

Table of contents

Part A. Introduction to the dissertation	VII
List of abbreviations	VIII
List of figures	IX
List of tables	X
1 Introduction	1
1.1 Overview and relevance of research topic	1
1.2 Identification of research deficits	4
1.3 Deduction of research questions	14
1.4 Aspired contribution	16
2 Theoretical foundations	21
2.1 Literature on TV advertising and online consumer response	21
2.1.1 Online activities in response to TV ads	23
2.1.2 Antecedents of online response to TV ads	25
2.2 Information processing theory	28
2.3 Flow theory	34
2.4 Interference theory	36
3 Research design.....	41
3.1 Quasi-experimental design.....	41
3.2 Data and measures	45
3.3 Estimation methodology	49
4 Summary of research papers.....	51
4.1 Research paper I.....	51
4.2 Research paper II	58
4.3 Research paper III.....	64
5 Overall implications	71
5.1 Theoretical implications.....	71
5.2 Practical implications.....	77

5.3	Directions for further research.....	80
References		83
Part B. Research papers		93
	Research paper I: Look who’s watching: An empirical analysis of how audience characteristics and affinity affect website traffic in response to TV commercials	95
	Research paper II: How creative cues and brand awareness influence online response to TV ads: An empirical investigation for digital-native brands.....	141
	Research paper III: When does TV advertising pay off for e-commerce brands? Product involvement and competitive interference as determinants of online consumer response.....	195