

## The Effect Of Advertising And Sales Promotions On Brand Equity

In this dissertation, I consider the effect of contraceptive advertising and different forms of sexual education on condom sales. Because condoms are a readily available, easy to use, and inexpensive form of contraception, understanding factors which may affect usage--such as advertising and sexual education--can have meaningful policy implications. To estimate the effect of advertising and sexual education, I use discontinuities in both created by television market and state borders. I find the effect of condom advertising is lower and return on marketing investment is negative when abstinence is stressed. Hence, from a managerial perspective, firms may want to consider the status of sexual education when making targeting decisions. I also find comprehensive sexual education has different effects on condom sales depending on how it is disbursed. From a policy perspective, this research opens avenues for asking further questions about the effect of sexual education on contraceptive choices and sexual behavior.

Kelso challenges readers to reflect on the social impact of advertising from multiple perspectives. Topics include but are not limited to: a history of modern advertising in the US, how advertising can privilege or marginalize social constructions of identity, the problematic targeting of children, and the masks behind corporate advertising.

This book examines the social, psychological, legal, and ethical impact â?? perceived or proven â?? that may result from advertising in the booming Chinese market. The book provides readers with an understanding of the two-way relationship between advertising and Chinese society. Major issues addressed include rising consumerism, consumers' attitudes towards advertising and reactions to advertising appeals, cultural messages conveyed in advertisements, gender representations, sex appeal, offensive advertising, advertising law and regulation, advertising to children and adolescents, symbolic meanings of advertisements, public service advertising, and new media advertising and its social impact. Advertising and Chinese Society resorts to a variety of research techniques including content analysis, survey, experiment, semiotic analysis, and secondary data analysis. The book will enhance the sensitivity of scholars and practitioners interested in Chinese advertising and its social ramifications.

The current debate over the economics of advertising has long focused on two questions. The first concerns the impact of advertising on the relative positions of large and small firms in an industry and thereby on the state of competition. The second examines the role of advertising on consumer purchasing decisions over broad consumption categories. Comanor and Wilson use the modern tools of economic theory and statistics to build and test their hypotheses, and contribute important analytical and empirical evidence on the key issues. The authors find that consumer decisions are affected substantially by the volume of advertising. Indeed, advertising is a weightier factor than relative prices. Their conclusions surely contribute to the nervousness long felt by economists over the use of consumer preferences to evaluate the welfare implications of resource allocation.

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 assists 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.

Fully revised and updated, Problems in Marketing includes over 50 new problems. This varied and challenging collection of problems has been written as a learning aid to any marketing textbook. The problems cover a wide range of marketing practice, each problem concentrating on a single concept or technique of marketing management. Problems begin with a full introduction to the concept followed by explicit instructions for solving them. This leads directly to a series of discussion questions to further enhance the application of each problem. Solutions are also available to lecturers by clicking on the companion website logo above.

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Robert East presents evidence on successful advertising campaigns where the brand benefits from more sales and higher prices, and he describes how good advertising can sometimes reduce the cost of doing business. The question of repeated exposure is examined: do sales initially gather pace with additional ad exposures, or do the gains get less and less after the first exposure? New evidence on this issue is assessed. The focus then moves to a model of ad response that covers the evidence on repeated ad exposure and explains how advertising may work over both short-term and long-term periods. The processes that could produce the long-term effect are discussed and new evidence is presented on the function of word of mouth. There is a chapter on the psychological processes that are used to explain ad effect and brief sections on the point of purchase and online advertising.

This is a completely rewritten and updated version of one of the true classic books in the field of marketing and advertising. What's in a Name? Advertising and the Concept of Brands analyzes brands from the point of view of modern marketing theory. It deals in detail with the role of advertising in creating, building, and maintaining strong brands - the lifeblood of any long-term marketing campaign. The work is empirically based and is supported by the best research from both the professional and academic fields. The authors describe the birth and maturity of brands and dissect the patterns of consumer purchasing of repeat-purchase goods. In addition to all new research findings and examples, this new edition of What's in a Name? includes first

time coverage of the short-term, medium-term, and long-term effects of advertising on sales of brands. The book concludes with new recommendations on how to develop and disseminate better advertising.

For most consumers, advertising is less important than advertisers might think. Advertising appears to function as something in the background that is hardly noticed, as "wallpaper," But mass-mediated advertising should at least function as a reminder when people are making choices. Smit addresses these questions through in-depth interviews, a nation-wide telephone survey with follow-up mail and a face-to-face survey. Edith Smit is associate professor at the Department of Communication at the University of Amsterdam and at the Amsterdam School of Communications Research (ascor). She is also Deputy Director of swocc, the Dutch Foundation for Fundamental Research on Commercial Communication.

Advertising is something which we are exposed to from a young age and which can affect us in many different ways. Centered around the question "Does advertising improve society?" this volume explores the impact and issues of advertising and questions its social responsibility, with a focus on Hong Kong society. The collection of essays offers a broad view of the interaction between society and advertising, from an introduction to semiotic studies, exploring the use of gender stereotypes to the employment of brand placement as a new form of product promotion. Written by professors of advertising with experience from both within the industry and from international research, this is a senior level textbook designed to augment any studies in advertising, marketing, public relations or media studies.

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