New Trends in Advertising Research

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Advertising and New Information Communication Technologies (ICT)

New Information and Communication Technologies (ICTs) are increasingly popular in marketing communications as more and more firms shift from mass marketing to one-to-one marketing. There are many exciting examples of these new technological applications. They include mobile marketing techniques such as SMS (short message service) and MMS (multimedia message service), as well as chatting, multiplayer games, bulletin boards, and ranking sites. Interactive Digital TV (iDTV) offers another example of new ICT application in marketing communications: the telescopic advertisement, a 30-second TV ad with a call-to-action button which makes it possible to obtain additional information. Our understanding of these new ICT formats is still in its infancy, but empirical research is growing. We have selected five fine studies from this new field.

In a real life study, Heikki Karjaluo, Heikki Lehto, Matti Leppäniemi, and Shintaro Okazaki examined factors influencing customers’ intention to accept mobile advertising. Their findings indicate that attitude toward mobile advertising was the most important predictor for intention to accept it, and that perceived usefulness explained the greater variance of attitude. Both trust and reference group had statistically significant, though modest, effects.

Verolien Cauberghe and Patrick De Pelsmacker found that an interactive telescopic TV ad had a more positive influence on brand recall and attitude towards the brand (Ab) than a traditional 30-second TV ad. Two characteristics of telescopic ads were further analyzed to explain these findings: interactivity and time spent. The authors found that the interactivity of the telescopic ad had a positive influence on brand
recall and attitude, particularly when the information level was low. Time spent on the telescopic ad had a positive influence on Ab, but not on brand recall.

Shintaro Okazaki developed and tested a model to explain electronic word-of-mouth (eWOM), an important aspect of the new brand communication on the Internet. Variables that influenced eWOM participation in his study included social identity, motivations, innate innovativeness, and opinion leadership. He also compared the effects of PC-based and mobile-based eWOM and found that consumers perceived higher levels of social identity, motivations, and social intention in mobile-based eWOM than in PC-based eWOM.

Ivar Vermeulen, Enny Das and Madelon Swager investigated the impact of online reviews of over-the-counter pain relievers on consumers’ purchase decision process. They showed that exposure to online reviews had a levelling effect on consumer choice: it increased consideration of lesser-known pain relievers, while it decreased consideration of well-known pain relievers. They also examined possible explanations for these findings.

Shintaro Okazaki and Radoslav Škapa studied the website positioning of American multinational corporations (MNCs) in Poland and the Czech Republic. The authors studied the standardisation of visual components, the ‘localisation’ of textual information, and the enhancement of corporate website functions. Their findings suggest that American MNCs tended to apply a high level of visual components in Poland and Czech sites, while the level of standardisation in textual messages was notably low in both countries.
FRANCISCO COSTA PEREIRA is Full Professor, Chair of Advertising Psychology and Chair in School of Communication and Media Study of the Polytechnic of Lisbon. His research interests include media and advertising, public relations and research methods. His publications include a lot of peer-reviewed publications in national journals and books and some in international journals and books. Francisco Costa Pereira is the coordinator of Advertising Observatory in Portugal with Jorge Veríssimo.

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New Trends in Advertising Research presents a wide spectrum of recent studies and works whose aim is to demonstrate how advertising works drawing special attention to the role of culture, the advertising content, new technologies, and to the way advertising agencies develop appropriate practices to make advertising campaigns efficient.

The book has 29 chapters framed in five parts. The first part—How Advertising Works—presents six studies that show dimensions of messages conception, the organization of motivations, the imply-benefit attributes, and how celebrities can contribute to the effectiveness of messages. The second part discusses effects of Product Placement and Sponsorship. The third part—Advertising & Culture—presents six studies that show the way in which cultures and subcultures may influence advertising and advertising effects. The fourth part on new technologies of Information and Communication (MIC) includes five studies on new advertising platforms. The last part presents seven studies on Content and Context Factors in Advertising.

The book addresses itself to the advertising professionals, to advertising communication researchers, as well as to graduate and undergraduate students of advertising and communication, who want to be informed about the latest research within these areas.