



The Psychology of Advertising

By Bob M Fennis, Wolfgang Stroebe

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Advertising is a ubiquitous and powerful force, seducing us into buying wanted and sometimes unwanted products and services, donating to charity (even to causes we have not heard of before), voting for political candidates (even of questionable reputation), and changing our health-related lifestyles for better or worse. The impact of advertising is often subtle and implicit, but sometimes blatant and impossible to overlook.

This book discusses key topics from the fields of social and consumer psychology. Important questions are addressed in the volume such as:

- What impact does advertising have on consumer behaviour? What causes this impact?
- What are the psychological processes responsible for the effectiveness of advertising?
- How do consumers make sense of advertising messages?
- What messages "get across" and when and why?

This is the first book to offer a comprehensive and state-of-the-art overview of the psychological findings on the impact of advertising, and to discuss this research in the context of recent developments in the fields of social and consumer psychology. It presents and discusses results of both classic and contemporary studies in an engaging style that avoids highly technical language.

The authors have included a glossary of frequently used concepts which assist student comprehension, making it a unique and invaluable volume for advanced undergraduate and graduate students, as well as researchers and lecturers in social psychology, marketing, and communications. It is also a useful resource for professionals working in advertising, public health, public services and political communication.

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Editorial Review

Review

"As a comprehensive, yet readable, book of reference for academics and their students working in the areas of advertising, business studies and in more general areas such as attitude formation and attitude change, the book will be very valuable." - **Dinah Bisdee, King's College London, UK, in *Social Psychological Review***

"The Psychology of Advertising is a rich source of ideas about methodology, theory, and research that advanced undergraduate students and graduate students in areas of consumer psychology, promotional strategy, integrated marketing, and advertising as well as other disciplines such as business and communication will find interesting and accessible. The book would make a useful tool for professionals working in fields such as advertising, public health, public services, and political communication who are interested in responding to Dill Scott's call for educating practitioners in psychology." – **Debra Merskin, University of Oregon, in *PsycCRITIQUES***

"This book is extremely well-written. The authors have done an outstanding job of explaining and summarizing complex topics in a manner that advanced undergraduates and graduate students can understand and appreciate. The book is thorough, accurate and scientifically grounded and is the most sophisticated and advanced summary of the host of psychological processes that influence advertising effectiveness." - **Frank R. Kardes, College of Business, University of Cincinnati, USA**

"This book provides an impressive, elaborate and thoroughly researched review of the academic literature on the psychology of attitudes and attitude change, with an emphasis on advertising and consumer behaviour. It provides a well written overview of the research, I learned a lot from reading it, and enjoyed it greatly!" - **Peeter Verlegh, Rotterdam School of Management, Erasmus University, The Netherlands**

About the Author

Bob M. Fennis works as an Professor in Consumer Behavior at the Department of marketing at Groningen University, the Netherlands. His research interests include persuasion, social influence processes and the dynamics of "automatic" consumer behavior. His research focuses on such issues as the effectiveness of marketing and selling techniques, advertising effects, and nonconscious influences on consumer goal pursuit and purchase behavior.

Wolfgang Stroebe is Professor of Social Psychology at Utrecht University, the Netherlands. He is a former president of the European Association of Social Psychology, a Fellow of numerous psychological societies (e.g., BPS, APS) and co-editor (with Miles Hewstone) of the *European Review of Social Psychology*. One of his major research interests is strategies of attitude and behaviour change, and he has published widely on this topic.

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