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Original Article

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

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Abstract

The terms "soft sell" and "hard sell" are well known to advertising scholars and practitioners. Despite wide-spread use of these terms, generally accepted definitions do not exist. Attempts to measure soft-sell and hard-sell appeals have typically been unsophisticated, relying on a single item that classifies an ad into one category or the other. This study is designed to provide a deeper understanding of the concepts "soft sell" and "hard sell," and to examine whether they are better measured on a single dimension than on two distinct dimensions. The main objective of the study is to

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