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

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Pages 5-20 | Published online: 04 Mar 2013

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

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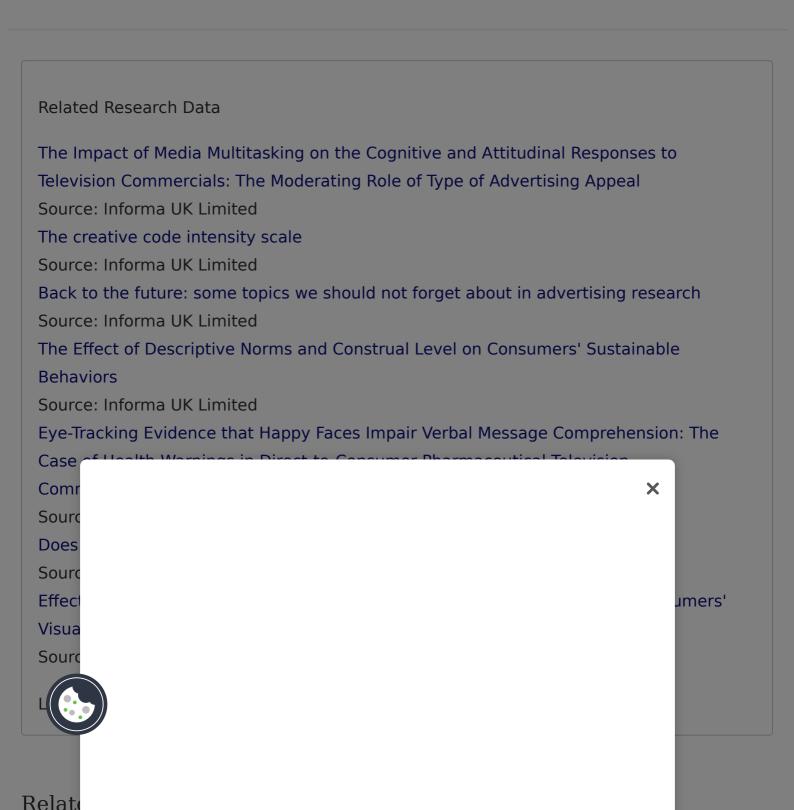
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Results indicate that soft-sell appeals can be measured using a 12-item, 3-factor index, whereas hard-sell appeals can be measured using a 15-item, 3-factor index.

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