

3,410 Views | 107 CrossRef citations to date | 3 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

Cite this article <https://doi.org/10.2753/JOA0091-3367390201>

Sample our
Economics, Finance,
Business & Industry Journals

>> [Sign in here](#) to start your access
to the latest two volumes for 14 days

References Citations Metrics Reprints & Permissions

Read this article

Share

We Care About Your Privacy

We and our 876 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. 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 Show Purposes link on the bottom of the webpage .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:

Use precise geolocation data. Actively scan device

I Accept

Reject All

Show Purpose



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](#)

Related Research Data

The Impact of Media Multitasking on the Cognitive and Attitudinal Responses to Television Commercials: The Moderating Role of Type of Advertising Appeal

Source: Informa UK Limited

The creative code intensity scale

Source: Informa UK Limited

Back to the future: some topics we should not forget about in advertising research

Source: Informa UK Limited

The Effect of Descriptive Norms and Construal Level on Consumers' Sustainable Behaviors

Source: Informa UK Limited

Eye-Tracking Evidence that Happy Faces Impair Verbal Message Comprehension: The Case of Health Warnings in Direct-to-Consumer Pharmaceutical Television

Compre

Source

Does

Source

Effect

Visua

Source

L



Relate

Information for

- Authors
- R&D professionals
- Editors
- Librarians
- Societies

Opportunities

- Reprints and e-prints
- Advertising solutions
- Accelerated publication
- Corporate access solutions

Keep up to date

Register to receive personalised research and resources by email

 Sign me up



Open access

- Overview
- Open journals
- Open Select
- Dove Medical Press
- F1000Research

Help and information

- Help and contact
- Newsroom
- All journals
- Books

Copyright

Accessib

Registered
5 Howick Pl

or & Francis Group
orma business

