

# The Advertising And Consumer Culture Reader

The Advertising And Consumer Culture Reader The advertising and consumer culture reader is an essential resource for understanding the complex relationship between marketing practices, societal values, and consumer behaviors in modern society. This comprehensive collection of essays, articles, and analyses explores how advertising influences consumer culture, shapes identities, and reflects broader social dynamics. Whether you're a student, researcher, or industry professional, this reader offers valuable insights into the power of advertising and its role in constructing cultural norms and individual desires. --- Understanding the Foundations of Advertising and Consumer Culture What Is Advertising and Why Is It Important? Advertising is a strategic communication process aimed at promoting products, services, or ideas to targeted audiences. Its primary purpose is to influence consumer purchasing decisions and build brand recognition. Over the decades, advertising has evolved from simple print ads to complex multimedia campaigns leveraging digital platforms, data analytics, and psychological techniques. Key points about advertising: - It serves as a bridge between producers and consumers. - It shapes perceptions, attitudes, and behaviors. - It reflects cultural values and societal norms. The Rise of Consumer Culture Consumer culture refers to a society where individual identity and social status are often defined through consumption patterns. It emphasizes material possessions as symbols of success, happiness, or belonging. The growth of consumer culture is closely linked to the expansion of advertising, mass production, and globalization. Major features of consumer culture include: - Emphasis on materialism - The pursuit of novelty and trends - The normalization of

consumption as a way of life --- The Role of Advertising in Shaping Consumer Identity Constructing Identity Through Consumption Advertising doesn't just sell products; it sells lifestyles, aspirations, and identities. Companies craft messages that associate their brands with desirable qualities such as attractiveness, success, or independence. Examples of identity construction: - Fashion ads promoting a trendy, urban lifestyle - Tech campaigns emphasizing innovation and intelligence - Beauty product advertising promising confidence and attractiveness The Psychology Behind Consumer Advertising Advertisers utilize psychological principles to influence consumer behavior, including: 1. Emotional appeals: Connecting products to feelings of happiness, security, or belonging. 2. Social proof: Highlighting popularity or endorsements by celebrities. 3. Scarcity and urgency: Creating a sense of limited availability to prompt immediate action. 4. Repetition and familiarity: Making brands memorable through consistent messaging. The Impact of Advertising on Self-Perception Advertising can significantly affect how individuals view themselves and others. It often promotes idealized images that can lead to: - Body image issues - Materialistic values - Consumer anxiety or dissatisfaction --- Consumer Culture and Societal Dynamics Cultural Norms and Consumer Behavior 2 Consumer culture is intertwined with cultural norms and values. Advertising perpetuates certain ideals about gender roles, beauty standards, and success, influencing societal expectations. Examples include: - Gender-specific advertising reinforcing stereotypes - Advertising targeting youth to establish lifelong brand loyalty - Promoting consumerist values over community or sustainability Globalization and the Spread of Consumer Culture Global advertising campaigns have contributed to the homogenization of consumer culture worldwide. While this creates opportunities for international brands, it also raises concerns about cultural imperialism and loss of local traditions. Impacts include: - Cultural blending and hybrid identities - Erosion of indigenous customs - Increased environmental and social challenges --- Critical Perspectives from the Advertising and Consumer Culture Reader Advertising as Ideology Many essays in the reader analyze advertising as a form of ideological practice. They argue that ads: -

Reinforce dominant power structures - Promote consumerism as a societal goal - Normalize inequalities by suggesting that material success equates to happiness

Resistance and Alternative Narratives The reader also explores how consumers and activists resist dominant advertising messages through:

- Counter-advertising campaigns
- Ethical consumption movements
- Digital activism and social media engagement

Ethical Concerns in Advertising Key ethical issues discussed include:

- Deceptive advertising practices
- Targeting vulnerable populations (children, low-income groups)
- Environmental impact of promoted products

--- The Impact of Digital Media on Advertising and Consumer Culture

The Digital Revolution The advent of digital media has transformed advertising from traditional formats to interactive, targeted, and data-driven campaigns. This shift has increased the ability of advertisers to reach niche audiences with personalized messages. Digital advertising includes:

- Social media ads
- Influencer collaborations
- Search engine marketing
- Programmatic advertising

Consumer Participation and User-Generated Content Consumers are no longer passive recipients but active participants in advertising ecosystems. User-generated content, reviews, and social media sharing influence brand perception and consumer trust.

Privacy and Data Concerns The use of big data raises ethical questions about privacy, consent, and surveillance. Consumers often unknowingly share personal information that is utilized for highly targeted advertising.

--- Future Trends in Advertising and Consumer Culture

Sustainability and Ethical Advertising Growing awareness of environmental issues is pushing brands to adopt sustainable practices and transparent marketing strategies. Consumers increasingly favor brands that demonstrate social responsibility.

The Rise of Experiential and Immersive Marketing Brands are investing in experiential marketing—events, virtual reality, and interactive campaigns—to create memorable consumer experiences beyond traditional advertising.

The Role of Artificial Intelligence and Automation AI-driven tools enable hyper-personalized advertising, predictive analytics, and automated content creation, shaping the future landscape of consumer engagement.

--- How to Use the Advertising and Consumer Culture Reader Effectively

For Students and

Researchers - 3 Analyze case studies to understand theoretical frameworks. - Explore diverse perspectives on advertising's societal impacts. - Critically evaluate the ethical implications of advertising campaigns. For Industry Professionals - Gain insights into consumer psychology and behavior. - Develop ethical marketing strategies. - Stay ahead of digital marketing trends and innovations. --- Conclusion The advertising and consumer culture reader offers a comprehensive exploration of how advertising functions as a powerful societal force, influencing individual identities, cultural norms, and economic systems. By critically engaging with the essays and analyses within this collection, readers can better understand the complexities of modern consumerism and contribute to shaping more ethical, inclusive, and sustainable advertising practices. As consumer culture continues to evolve amidst technological advancements and social shifts, staying informed through such vital resources remains essential for scholars, practitioners, and consumers alike. --- Keywords for SEO optimization: advertising, consumer culture, consumer behavior, advertising ethics, digital marketing, branding, societal norms, globalization, sustainability, consumer identity, advertising psychology, influencer marketing, ethical advertising, future of advertising

QuestionAnswer What is the main focus of 'The Advertising and Consumer Culture Reader'? The reader examines the relationship between advertising practices and the development of consumer culture, exploring how advertising influences consumer behavior, identity, and societal values. How does the book address the impact of advertising on identity formation? It discusses how advertising shapes individual identities by constructing idealized images and lifestyles, encouraging consumers to aspire to certain values and social roles. In what ways does 'The Advertising and Consumer Culture Reader' analyze the role of media in consumerism? The book explores how various media platforms serve as channels for advertising, amplifying consumer messages and reinforcing cultural norms related to consumption. Does the reader include historical perspectives on advertising and consumer culture? Yes, it offers historical analyses of advertising trends and how consumer culture has evolved over time, highlighting key moments and shifts in

marketing strategies. How does the book address issues of commodification and social inequality? It critically examines how advertising can perpetuate social inequalities by promoting consumerism as a means of social mobility and reinforcing stereotypes. What role does the reader attribute to advertising in shaping gender and cultural identities? The reader discusses how advertising constructs and reinforces gender roles and cultural identities, often perpetuating stereotypes and influencing societal perceptions. 4 Are there discussions on the ethical implications of advertising in the book? Yes, it considers ethical concerns related to manipulation, consumer sovereignty, and the societal impacts of pervasive advertising practices. Who would benefit most from reading 'The Advertising and Consumer Culture Reader'? Students, scholars, and anyone interested in media studies, marketing, sociology, or cultural studies will find valuable insights into the intersections of advertising and consumer culture. The advertising and consumer culture reader serves as a vital resource for understanding the complex interplay between marketing practices, societal values, and individual behaviors in the modern world. As a curated collection of essays, studies, and theoretical insights, this reader offers readers an expansive view into how advertising shapes consumer identities, influences economic trends, and reflects cultural shifts. Its importance lies not only in its comprehensive scope but also in its capacity to provoke critical thought about the ethics, power dynamics, and future trajectories of consumer culture. --- Understanding the Foundations of Advertising and Consumer Culture The Evolution of Advertising Advertising has undergone a profound transformation from simple print notices to sophisticated multimedia campaigns. Historically, early advertising in the 19th century relied heavily on basic print and posters, focusing mainly on product information. As technology advanced, particularly with the advent of radio, television, and now digital media, advertising became more dynamic and emotionally engaging. Modern advertising is characterized by: - Targeted messaging: Using data analytics to reach specific demographics. - Brand storytelling: Creating narratives that foster emotional connections. - Multichannel integration: Coordinating messages across various platforms for

maximum impact. - Personalization: Customizing content to individual consumer preferences leveraging AI and big data. This evolution reflects broader societal shifts towards consumer-centric economies, where the emphasis is on shaping desires rather than merely informing about products. The Rise of Consumer Culture Consumer culture refers to a society where consumption and material possessions play a central role in defining identities, social status, and life satisfaction. It emerged prominently in the post-World War II era, fueled by economic growth, mass production, and advertising. Key features include: - Materialism as identity: People increasingly define themselves through possessions. - Advertising's role: Creating desires and perceived The Advertising And Consumer Culture Reader 5 needs that drive consumption. - Media influence: Popular culture and media reinforce consumerist values. - Globalization: Spreading consumer goods and ideals worldwide, leading to a homogenized culture. The reader explores how this culture influences social dynamics, environmental sustainability, and individual well-being, prompting critical discussions about the sustainability and ethics of relentless consumption. --- Critical Perspectives on Advertising's Role in Society The Construction of Desire and Identity Advertising does more than promote products; it constructs desires and shapes identities. By associating products with aspirational lifestyles, advertisers influence consumers' perceptions of happiness, success, and beauty. For example: - Brand images often symbolize ideals of sophistication, freedom, or attractiveness. - Celebrity endorsements leverage fame to imbue products with aspirational qualities. - Lifestyle advertising links products to social identities (e.g., eco-friendly, luxury, youthful). This process raises questions about authenticity and whether consumer identities are genuinely autonomous or heavily mediated by advertising narratives. The Ethical Dimensions of Advertising The reader critically examines the ethical concerns surrounding advertising practices, including: - Manipulation and persuasion: How advertising exploits psychological vulnerabilities. - Targeting vulnerable populations: Such as children, low-income groups, or marginalized communities. - Promotion of harmful products: Including tobacco,

alcohol, or unhealthy foods. - Environmental impact: The promotion of consumerism contributes to resource depletion and waste. The ethical critique emphasizes the need for responsible advertising and explores regulatory frameworks, corporate social responsibility, and consumer awareness as mechanisms for fostering ethical standards. The Cultural Imperialism of Global Advertising Globalization has facilitated the spread of Western consumer culture through multinational advertising campaigns. Critics argue this leads to cultural homogenization, eroding local traditions, values, and identities. Aspects include: - Standardized messaging: Uniform images and narratives across different countries. - Cultural insensitivity: Misappropriation or misunderstanding of local customs. - Economic dominance: Favoring multinational brands over local businesses. The reader encourages reflection on how advertising can both perpetuate cultural imperialism and serve as a platform for cultural exchange, advocating for more culturally sensitive and inclusive marketing practices. --- The Advertising And Consumer Culture Reader 6 The Consumer's Perspective: Navigating a Market-Driven World Consumer Agency and Resistance Despite advertising's pervasive influence, consumers are not passive recipients. The reader discusses various forms of resistance, including: - Critical awareness: Recognizing advertising's techniques and questioning motivations. - Counter-campaigns: Supporting ethical brands or engaging in activism. - Minimalism and anti-consumerism: Choosing to reduce consumption and value experiences over possessions. - DIY and sustainable practices: Creating alternatives to mass-produced goods. These acts of resistance reflect a desire to reclaim autonomy in a landscape saturated with marketing messages. The Impact of Digital and Social Media The advent of digital media has revolutionized consumer engagement: - User-generated content: Consumers become brand ambassadors through reviews, shares, and influencer partnerships. - Targeted advertising: Algorithms tailor ads based on browsing and purchasing histories. - Social media communities: Foster niche cultures and alternative lifestyles, challenging mainstream consumer narratives. - Data privacy concerns: The commodification of personal information raises ethical questions. The reader explores

how these shifts empower consumers but also deepen surveillance and commodification, creating a paradoxical environment of increased choice amidst pervasive marketing. The Future of Consumer Culture Looking ahead, the reader considers emerging trends: - Sustainable consumption: Emphasis on ethical production, minimal waste, and circular economies. - Experiential marketing: Focusing on experiences rather than possessions. - Technological innovations: Augmented reality, virtual reality, and AI to create immersive advertising. - Decoupling identity from possessions: Moving towards values-based consumption and authenticity. The reader underscores the importance of fostering critical literacy and ethical awareness among consumers to navigate this evolving landscape responsibly. --- Conclusion: Navigating the Complex Landscape of Advertising and Consumer Culture The advertising and consumer culture reader offers invaluable insights into how marketing practices shape societal norms, individual identities, and global economies. It underscores the intricate power dynamics at play, highlighting both the influence of advertising and the potential for resistance and ethical engagement. As consumers become more aware of advertising's mechanisms, there is an increasing call for transparency, responsibility, and sustainability. The reader encourages a balanced perspective—recognizing The Advertising And Consumer Culture Reader 7 advertising as a powerful cultural force while advocating for critical engagement and ethical practices. Ultimately, understanding the themes explored in this reader equips individuals and societies to navigate a consumer-driven world with greater awareness, responsibility, and agency. It challenges readers to consider how they can participate in shaping a more equitable and sustainable consumer culture—one that values authenticity, diversity, and environmental stewardship over mindless consumption. --- In summary, the advertising and consumer culture reader is not merely an academic compilation; it is a call for reflection and action in an age where consumption is intertwined with identity, ethics, and global sustainability. Engaging with its insights fosters a deeper understanding of the forces that shape our everyday lives and empowers us to make more informed, conscious choices. advertising, consumer culture, media studies,



marketing, consumer behavior, cultural studies, advertising theory, mass communication, branding, commercialism

Advertising and Consumer Society Advertising and the Mind of the Consumer The Psychology of Advertising Effective Advertising Advances in Advertising Research IX Consumer Behavior and Culture Advertising and Consumer Citizenship Advertising and the Mind of the Consumer Ads, Fads, and Consumer Culture Advertising in Contemporary Consumer Culture The Advertising and Consumer Culture Reader What Does Advertising Do for the Consumer? Global and Multinational Advertising Advertising Progress Consumer Behavior and Advertising Involvement Targeted Advertising and Consumer Privacy Concerns The Psychology of Advertising Product Advertising and Consumer Safety Advances in Advertising Research X Advertising  
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this critical introductory text explores the role of advertising in contemporary culture and its connections to larger economic social and political forces written in an engaging and accessible style and incorporating a wide range of examples from around the world the chapters introduce the key concepts methods and debates needed to analyse and understand advertising from an investigation of advertising's crucial function in media economics and our wider capitalist system to a consideration of the people who both make and watch advertising this insightful text enables students to make sense of advertising's powerful influence as both an economic force and an artistic form assess the various claims of these two perspectives on advertising and understand how they challenge and complicate one another this revised second edition includes a new chapter on branding and promotional culture and substantially updated content on topics like digital and online advertising surveillance and empowerment as well as brand new topics like self branding influencers and using technology to evade advertising equipping students with the skills needed to partake in this lively discourse the text is an invaluable resource for studying advertising critically it is essential reading for students of advertising media studies and communication studies

advertising is an established and ever present force and yet just how it works continues to be something of a mystery it's hard to believe that we spend an estimated one and a half years just watching tv commercials in this new international edition of advertising and the mind of the consumer renowned market researcher and psychologist max sutherland has been joined by alice k sylvestre a prominent american advertising agency figure to reveal the

secrets of successful campaigns over a wide range of media including advertising on the internet using many well known international ads as examples this book takes us into the mind of the consumer to explain how advertising messages work or misfire and why advertising and the mind of the consumer is not just a how to book of tricks for advertisers it is a book for everyone who wants to know how advertising works and why it influences us for people in business with products and services to sell for advertising agents marketers as well as for students of advertising and consumer behaviour

the psychology of advertising offers a comprehensive exploration of theory and research in consumer psychology on how advertising impacts the thoughts emotions and actions of consumers it links psychological theories and empirical research findings to real life industry examples showing how scientific research can inform marketing practice advertising is a ubiquitous and powerful force seducing us into buying wanted and sometimes unwanted products and services donating to charitable causes voting for political candidates and changing our health related lifestyles for better or worse this revised and fully updated third edition of the psychology of advertising offers a comprehensive and state of the art overview of psychological theorizing and research on the impact of online and offline advertising and discusses how the traces consumers leave on the internet their digital footprint guides marketers in micro targeting their advertisements the new edition also includes new coverage of big data privacy personalization and materialism and engages with the issue of the replication crisis in psychology and what that means in relation to studies in the book including a glossary of key concepts updated examples and illustrations this is a unique and invaluable resource for advanced undergraduate and graduate students and instructors suitable for psychology advertising marketing and media courses it is also a valuable guide for professionals working in advertising public health public services and political communication

understanding effective advertising how when and why advertising works reviews and summarizes an extensive body of research on advertising effectiveness in particular it summarizes what we know today on when how and why advertising works the primary focus of the book is on the instantaneous and carryover effects of advertising on consumer choice sales and market share in addition the book reviews research on the rich variety of ad appeals and suggests which appeals work and when how and why they work the first comprehensive book on advertising effectiveness understanding effective advertising reviews over 50 years of research in the fields of advertising marketing consumer behavior and psychology it covers all aspects of advertising and its effect on sales including sales elasticity carryover effects content effects and effects of frequency author gerard j tellis distills three decades of academic and professional experience into one volume that successfully dismisses many popular myths about advertising

this book addresses challenges and opportunities in research and management related to new advertising and consumer practices in a converging media society it specifically relates to the increasing power of consumers in the digital marketing process and discusses the challenges this may bring to advertisers advances in advertising research are published by the european advertising academy eaa this volume is a selective collection of research presented at the 16th international conference in advertising icoria which was held in ghent belgium in june 2017 the conference gathered more than 160 participants from over 30 countries all over the world

marieke de mooij shows that american theories of consumer behavior do not necessarily apply abroad her national consumption data are an unobtrusive measure of national cultures she has made marketing students discover culture and her work should make cross cultural psychologists discover the consumer as an informant geert hofstede institute for research on intercultural cooperation the netherlands consumers worldwide are not the same and the

differences in consumer behavior between countries are increasing because all aspects of consumer behavior are culture bound and not subject merely to environmental factors but integrated in all of human behavior there is an increased need to identify and understand this integration and its impact on global marketing and advertising consumer behavior and culture consequences for global marketing and advertising is the first book to present an empirically based model for integrating culture with consumer behavior consumer behavior and culture reviews the myths of global marketing and explores the concept of culture and models of culture it provides empirical evidence of convergence and divergence in consumer behavior and covers various psychological and sociological aspects of human behavior used for explaining consumer behavior the book reviews and discusses cultural variations of these aspects across the world reviews the myths of global marketing and explores the concept of culture and models of culture it provides empirical evidence of convergence and divergence in consumer behavior and covers various psychological and sociological aspects of human behavior used for explaining consumer behavior the book reviews and discusses cultural variations of these aspects across the world key features a cultural exploration of the various psychological and sociological aspects of human behavior such as concept of self personality group influence motivation emotion perception and information processing a discussion of consumer behavior theories and cultural variations from around the world coverage of a number of consumer behavior domains including explanations of differences in consumption and ownership all based on empirical evidence in addition to anecdotal evidence the consequences of branding and marketing communication strategy are presented and analyzed perfect for students and practitioners in marketing and advertising this book is designed to meet the needs of those wishing to view consumer behavior from a global cultural perspective it is also ideal for those emphasizing the role of minority groups as well as increased multicultural sensitivity in their marketing and advertising strategies

using a variety of print advertisements this exciting and provocative study explores how the consumer is created by advertisements in terms of sex class race it also explores the figure of the citizen and how this identity is produced by contemporary political discourses advertising and consumer citizenship will be essential reading for all those interested in the study of consumption citizenship and gender

by the time we die we will have spent an estimated one and a half years just watching tv commercials advertising is an established and ever present force and yet as we move into the new century just how it works continues to be something of a mystery in this 3rd international edition of advertising and the mind of the consumer renowned market researcher and psychologist max sutherland reveals the secrets of successful campaigns over a wide range of media including the web and new media using many well known international ads as examples this book takes us into the mind of the consumer to explain how advertising messages work or misfire and why advertising and the mind of the consumer is not just a how to book of tricks for advertisers it is a book for everyone who wants to know how advertising works and why it influences us for people in business with products and services to sell for advertising agents marketers as well as for students of advertising and consumer behaviour essential reading for all practitioners and everyone interested in how advertising works john zeigler ddb worldwide finally a book that evades the magic of advertising and pins down the psychological factors that make an ad successful or not it will change the way you advertise and see ads ignacio orearuno president ihaveanidea org reveals the secrets of effective advertising gleamed from years of sophisticated advertising research it should be on every manager s bookshelf lawrence ang senior lecturer in management macquarie graduate school of management breakthrough thinking i have been consulting in the advertising business and have taught graduate level advertising courses for over 20 years i have never found a book that brought so much insight to the advertising issues associated with effective selling professor larry chiagouris pace university puts the psyche of advertising on the analyst s couch to reveal the sometimes surprising mind

of commercial persuasion jim spaeth former president advertising research foundation

now in its third edition the popular ads fads and consumer culture is an engaging cultural studies critique of contemporary advertising and its impacts on american society arthur asa berger looks at marketing strategies sex and advertising consumer culture political advertising and communication theory and process to give an accessible overview of advertising in america the new edition features up to date examples and new theoretical material including expanded discussions on critical analysis methods sexuality in advertising global advertising and neuromarketing and comes complete with updated ads and berger s signature drawings whether new to berger s lively style of teaching and writing or loyal adopters advertising and media professors will want to check out the latest edition of this text

this is the first scholarly book dedicated to reading the work of contemporary filmmakers and their impact on modern marketing and advertising drawing from consumer culture theory film and media studies the author presents an expansive analysis of a range of renowned filmmakers who have successfully applied their aesthetic and narrative vision to commercial advertising it challenges some traditional advertising tropes and sheds light on the changing nature of advertising in the contemporary media context utilising deleuze and guattari s notion of assemblage this book addresses themes of spatiality and time narrative and aesthetics and consumer reception within a new frame of reference that re contextualises classical concepts of genre platform and aesthetic categories these diverse elements are embedded into a larger discussion of the resonance of contemporary advertising for consumer culture and the implications of the hybridity characteristic of convergent media platforms for understanding the potential of advertising in the twenty first century it offers a cutting edge interdisciplinary perspective for researchers academics and practitioners working in marketing communications advertising and

media studies

commercial breaks radio spots product placements billboards pop up ads we sometimes take for granted how much advertising surrounds us in our daily lives we may find ads funny odd or even disturbing but we rarely stop to consider their deeper meaning or function within society what exactly does advertising do how and why do ads influence us how does the advertising industry influence our media these are just a few of the many important questions addressed in the advertising and consumer culture reader an incisive provocative collection that assembles twenty seven of the most important scholarly writings on advertising and consumer culture to date the classic and contemporary essays gathered here explore the past present and future of advertising from the early days of print to the world wide and beyond these selections offer historical sociological critical cultural and political economic lenses to explore a wide range of topics from consumer activism to globalization to the role of ads in the political process together these key readings chart the past present and future of advertising while also examining the effects of advertising and consumer culture upon individuals society cultures and the world at large designed for use in courses the collection begins with a general introduction that orients students to thinking critically about advertising and consumer culture section and chapter introductions offer valuable historical and critical context while review questions after each reading will spark classroom debates and challenge students understanding of key concepts

few applied disciplines are more sensitive to cross cultural issues than marketing and consumer psychology the chapters prepared for this volume reflect awareness of both similarities and differences within and across cultures they include analyses of methodological issues theoretical investigations of cultural and social values and their implications for marketing specialists studies of gender and sub culture specific advertising and investigations of



advertising efforts in several different international markets the scholars and advertising professionals who contributed these chapters will have much to say to consumer psychologists and marketing specialists alike

contains primary source material

this book is an honor to the many important contributions of herbert krugman past president of apa the division of consumer psychology and the association for public opinions research this reader contains his selected works in consumer behavior and advertising which combine insights from cognitive psychology social psychology and survey methodology william wells university of minnesota has provided the foreword and section overviews for the book which will help it appeal to all academics and students of consumer research

the rush of marketing expenditures in the internet has made effectiveness and efficiency increasingly relevant in particular online firms offering free content need to provide powerful marketing tools to advertisers to support their own business models behavioral targeting enables websites to selectively display advertisements to consumers according to their surfing profiles making advertisements more relevant and thereby increasing advertising revenues from websites consequently it is often seen as a savior by online firms struggling to finance their free content however targeting can raise privacy concerns leading to negative consumer reactions furthermore there is increasing regulatory pressure for websites to inform surfers about targeting practices and provide them with opt in or opt out functions proactively addressing those challenges to sustain revenues from targeted advertising is highly important in particular for advertising supported websites and requires systematic research such research though has to account for the fact that the profiling of consumers to increase advertising revenues raises ethical questions especially because targeting often occurs without consumers knowledge

this doctoral dissertation studies consumer privacy concerns with regard to online targeting practices specifically it investigates how privacy concerns affect consumers perceptions of targeted advertisements furthermore building on social exchange theory fairness norms and previous research on consumer privacy concerns in related areas such as direct mail and e commerce i develop tangible managerial operational mechanisms to increase consumers acceptance of targeting and improve consumers perceptions of targeted advertisements in order to ensure that these mechanisms are in line with principles of business ethics i derive normative requirements for these mechanisms from integrative social contracts theory i test these mechanisms and explore the related cognitive processes in two experimental studies a laboratory and a large scale field experiment on two popular german websites 1 first i find that under certain conditions surfers are highly motivated by reciprocity specifically when reminded that targeted online advertisements support free content and when asked to voluntarily reciprocate the website for providing its free content consumers do not only more readily consent to targeting but also perceive targeted advertisements as less intrusive the effect of appealing to reciprocity on consumers acceptance of targeting is driven by consumers desire for distributive justice it is not as one might believe driven by selfish motives such as the expectation of receiving free content in the future second in contrast to the current industry practice i find that informing consumers that targeting makes advertisements they see on the internet more interesting to them does not have any significant effect this finding shows that there is currently great potential for the online advertising industry to change the way it promotes and justifies targeting to consumers finally i find that providing consumers with a high level of control over their information not only increases their perceptions of procedural justice but also reduces privacy concerns increases trust and thus the acceptance of targeting as such my research suggests that it is advisable to allow consumers to access and edit the anonymous profiles stored in their cookies a practice currently followed by very few websites and advertising networks overall this doctoral dissertation contributes to a very new academic research field studying

targeted online advertising and consumer privacy concerns in contrast to previous studies which have all described the challenges related to privacy concerns this study focuses on reconciling consumers legitimate desire to protect their privacy and the interests of the internet industry which requires powerful marketing tools thus from a practical perspective this dissertation identifies mechanisms for websites in general and for free content websites in particular to sustain or even increase their advertising revenues as such my findings may help advertising supported online businesses to keep their services free of charge and thereby to sustain the consumer surplus they generate through the combination of real behavioral and self reported data the findings are particularly robust and might further stimulate the debate on consumer privacy advertising effectiveness and the financing of free content among academics practitioners and regulators

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 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 subile and implicit but sometimes blatant and impossible to overlook 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

this book addresses challenges and opportunities in research and management related to new advertising and consumer practices in brand communications with multiple touchpoints it specifically relates to new insights into how profitability and customer engagement are affected by multiple and very diverse consumer touchpoints in an omni connected world advances in advertising research are published by the european advertising academy eaa this volume is a selective collection of research presented at the 17th international conference in advertising icoria which was held in valencia spain in june 2018 the conference gathered more than 180 participants from over 27 countries all over the world

in this text the authors present current research in the study of advertising methods and perceptions and their impact on consumer behaviour the topics discussed include the use of tourism distribution channels for advertising a religious imagined community in arcadia greece investing in culture and intercultural relations for advertising and sustainable development of the contemporary european city with the framework of international city branding a social psychological perspective of marketing strategies appealing to the consumers uniqueness social media advertising and its important role in representing and influencing consumer choices cultural characteristics and how they moderate consumer response to positive and negative feeling advertisements and consumers and brand loyalty

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## **Introduction**

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