hans Hoeken, and Margot van Mulken Rhetoric in advertising: attitudes towards schemes and tropes in text and image	141

Dieter Ahlert, Peter Kenning, and Hilke Plassmann A window to the consumer's mind: application of functional brain imaging techniques to advertising research	163
Part III: Communication and Branding	
Tobias Langner, Franz-Rudolf Esch, and John R. Rossiter Creating powerful brand names	181
Kerstin Weihe, Gunnar Mau, and Günter Silberer How do marketing-events work? Marketing-events and brand attitudes	199
Patrick Hartmann and Vanessa Apaolaza Ibáñez Effects of green brand communication on brand associations and attitude	217
Part IV: Emotional, Social and Individual Factors and Communication	
Herihert Gierl and Silke Bambauer Effects of mood and argument strength on product evaluation in a personal sales conversation	239
Wim Janssens and Patrick De Pelsmacker  How do people react to mixed emotions in an ad/medium context setting? The moderating role of discomfort with ambiguity	257
Sandra Diehl and Ralf Terlutter  Media-based and non media-based factors influencing purchase behavior and differences due to consumers' personality	279
Fred Bronner Increasing family democracy and the implications for advertising	301
Krystie Wong and Kara Chan A gender portrayal of children's television commercials in mainland China	319

Young Sook Moon and Kara Chan Gender portrayals and the gender of nations: an extended study in Asian cultures	343
Part V: Communication and New Media	
Greg Kiss and Franz-Rudolf Esch Effects of interactive and imagery-strong websites	361
Shintaro Okazaki Comparative evaluation of American brands' websites in Europe: what do they standardise?	379
Matti Leppäniemi, Heikki Karjaluoto, Jaakko Sinisalo, and Jari Salo Integrated marketing communications in mobile context	397
Part VI: International Advertising	
Ralf Terlutter, Sandra Diehl and Barbara Mueller The GLOBE study – applicability of a new typology of cultural dimensions for cross-cultural marketing and advertising research	419
Shintaro Okazaki and Charles R. Taylor Towards an understanding advertising standardisation in the European Union: a theoretical framework and research propositions	439
Dirk Temme Assessing measurement invariance of ordinal indicators in cross-national research	455
Guido Purper and Peter Weinberg Retail advertising: an empirical comparison between German and French consumers	473

	7.
ontents	X

Part VII: Outlook on International Advertising		
Charles R. Taylor The future of international advertising research: suggestions for moving the discipline forward	491	
About the Authors	507	