







Home ▶ All Journals ▶ Economics, Finance & Business ▶ Journal of Advertising ▶ List of Issues ▶ Volume 39, Issue 2 ▶ Measuring Soft-Sell Versus Hard-Sell Adv ....

Journal of Advertising > Volume 39, 2010 - Issue 2

3.504 111

Views CrossRef citations to date Altmetric

Original Article

## Measuring Soft-Sell Versus Hard-Sell Advertising Appeals

Shintaro Okazaki, Barbara Mueller & Charles R. Taylor

Pages 5-20 | Published online: 04 Mar 2013

66 Cite this article

https://doi.org/10.2753/JOA0091-3367390201

Sample our to the latest two volumes for 14 days

References

**66** Citations

**Metrics** 

➡ Reprints & Permissions

Read th

Abstra

The tern

practitio not exist

unsophis

other.

sell"

dimens

develop

end, car

measure

content

sample

## We Care About Your Privacy

We and our 899 partners store and access personal data, like browsing data or unique identifiers, on your device. Selecting "I Accept" enables tracking technologies to support the purposes shown under "we and our partners process data to provide," whereas selecting "Reject All" or withdrawing your consent will disable them. If trackers are disabled, some content and ads you see may not be as relevant to you. You can resurface this menu to change your choices or withdraw consent at any time by clicking the ["privacy preferences"] link on the bottom of the webpage [or the floating icon on the bottom-left of the webpage, if applicable]. Your choices will have effect within our Website. For more details, refer to our Privacy Policy. Here

We and our partners process data to provide:

I Accept

Reject All

Show Purpose

efinitions do

been

jory or the

epts "soft a single

is to

s. To this

mented by

s. The

with a

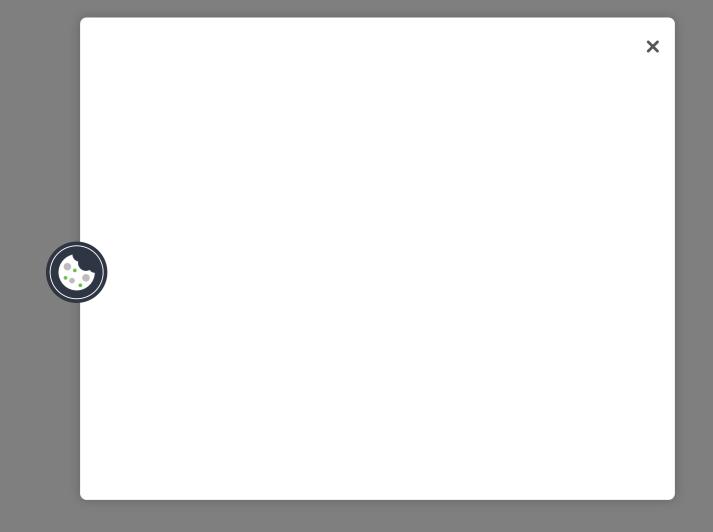
mer sample.

Results indicate that soft-sell appeals can be measured using a 12-item, 3-factor index, whereas hard-sell appeals can be measured using a 15-item, 3-factor index.

This article is part of the following collection(s):

50 Years of the Journal of Advertising





Information for Open access Authors Overview R&D professionals Open journals Editors **Open Select** Librarians **Dove Medical Press** Societies F1000Research Opportunities Help and information Reprints and e-prints Advertising solutions Newsroom Accelerated publication Corporate access solutions Books Keep up to date Register to receive personalised research and resources by email Sign me up X or & Francis Group Copyright