

A Review of Advertising in the 21st Century

Leandro Mateo Bolaños Melgar^{1,2} & Robert J.F. Elsner²

¹ Department of Business Administration, Erskine College, Due West, USA

² Department of Psychology, Erskine College, Due West, USA

Correspondence: Robert J.F. Elsner, Profesor & Chair, Department of Psychology, Erskine College, Due West, South Carolina, USA.

Received: May 6, 2016

Accepted: May 19, 2016

Online Published: July 6, 2016

doi:10.5430/ijba.v7n4p67

URL: <http://dx.doi.org/10.5430/ijba.v7n4p67>

Abstract

Advertising affects many aspects of our lives and can promote different behaviors that if misdirected can cause harmful outcomes in the life of the affected being. This review examines different ways advertising has been affecting the contemporary era in Economy, Health, and Society such that advertising is used and how advertisers are in their quest to find the best approach to reach the final customer. The focus of advertising becomes a delicate topic when channeling the intentions of the seller into a maybe unknown or much diversified market. The effects of advertising have to be measured and controlled for the future improvement of the content and the approach. With an ever-changing world, advertising must be adapting to the context it will be developing in. As the market (world) changes, advertising must adapt to it.

Keywords: advertising, change, advertising target, adaptation, behavior, final customer

The ultimate goal of advertising and marketing strategies is to deliver persuasive communication convincing another party to change opinions or attitudes (Meyers-Levy & Malaviya, 1999). There are three main aspects of consideration determining the quality and type of advertising: Product, Need, and Customer. While external factors, such as channel, context, media, etc., are vital considerations and often discussed, probably the most important matters of knowledge are to know what to sell, who to sell to, and why you are selling it. From this stand point, the question “How to sell it?” is born from these three main parts of advertising.

Massive social, marketing, and media changes clearly are reflected in advertising expenditure and allocation (Kerr, Schultz, Kitchen, Mulhern, & Beede, 2015). As the digital world is improving and developing more efficient and easy-to-use tools for advertising, the traditional advertising techniques and approaches must be improved, too. There are many theories in the market about how to produce the proper advertising and how to develop effective marketing strategies. Advertising has not just from the result of changing consumer media habits, decision making, and purchasing power, but it also appears to be part of the rise of a transformative global society: Advertising should not be constrained as a manageable, informational resource for rational consumers (Heath, 2012). Advertising can affect and create positive effects in many fields. According to Lacznia (2015), theories can (and should) be borrowed from other fields and adapted to advertising. This integration of fields makes the advertising more powerful and easy to adapt in different realities and scenarios. However, theories must be contextualized and practitioners should not be seduced by “strong-theory-only” thinking (Lacznia, 2015). Although a strong exchange between areas and fields aids in responding to new challenges, specialized journals or journal sections, conferences, or financial support by associations can strategically support a successful specialization (Eisend, 2015).

1. Quest for the Best Approach

Marketers believe that emotions are an important aspect of consumer behavior in a persuasive context (Lewinski, Fransen, & Tan, 2014). Emotions and feelings are the gatekeepers to our decisions, especially those that are mostly subconscious (Heath, 2012). There is a two-dimensional conceptualization of consumer attitudes: The first dimension is a hedonic dimension, resulting from sensations derived from the experience of using products, and the second is a utilitarian dimension derived from functions performed by products (Voss, Spangenberg, & Grohmann, 2003). Advertising has the obligation of making the customer to feel either the hedonic dimension or the utilitarian dimension, or maybe both at the same time. The hedonic dimension is the most searched when creating advertising because persons want to feel better while using a product. Maybe, when using the product the person is more likely

to outstand from the others and with this the brand accomplishes to turn that singular client into a faithful and loyal customer. The most important thing brands need to measure in order to know whether the advertising is effective or not is the positive response of the targeted customer. Advertising can be empirically considered as evaluative stimuli prior to the purchase decision.

Advertisers recognize the important role of emotion in persuasion, judgment, and decision making (Taute, McQuitty, & Sautter 2011). Eisend (2011) mentioned the importance of including humor within advertising to increase the positive responses from the customers, and is one of the dominant aspects of the hedonic dimension. Humor often determines when customers buy products or not. Humor is directly in proportion to happiness; if humor increases and turns into good humor, the person is happier. In commercials, it is possible to establish the advertisement effectiveness using facial expressions of happiness (Lewinski *et. al.*, 2014). Humor is a useful strategy to prevent the effects of resistance on the development of negative brand associations (Strick, Holland, van Baaren, & van Knippenberg, 2012).

Affective reactions triggered by humor do increase positive cognitions while humor directly reduces negative ones (Eisend, 2010). Stereotyping is also included at the time of choosing the target of the advertising. Stereotyping differs between humorous and non-humorous ads and demonstrates a particular pattern; namely, male stereotypes are more prevalent in humorous ads, whereas female stereotypes are more prevalent in non-humorous ads (Eisend, Plagemann, & Sollwedel, 2014). There are more differences not only between genders, but between ages when they receive the stimulation of advertising. According to Kay and Furnham (2013), numerous gender stereotypes are still present in TV ads, with females often portrayed in a more traditional way than males when compared with their respective roles in society. Kay and Furnham (2013) also found that older female adults (+55 years old) are more likely to be shown as consumers than both adult females and older adult males. Stereotypes are strong in many of the ads.

Costa Pereira, Verissimo, Castillo Diaz, and Correia (2013) found that, at least in Portugal and Spain, gender stereotypes are closely connected with products and their use. Typically, women's products tend to be either body products or those associated with household tasks, food and consumerism, while products associated with men are connected to socio-economical projection (cars, work, financial investment and sports). Costa Pereira *et al.* also found that female characters are mostly placed in social integration situations, undertaking roles or fulfilling tasks connected with family and family security. Women are more often shown choosing products solving problems and dealing with fears, normally acting out their role in an indoor environment. Rarely are males shown solving daily domestic problems, except in humorous ads. This relates back to Strick *et al.* (2012) suggestions that advertisers could use, and abuse, the incongruities of humor to avoid consumer resistance. Targeting final consumers is as difficult as creating the proper advertising for them. If the customer's needs are targeted properly, the purchase decision is almost inevitable. Advertising has to transmit clear messages to achieve specific goals while still being creative (Habib, 2015).

One approach to reach targeted clients is using anthropomorphized products/messengers (Touré-Tillery & McGill, 2015). In this approach, products are given life and they offer themselves as an ally, as a friend, and even as an individual either offering or needing help. For example, an anthropomorphized social cause such as a light bulb begging to be turned off to conserve energy (thus, a moral patient) elicits more compliance than non-anthropomorphized social causes (Ahn, Kim, & Aggarwal, 2014, as cited in Touré-Tillery & McGill, 2015). This example of the light bulb elicits the idea of a fellow being in need of help, thus eliciting both humor and compassion by showing an anthropomorphized being with a personality.

A key term is Brand Personality (BP), defined as "the set of human characteristics associated with a brand" (Aaker, 1997, p.347). Aaker (1997) set a scale that consists of five dimensions: sincerity, excitement, competence, sophistication, and ruggedness. Basing their work on Aaker's scale, Eisend and Stokburger-Sauer (2013) found that sincerity and competence have the strongest influence on brand success variables (e.g., brand attitude, image, commitment, purchase intention), while excitement and ruggedness have the weakest influence on brand attitude and brand commitment. They also found that sophistication is increased by the consistency of advertising. Advertising is a well thought choice when the target is finally clear; because even though the target is already set, the approach is a new way that must be followed and sometimes rediscovered. Customers not only appreciate and make pre-purchase decision; they also evaluate the brand subconsciously and create either positive or negative first impressions according to the storyline of the advertising. Indeed, television advertisers should seek to reduce divergence in consumer response to increase overall advertising appeal, or at least ensure that their target consumers will respond positively to each storyline element (Burton, McAlister, & Hoyer, 2015).

2. The Advancement of Technology and Its Effect on Advertising

Disruptions from technological advances have forced advertisers to adapt and recreate themselves in order to fit the new trends and markets. Advertising is broader now and affects almost all people.

Schmidt and Eisend (2015) explored exposure to ads and recall, finding maximum attitude toward a product is reached after ten exposures, although increases in recall do not level off at lower exposure rates. The explanation of the advertising repetition effect on recall is based on learning theory, that is, on implicit or explicit learning. Since Pavlov (1927/2003) first published his research, stimulus-reaction theories have provided the basis for learning information consciously or subconsciously for much of advertisement. Today, the many channels to expose advertising have increased from print and TV to the tablets and cell phones. With the rise of new devices like smart phones, new techniques and tactics have been developed, and are continuously evolving. The advertising must be personalized and fit the whole expectations of the consumer; otherwise, the advertising is rejected.

Distinct new advertising within the most modern technologies today started with m-commerce (SMS advertising; Rettie & Brum, 2001) and e-commerce (Barwise, 2001) around the beginning of this century. After the development of these types of advertising, the mobile market became attractive as the new core of databases for future advertising. During the last five years, the development of applications in mobiles has become an everyday issue that marketers have to deal with. A brand sponsored mobile application improves the level of engagement and attitude of the mobile user towards the brand (Bellman, Potter, Treleaven-Hassard, Robinson, & Varan, 2011). Nowadays, it is ever more difficult to engage users to a brand because customers, as technology does, keep developing their needs and demands. That is when the brand has to offer more than its competition. This becomes a decrease in margins and the importance of doing a very well performed advertising campaign stands out to put the brand over the others.

Mobile advertising can find many obstacles as their messages have to be customized. A study by Radder, Pietersen, Wang, & Han (2010) reported on the use of software applications by marketers to send SMS advertisements to multiple recipients. This kind of technology limits the scope for customization of the message based on the recipient's profile and thus adversely influences the attitude of the recipient towards SMS advertising in general (Billore & Sath, 2015). As social media and online technologies continue to evolve, new and exciting opportunities will undoubtedly emerge for researchers (King, O'Rourke, & DeLongis, 2014)

3. Advertising and Its Effect on Price

Many companies do not always constrain advertising in accord with product pricing. They first set the price according to the operations done to get the final product. Price has an immediate effect on consumers whereas advertising has long-term carryover effects (Sethuraman, Tellis, & Briesch, 2011), thus is seen as an operational investment. With this new trend of combining both reference price and advertising makes it easier for companies to set a higher price depending on perceived value in the advertising. In fact, as two main elements affecting market demand; reference price and advertising have an interaction relationship. In operation management, a firm is able to make larger profits considering the two elements together (Qiao, Jianxiong, & Wansheng, 2015). Qiao *et al.* (2015) also stated that the reference price and demand are affected by goodwill which is controlled by advertising effort. In other words, the effort for setting a good advertising for a product will determine, roughly, the success of the product and an expectation for a big profit. With a good advertising campaign, the company is in the position of setting a higher price as the sincerity and competence of the product show it is worth the extra money compared to the competition.

One strategy that companies may of the times use to increase perceived value and differentiate from their competition is using celebrities to promote their products. This strategy has immediate and delayed effects on the effectiveness of the advertising (Eisend and Langner, 2010). Also, stereotypes in advertising are reinforced by the use of celebrity voices and opinion leaders that prescribe, validate, and approve the products and brands (Costa Pereira *et al.*, 2013). Eisend and Langner (2010), state that not all the effects of advertising are immediate and that the subject could have been reinforced by a previous advertising campaign in order to purchase the product. Even pre-decision constructs such as attitudes may not necessarily be formed at the time of ad exposure, but can be constructed from memory at a later point in time, leading to outcomes that differ from online attitude formation (Cohen & Reed, 2006).

The decision to purchase depends on the consumer, but advertisers and marketers must be very careful about what they prepare for their clients. Advertisers should thus—depending on their goals (e.g., creating awareness or enhancing brand evaluations)—carefully consider whether they should use the same retrieval cues (visual and verbal elements) consistently across the different ads or should vary the ad execution to some extent (Voorveld &

Valkenburg, 2015). Advertising is matter of change and progress because people are always looking for better products to satisfy more complex needs.

4. Advertising and Its Effect on Health Industry

Health is one of the top sellers on advertising. Health is on the list of the most wanted product in the world; good health is needed by everyone. People usually see health as a complicated issue that, when explained simply within advertising, they feel misled by untruthful promotion. This is because health-inducing products is often very expensive and typically ignores prevention. Repetition is necessary for health-related messages to overcome misunderstandings and misinterpretation of the information concerning health and increase consumer's fluency of the claim (Chang, 2013). Customers are more likely to believe in the message if they see it repetitively. Dechêne, Stahl, Hansen, and Wänke (2010) referred to this effect as the *truth effect*. Although the truth effect is relevant to all persuasion contexts, health advertising in particular consists of situations in which the subjective feelings of the consumer play a pivotal role (Sundar, Kardes, & Wright, 2015). Again, the repetition of information is needed when trying to hold that information inside the minds of the targeted people.

When health becomes a brand trying to sell a product or service, customers start to relate the brand with health. In spite of competition entering a market, when a customer recognizes a particular brand as theirs, and possibly their one-and-only way to gain health, the brand wins customer loyalty. This reason is among those that explain why the health industry is one of the biggest markets globally.

Advertising also promotes positive attitudes such as eating healthy. The constant stimuli by the exposure of healthy images of fruits and vegetables creates a habit of consumption of these healthy products and increases the own satisfaction with life of the person (Bolanos & Elsner, 2015). In other words, depending on the approach the advertiser chooses the consumer can be affected in a way that not only will change his or her purchase decision but will also change the way of living of the persons.

One target market that advertising has to go for is the early and later Childhood. Advertising has a strong impact on children's beliefs and perceptions, both embedded/placement ads and distinct ads, which start at increasingly early ages (Belova, Chang-Rundgren, & Eilks, 2015). The potential impact of advertising of unhealthy food on children's healthy eating choices has been a topic of concern among scholars and policymakers (Ferguson, Contreras, & Kilburn, 2014). This is true concerning children's healthy eating in relation to a high level of overweight and obesity in recent generations of children (Pretlow, 2011). Even though children are considered a well-defined market, there are many cultural differences in their way of living and processing information. There are cultural differences in food preferences as well, which do not appear to be clearly explained by TV viewing (Lapierre, 2013). Again, this is why the type of advertising and the targeted consumers have to be chosen carefully. In some cases direct advertisements of fast foods have been banned and the effectiveness of such approaches has not always been clear (Kent, Dubois, & Wanless, 2011), some studies suggest they may be effective in reducing overall fast food consumption (Dhar & Baylis, 2011, as cited by Ferguson *et al.*, 2014). Ferguson, Munoz, and Medrano (2012) found that exposure to commercials for unhealthy products increased desire for those products relative to commercials for healthier products, even from the same company. Moreover, parental influence moderated this effect somewhat, but not completely.

5. Advertising and Social Issues

People are always looking to reach an ideal they saw previously on advertisings or TV. For example, women high on seeing being thin as an ideal will report a more negative body image and more positive attitudes toward cosmetic surgery (Ashikali et al., 2015). Ashikali et al. (2015) also found a negative influence of cosmetic surgery advertising on weight and appearance dissatisfaction. Advertising in this case should be measured to assure the least amount of negative effects on the life of the individuals either physically or psychologically.

Cosmetic surgery options, services, and products constitute a new trend in advertising through the last years as more people look for the perfect physique or to look similar to their favorite artists or to famous people that usually people label as "perfect." Social or peer pressure has led the market of cosmetic surgery to its success. The "advanced societies" influence the view of the self and get to consider the outside image of the self as more important than the inside: self-objectification. These ways of thinking of the self have been linked to more positive attitudes toward cosmetic surgery (Calogero, Park, Rahemtulla, & Williams, 2010). Markey and Markey (2010) found that individuals exposed to television shows that glorify cosmetic surgery as a valid and acceptable alternative to nature, such as "Extreme Makeover," reported a greater desire to undergo cosmetic surgery. Similarly, Mazzeo, Trace, Mitchell, and Gow (2007) found that women who viewed the "The Swan" reported greater perceived pressure from

the media to be thin, as well as increased endorsement of their ability to control their appearance (Ashikali, Dittmar, & Ayers, 2015).

Other issue in society is the advertising or promotion of behaviors that might or will harm the person is drinking alcohol and smoking tobacco. Scharf, Martino, Setodji, Staplefoote, & Shadel (2013) cited that more than 70% of teenagers have consumed alcohol by high school graduation, and more than 20% of high school seniors have engaged in heavy drinking in the past two weeks (Johnston, O'Malley, Bachman, & Schulenberg, 2011). Similarly, nearly 20% of all high school students and more than 6% of eighth graders currently smoke (U.S. Centers for Disease Control & Prevention, 2010; Johnston, O'Malley, Bachman, & Schulenberg, 2012). Earlier initiation to drinking is associated with heavier drinking patterns in adolescence and adulthood, thus increasing the likelihood of adverse physical and mental health conditions (Australian Government National Health and Medical Research Institute, 2009).

Scharf *et al.* (2013) used an Ecological Momentary Assessment (EMA; Shiffman, Stone, & Hufford, 2008) that allows a precise measurement of the specific characteristics and context of individual alcohol- and smoking related media exposures in their study and found that youth have approximately twice as many exposures to alcohol than to smoking-related media, and that they were able to report the brand of both types of advertised products most of the time. According to Hindmarsh, Jones, and Kervin (2015), Alcohol advertising is ubiquitous, and often covert. For example, product placement involves intentionally embedding a brand name or product within a film or music clip, while branded merchandise involves placing an alcohol brand on a product that is purchased and used by consumers, such as clothing products. Tobacco is even a riskier product in the market as the age for acquisition is less than the age needed for buying alcohol. As even more younger people are exposed to this type of advertising they are more prone to go under this tobacco consumption behavior. According to Shadel, Martino, Setodji, & Scharf (2012), sequential exposures to pro-smoking media incrementally change and strengthen individuals' risk of smoking over time, for example by gradually strengthening their smoking intentions and eroding their smoking-resistance self-efficacy. Shadel *et al.* found that exposure to pro-smoking media is associated with higher overall mean levels of future smoking risk in all individuals, regardless of their levels of experience with smoking.

As years go on and technology and culture advance it will become more difficult to control the decisions or behaviors of the young population. This issue rises up the need for new solutions in controlling behaviors that if initiated at young ages are more likely to be harmful than initiated at a young adult or adult age with a previous knowledge of the matter. Good self-control reduces the effect of adverse media influences on adolescent tobacco and alcohol use (Wills, Gibbons, Sargent, Gerrard, Lee, & Dal Cin, 2010). Wills *et al.* (2010) explain self-control as the positive measurement of one's action's outcomes or consequences; for example, "I get my homework done first so I can have fun later." In other words, advertising for alcohol consumption has to be measured and limited to certain segments of the market having the variable "age" as primordial when doing so. One solution to differentiate the good and the bad of advertising is *Media Literacy*.

As cited by Primack, McClure, Li, and Sargent (2014), *Media literacy* is an innovative approach that teaches young people to understand, analyze, and criticize media messages may be a promising complement to exposure reduction (Bergsma & Carney, 2008; Chen, 2013; Primack, Douglas, Land, Miller, & Fine, 2014). Yet while media literacy has been commonly utilized to address tobacco use (Bergsma & Carney, 2008; Pinkleton, Weintraub, Cohen, Miller, & Fitzgerald, 2007; Primack *et al.*, 2014), it has been less frequently applied to alcohol (Chen, 2013; Kupersmidt, Scull, & Austin, 2010).

There are other behaviors that are related to advertising and its consequences. Actually, the use of violence and sex content in television has raised a lot of controversy and has increased sells all over the world. As pornography is banned by many societies, sex on TV is more accessible for a broader market of ages, whether inferred or explicit nudity and sex. This accessibility makes this kind of TV shows more attractive and seductive to the audience, who in its majority is not legally allowed to watch the explicit version. For the adult market, they are also a loyal market of nudity and sex in advertising as it is the closer to what they dream of to occur in their own lives.

Unfortunately, this is similarly found with violence; the audience or potential customers enjoy the fact that violence into its maximum expression is forbidden and punishable. DeWalt, Maner, Deckman, and Rouby (2011) explains the "*forbidden fruit*," which can be directly related to the reaction of people toward this type of advertising. The notion of the "*forbidden fruit*" says that people will react to attractive alternatives and increase the temptation toward it. According to Ferguson, Cruz, Martinez, Rueda, and Ferguson (2010), there are two possible routes to sell through violence and sex. The first one is the direct route which stands that if sex and violence on television "sells," then one would expect people to be more likely to buy products, any products (irrespective of the advertisements) that are

advertised during the show. The second one is the indirect route which stands that television shows (violent, sexual, or neutral) can simply fulfill the function of attracting viewers. Once viewers are in front of the television, it is up to the content of the advertisements, not the television program itself, to sell products. On the other hand, advertisers have started to realize that not always sex and violence will sell depending on the strict content of it and they have to start design new advertising strategies to reach their targeted customers (Lull & Bushman, 2015). As population starts to change their mindsets toward new products, advertisers have to skew their techniques and be more careful when designing new advertising. This has to happen because as part of the total population become more liberal in their thoughts the other rest of the population stay susceptible or become even more susceptible to be affected by this kind of exposure to media.

One problem between advertising and society is that advertising sometimes promotes behaviors that are known or considered to be addictive such as gambling. Gambling operators spend large sums of money on advertising their products in sports arenas, newspapers, billboards, TV, radio, and the Internet (Thomas, Lewis, McLeod, & Haycock, 2012). The rationale for investing in the marketing and advertising of gambling products is that expenditures will pay off in the form of increased volume of overall gambling participation and/or increased market share of the operator's gambling products (Hanss, Mentzoni, Griffiths, & Pallesen, 2015). Audiences are exposed to many gambling options in their daily basis, from the time they wake up and turn on their favorite sports channel to their mobile applications that sometimes include advertisements of gambling applications or events.

Social media is very important for advertisers of gambling brands as it is the best channel to promote their products and to stimulate the habit of gambling with the most of times false promise of becoming the biggest winner. To gamble is not a big issue now in society, the problem is when people start to gamble obsessively and become addicted to it. Problem gamblers are more usual these days. Derevensky, Sklar, Gupta, and Messerlian (2010) found that problem gamblers were more likely than social gamblers and non-gamblers to report that they sometimes or often gambled after seeing gambling advertisements and that advertising increased their interest in gambling. It has been argued that initiatives to promote gambling products sometimes specifically target population groups vulnerable to developing gambling problems (Lamont, Hing, & Gainsbury, 2011). Planzer and Wardle (2012) noted that demonstrating the negative effects of gambling as solely attributable is hard to demonstrate empirically given that advertising effects are not uniform and "maturity" and "immaturity" of the market also have an impact.

In general, advertising can have both positive and negative effects depending on the person the advertisement is exposed to. Every person is different and not all will react in the same way under similar situations. Studies affirm that attitudes toward gambling will evoke gambling participation (Hanss, Mentzoni, Blaszczynski, Molde, Torsheim, & Pallesen, 2014; Wood & Griffiths, 2004). This shows how powerful advertising is because it is able to create the enough interest to make the individual prone to purchase the idea or product. Social consequences are at a higher conceptualization level and are more effective in reducing the propensity to gamble (Orazi, Lei, & Bove, 2015). Advertising aims to concentrate social groups and focus their attention into a specific product. It may attract a good segment of interested people but a portion of these people might be prone to create bad habits and reactions from the advertisement.

Marijuana consumption is another very sensible topic to talk about. Despite decades of refinement and expenditures in the billions of dollars, mass media campaigns designed to prevent or reduce substance use have met with inconsistent results (Crano, Siegel, & Alvaro, 2012). Advertisers have been creating prevention campaigns but these campaigns have not always fulfilled the high hopes of their designers (Brinn, Carson, Esterman, Chang, & Smith, 2010; Crano, 2010). A previous study has been done in evaluating the effectiveness of these ads and it was found that some of the times, advertisements have created usage intentions in the individuals and affect also the ones who have already been using marijuana. (Alvaro, Crano, Siegel, Hohman, Johnson, & Nakawaki, 2013) Marijuana has been accepted in many cultures and its consumption is every time less stigmatized. The problem with marijuana is the problems in behavior that are related to its use. There is a strong association between the use of the substance and behavioral and academic problems (Scoppetta Díaz-Granados, Pérez Gómez, & Hugo Muñoz, 2013). The popularity of this substance has been increasing throughout the world, being South America one of the places with highest growths in its consumption and in its acceptance. Uruguay has already legalized the use of marijuana and it has been accepted by the population. The percentage of active marijuana consumers in Colombia has doubled between 1996 and 2008, going from 1.1% to 2.3% (Scoppetta, 2010). Marijuana consumers usually label themselves as pacifists, but according to Scoppetta Díaz-Granados *et al.* (2013), marijuana consumers in high school are more prone to aggressive behaviors.

Legalization has been an issue in the U.S. and has created debate within the country. Thoumi (2013) concludes that the U.S. has been the main force behind the International Drug Control Regime (IDCR) that has been an instrument of its international policy but not of its domestic drug policies and that the Colorado and Washington State policies undermine the IOCR and will force changes in U.S. international drug policies.

6. Advertising and Its Effect on the Brain

Advertising, in order to be effective has to create an effect on the brain or stimulate some part of it so the decision is desired and attained. A central tenet of commercial advertising is that an individual's purchasing preferences can be affected so that one product or service is chosen over another (Cook, Warren, Pajot, Schairer, & Leuchter, 2011). Dijksterhuis (2004), Dijksterhuis, Bos, Nordgren, and van Baaren, (2006), and Dijksterhuis and Aarts (2010) all reviewed and synthesized primary studies suggesting that considerable amounts of processing and decision making may take place outside of conscious awareness (Cited by Cook *et al.*, 2011). In other words, the main purpose of practitioners of advertising is to influence the subconscious of the person and get them to secure client's pre-purchase thoughts for a future purchase. One big strategy of advertising firms is to use recall techniques that affect potential customers and create "nostalgic" episodes so the customers relates strongly with the product (Zhao, Muehling, & Karaklas, 2014). Today, nostalgia is considered a mixed emotional experience of looking back on or longing for the past (Hepper, Ritchie, Sedikides, & Wildschut, 2012).

Studies on *mirror neurons*, suggest that these neurons work when we understand actions when "we map the visual representation of the observed action onto our motor representation of the same action. According to this view, an action is understood when its observation causes the motor system of the observer to 'resonate'" (Rizzolatti, Fogassi, & Gallese, 2001; as cited on Lacoste-Badie & Droulers, 2014). According to Lacoste-Badie and Droulers (2014), mirror neurons also distinguish the intentions of certain actions within the advertisements and are able to identify the context of the ad and when it can be used on the daily basis by the person. This effect is called the action condition where the person can identify the pre- and the post- of an action related to the movements of the body that are seen on the advertisement. Indeed, advertising is a complex group of strategies that can affect the most complex processes of the brain.

7. Discussion

Advertising has been evolving to fit different needs in different cultures and ideologies, and these changes have increased with the emergence of new technologies. While a lot of focus has been put on the technologies themselves as if there is a social homogeneity among global consumers, attention is needed on the sociocultural manifestations in the core principles of advertising psychology. Nothing inside one culture is identical to what other cultures have in terms of the absolute adherence to American advertising standards, and this is destructive to global and systemic marketing and advertising given so many modern, technologically-driven advertising opportunities. There are similarities of cultures, but even in terms of prioritizations, technological utilization, and market sub-segmentations, it is important to not over-reach the similarities of aspects that can drive advertisers to set up baselines with different developments in order to reach their various targeted segments, markets, or customers. Advertising can reach out every single part of our lives; from selling hair product to house cleaning products. The way advertisers manage their ideas and design the advertisements to reach people out is the most difficult part of the process. Advertisers have the heavy duty of make everyone happy, which is not an absolute, but an end to constantly attempt to achieve.

The study of advertising should be deeper enough to get to understand all of the processes of the mind. Purchasing is a decision, so by managing and dominating the stimuli of that decision, the purchase of their product is almost a fact. Advertising is broad enough to keep societies fighting for discovering the best approach to reach the customers' interest. Actually, there is not what is believed as the best approach; as humans are improving their needs and processes due the advance of technology also, the way or approach to reach them is always improving and changing, too. This makes advertising one of the most interesting matters of study in the earth, because as it changes more previous knowledge stays obsolete and more new knowledge is required. The world will never get to the point that stops improving or progressing, fact that makes people more useful at the time of developing new technology to be suitable for mankind. There is always a market for a product; the hard part is to find the market and how to approach it.

This study has different reasons of how the perfect approach can be gotten. Reasons go from the psychological to the physiological roots of the effects of advertising; moreover, the main component to understand and to develop is the product. The main focus of advertising must be on the development of the products, which includes not only the analysis of the customer but also to create speculation on new possible trends and possible customer's decisions.

With this said, it is possible to assume that previous techniques and decisions do not guarantee future same outcomes.

Concerning the type of advertising whether it is positive or negative, it will always have to be connected to social thoughts and stereotypes set by majority. Given this, the process of choosing the target of the advertising has to be very meticulous as the advertiser will be dealing with many social critiques and risking his position in case of legal problems. It may be extreme to think of these possible negative outcomes, but advertisers have to realize that the market is too diverse that focusing in a very profitable market can gather the negative attention from other parties (e.g. marijuana use advertising).

References

- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34, 347-356.
- Ahn, H. K., Kim, H. J., & Aggarwal, P. (2014). Helping Fellow Beings: Anthropomorphized Social Causes and the Role of Anticipatory Guilt. *Psychological Science*, 25, 224-29.
- Alvaro, E. M., Crano, W. D., Siegel, J. T., Hohman, Z., Johnson, I., & Nakawaki, B. (2013). Adolescents' attitudes toward antimarijuana ads, usage intentions, and actual marijuana usage. *Psychology of Addictive Behaviors*, 27(4), 1027-1035. <http://dx.doi.org/10.1037/a0031960>
- Ashikali, E.-M., Dittmar, H., & Ayers, S. (2015, December 14). The Impact of Cosmetic Surgery Advertising on Women's Body Image and Attitudes towards Cosmetic Surgery. *Psychology of Popular Media Culture*. Advance online publication. <http://dx.doi.org/10.1037/ppm0000099>
- Australian Government National Health and Medical Research Institute (NHMRC). (2009). Australian Guidelines to Reduce Health Risks from Drinking Alcohol. Canberra: Commonwealth of Australia.
- Barwise, P. (2001). TV, PC, or Mobile? Future media for consumer e-commerce. *Business Strategy Review*, 12, 35-42. <http://dx.doi.org/10.1111/1467-8616.00164>
- Bellman, S., Potter, R.F., Treleaven-Hassard, S., Robinson, J.A., & Varan, D. (2011). The effectiveness of branded mobile phone apps. *Journal of Interactive Marketing*, 25, 191-200. <http://dx.doi.org/10.1016/j.intmar.2011.06.001>
- Belova, N., Chang-Rundgren, S., & Eilks, I. (2015). Advertising and Science Education: A Multi-Perspective Review of the Literature. *Studies in Science Education*, 51, 169-200.
- Bergsma L. J., & Carney M. E. (2008). Effectiveness of health-promoting media literacy education: a systematic review. *Health Educ Res*, 23, 522-542.
- Billore, A., & Sath, A. (2015). Mobile advertising: A review of the literature. *Marketing Review*, 15, 161-183. <http://dx.doi.org/10.1362/146934715X14373846573586>
- Bolanos, L., & Elsner, R. J. F. (2015). Positive Effects of Self-Affirmation and Environmental Behavioral Reinforcers on Fruits and Vegetable Consumption. *European Journal of Business and Social Sciences*, 4(8), 190-204.
- Brinn, M. P., Carson, K. V., Esterman, A. J., Chang, A. B., & Smith, B. J. (2010). Mass media interventions for preventing smoking in young people. *Cochrane Database of Systematic Reviews*, 11, Art. No.: CD001006. <http://dx.doi.org/10.1002/14651858.CD001006.pub2>
- Burton, J. L., Mcalister, L., & Hoyer, W. D. (2015). How Do Consumers Respond To Storylines in Television Advertisements? *Journal of Advertising Research*, 55, 51-61. <http://dx.doi.org/10.2501/JAR-55-1-051-061>
- Calogero, R. M., Park, L. E., Rahemtulla, Z. K., & Williams, K. C. (2010). Predicting excessive body image concerns among British university students: The unique role of appearance-based Rejection Sensitivity. *Body Image*, 7, 78-81. <http://dx.doi.org/10.1016/j.bodyim.2009.09.005>
- Chang, C. (2011). The Effects of Ad-Induced and Context-Induced Affect on Online and Offline Judgments of Health Ads. *Asian Journal of Communication*, 21, 523-43.
- Chen, Y.C. (2013). The effectiveness of different approaches to media literacy in modifying adolescents' responses to alcohol. *Journal of Health Communication*, 18, 723-739.
- Cohen, J.B., & Reed, A.I. (2006, June). A multiple pathway anchoring and adjustment (MRAA) model of attitude generation and recruitment. *Journal of Consumer Research*, 33, 1-15.

- Cook, I. A., Warren, C., Pajot, S. K., Schairer, D., & Leuchter, A. F. (2011). Regional Brain Activation with Advertising Images. *Journal of Neuroscience, Psychology, & Economics*, 4, 147-160. <http://dx.doi.org/10.1037/a0024809>
- Costa Pereira, F., Verissimo, J., Castillo Diaz, A., & Correia, R. (2013). Gender Stereotyping, Sex and Violence in Portuguese and Spanish Advertisement. *Comunicação E Sociedade*, 23274-292.
- Crano, W. D. (2010). Experiments as reforms: Persuasion in the nation's service. In J. P. Forgas, J. Cooper, & W. D. Crano (Eds.), *The psychology of attitudes and attitude change* (pp. 231–248). New York, NY: Psychology Press.
- Crano, W. D., Siegel, J. T., & Alvaro, E. E. (2012). The siren's call: Mass media and drug prevention. In J. P. Dillard & L. Shen (Eds.), *The persuasion handbook. Thousand Oaks, CA: Sage*. <http://dx.doi.org/10.4135/9781452218410.n18>
- Dechêne, A., Stahl, C., Hansen, J., & Wänke, M. (2010). The Truth about the Truth: A Meta-Analytic Review of the Truth Effect. *Personality and Social Psychology Review*, 14, 238–57.
- Derevensky, J. L., Sklar, A., Gupta, R., & Messerlian, C. (2010). An empirical study examining the impact of gambling advertisements on adolescent gambling attitudes and behaviors. *International Journal of Mental Health and Addiction*, 8, 21–34. <http://dx.doi.org/10.1007/s11469-009-9211-7>
- DeWall, C. N., Maner, J. K., Deckman, T., & Rouby, D. A. (2011). Forbidden fruit: Inattention to attractive alternatives provokes implicit relationship reactance. *Journal of Personality and Social Psychology*, 100, 621-629.
- Dhar, T., & Baylis, K. (2011). Fast food consumption and the ban on advertising targeting children: The Quebec experience. *Journal of Marketing Research*, 48, 799–813. <http://dx.doi.org/10.1509/jmkr.48.5.799>
- Dijksterhuis, A. (2004). Think different: The merits of unconscious thought in preference development and decision making. *Journal of Personality and Social Psychology*, 87, 586–598.
- Dijksterhuis, A., & Aarts, H. (2010). Goals, attention, and (un)consciousness. *Annual Review of Psychology*, 61, 467–490.
- Dijksterhuis, A., Bos, M. W., Nordgren, L. F., & van Baaren, R. B. (2006). On making the right choice: The deliberation-without-attention effect. *Science*, 311, 1005–1007.
- Eisend, M. (2010). How Humor In Advertising Works: A Test Of Alternative Models. *AMA Winter Educators' Conference Proceedings*, 21, 211-212.
- Eisend, M. (2011). How humor in advertising works: A meta-analytic test of alternative models. *Marketing Letters*, 22, 115–132. <http://dx.doi.org/10.1007/s11002010-9116-z>
- Eisend, M. (2015). Have We Progressed Marketing Knowledge? A Meta-Meta-Analysis of Effect Sizes in Marketing Research. *Journal of Marketing*, 79, 23-40. <http://dx.doi.org/10.1509/jm.14.0288>
- Eisend, M., & Langner, T. (2010). Immediate and delayed advertising effects of celebrity endorsers' attractiveness and expertise. *International Journal of Advertising: The Quarterly Review of Marketing Communications*, 29, 527-546. <http://dx.doi.org/10.2501/s0265048710201336>
- Eisend, M., & Stokburger-Sauer, N. (2013). Brand personality: A meta-analytic review of antecedents and consequences. *Marketing Letters*, 24, 205-216. <http://dx.doi.org/10.1007/s11002-013-9232-7>
- Eisend, M., Plagemann, J., & Sollwedel, J. (2014). Gender Roles and Humor in Advertising: The Occurrence of Stereotyping in Humorous and Nonhumorous Advertising and Its Consequences for Advertising Effectiveness. *Journal of Advertising*, 43, 256-273. <http://dx.doi.org/10.1080/00913367.2013.857621>
- Ferguson, C. J., Contreras, S., & Kilburn, M. (2014). Advertising and fictional media effects on healthy eating choices in early and later childhood. *Psychology of Popular Media Culture*, 3, 164-173. <http://dx.doi.org/10.1037/ppm0000016>
- Ferguson, C. J., Cruz, A. M., Martinez, D., Rueda, S. M., & Ferguson, D. E. (2010). Violence and sex as advertising strategies in television commercials. *European Psychologist*, 15, 304-311. <http://dx.doi.org/10.1027/1016-9040/a000016>

- Ferguson, C. J., Munoz, M. E., & Medrano, M. R. (2012). Advertising influences on young children's food choices are only marginally reduced by parental influence: A randomized controlled experiment. *Journal of Pediatrics*, 160, 452–455. <http://dx.doi.org/10.1016/j.jpeds.2011.08.023>
- Habib, S. (2015). Teaching Approaches in Advertising: Creativity and Technology. *Journal of Advertising Education*, 19, 17-25.
- Hanss, D., Mentzoni, R. A., Blaszczynski, A., Molde, H., Torsheim, T., & Pallesen, S. (2014). Prevalence and correlates of problem gambling among in a representative sample of Norwegian 17-year olds. *Journal of Gambling Studies*. Advance online publication. <http://dx.doi.org/10.1007/s10899-014-9455-4>
- Hanss, D., Mentzoni, R. A., Griffiths, M. D., & Pallesen, S. (2015). The impact of gambling advertising: Problem gamblers report stronger impacts on involvement, knowledge, and awareness than recreational gamblers. *Psychology of Addictive Behaviors*, 29, 483-491. <http://dx.doi.org/10.1037/adb0000062>
- Heath, R. (2012). *Seducing the Subconscious: The Psychology of Emotional Influence in Advertising*. West Sussex, UK: Wiley-Blackwell.
- Hepper, E. G., Ritchie, T. D., Sedikides, C., & Wildschut, T. (2012). Odyssey's End: Lay Conceptions of Nostalgia Reflect Its Original Homeric Meaning. *Emotion*, 12, 102–119.
- Hindmarsh, C. S., Jones, S. C., & Kervin, L. (2015). Effectiveness of Alcohol Media Literacy Programmes: A Systematic Literature Review. *Health Education Research*, 30, 449-465.
- Johnston, L. D., O'Malley, P. M., Bachman, J. G., & Schulenberg, J. E. (2011, December 14). Marijuana use continues to rise among U.S. teens, while alcohol use hits historic lows. *University of Michigan News Service*. Retrieved from <http://www.monitoringthefuture.org>
- Johnston, L. D., O'Malley, P. M., Bachman, J. G., & Schulenberg, J. E. (2012). *Monitoring the future national survey results on drug use, 1975–2011. Volume I: Secondary school students*. Ann Arbor, MI: University of Michigan Institute for Social Research. Retrieved from http://www.monitoringthefuture.org/pubs/monographs/mtf-vol1_2011.pdf
- Kay, A., & Furnham, A. (2013). Age and sex stereotypes in British television advertisements. *Psychology of Popular Media Culture*, 2, 171-186. <http://dx.doi.org/10.1037/a0033083>
- Kent, M., Dubois, L., & Wanless, A. (2011). Food marketing on children's television in two different policy environments. *International Journal of Pediatric Obesity*, 6, e433–e441. <http://dx.doi.org/10.3109/17477166.2010.526222>
- Kerr, G., Schultz, D. E., Kitchen, P. J., Mulhern, F. J., & Beede, P. (2015). Does Traditional Advertising Theory Apply to the Digital World? *Journal of Advertising Research*, 55, 390-400. <http://dx.doi.org/10.2501/JAR-2015-001>
- King, D. B., O'Rourke, N., & DeLongis, A. (2014). Social media recruitment and online data collection: A beginner's guide and best practices for accessing low-prevalence and hard-to-reach populations. *Canadian Psychology/Psychologie Canadienne*, 55, 240-249. <http://dx.doi.org/10.1037/a0038087>
- Kupersmidt, J.B., Scull, T. M., Austin, E. W. (2010). Media literacy education for elementary school substance use prevention: study of media detective. *Pediatrics*, 126, 525–531.
- Lacoste-Badie, S., & Droulers, O. (2014). Advertising Memory: The Power of Mirror Neurons. *Journal of Neuroscience, Psychology, and Economics*, 7(4), 195–202. <http://dx.doi.org/10.1037/npe0000025>
- Lacznik, R. N. (2015). The Journal of Advertising and the Development of Advertising Theory: Reflections and Directions for Future Research. *Journal of Advertising*, 44, 429-433. <http://dx.doi.org/10.1080/00913367.2015.1060909>
- Lamont, M., Hing, N., & Gainsbury, S. (2011). Gambling on sport sponsorship: A conceptual framework for research and regulatory review. *Sport Management Review*, 14, 246–257. <http://dx.doi.org/10.1016/j.smr.2011.04.004>
- Lapierre, M. A. (2013). Low-income child consumers across cultures: An investigation of children's consumer behavior in three diverse communities in North America. *Journal of Children and Media*, 7, 151–169. <http://dx.doi.org/10.1080/17482798.2012.673497>

- Lewinski, P., Fransen, M. L., & Tan, E. S. H. (2014). Predicting Advertising Effectiveness by Facial Expressions in Response to Amusing Persuasive Stimuli. *Journal of Neuroscience, Psychology, and Economics*, 7(1), 1–14. <http://dx.doi.org/10.1037/npe0000012>
- Lull, R. B., & Bushman, B. J. (2015). Do sex and violence sell? A meta-analytic review of the effects of sexual and violent media and ad content on memory, attitudes, and buying intentions. *Psychological Bulletin*, 141, 1022-1048. <http://dx.doi.org/10.1037/bul0000018>
- Markey, C. N., & Markey, P. M. (2010). A correlational and experimental examination of reality television viewing and interest in cosmetic surgery. *Body Image*, 7, 165–171. <http://dx.doi.org/10.1016/j.bodyim.2009.10.006>
- Mazzeo, S. E., Trace, S. E., Mitchell, K. S., & Gow, R. W. (2007). Effects of a reality TV cosmetic surgery makeover program on eating disordered attitudes and behaviors. *Eating Behaviors*, 8, 390– 397. <http://dx.doi.org/10.1016/j.eatbeh.2006.11.016>
- Meyers-Levy, J., & Malaviya, P. (1999). Consumers' processing of persuasive advertisements: An integrative framework of persuasion theories. *Journal of Marketing*, 63, 45–60. <http://dx.doi.org/10.2307/1252100>
- Orazi, D. C., Lei, J., & Bove, L. L. (2015). The nature and framing of gambling consequences in advertising. *Journal of Business Research*, 68, 2049-2056. <http://dx.doi.org/10.1016/j.jbusres.2015.03.002>
- Pavlov, I.P. (1927/2003). *Conditioned Reflexes*. Mineola, NY: Dover.
- Pinkleton, B. E., Weintraub, A. E., Cohen, M., Miller, A., & Fitzgerald, E. (2007). A statewide evaluation of the effectiveness of media literacy training to prevent tobacco use among adolescents. *Health Communication*, 21, 23–34.
- Planzer, S., & Wardle, H. (2012). What we know about the impact of advertising on disordered gambling. *European Journal of Risk Regulation*, 4, 588–594.
- Pretlow, R. A. (2011). Addiction to highly pleasurable food as a cause of the childhood obesity epidemic: A qualitative internet study. *Eating Disorders: The Journal of Treatment and Prevention*, 19, 295–307. <http://dx.doi.org/10.1080/10640266.2011.584803>
- Primack, B. A., Douglas, E.L., Land, S. R., Miller, E., & Fine, M. J. (2014). Comparison of media literacy and usual education to prevent tobacco use: a cluster-randomized trial. *Journal of School Health*, 84, 106–115.
- Primack, B. A., McClure, A. C., Li, Z., & Sargent, J. D. (2014). Receptivity to and recall of alcohol brand appearances in U.S. popular music and alcohol-related behaviors. *Alcoholism, Clinical and Experimental Research*, 38(6), 1737-1744. <http://dx.doi.org/10.1111/acer.12408>
- Qiao, Z., Jianxiong, Z., & Wansheng, T. (2015). A Dynamic Advertising Model With Reference Price Effect. *Rairo -- Operations Research*, 49, 669-688. <http://dx.doi.org/10.1051/ro/2014063>
- Radder, L., Pietersen, J., Wang, H., & Han, X. (2010). Antecedents of South African high school pupils' acceptance of universities' SMS advertising. *International Business & Economics Research Journal*, 9, 29-39.
- Rettie, R., & Brum, M. (2001). M-commerce: the role of SMS text messages. In the *Proceedings of the fourth biennial International Conference on telecommunications and Information Markets (COTIM 2001)*. Karlsruhe, Germany
- Rizzolatti, G., Fogassi, L., & Gallese, V. (2001). Neurophysiological mechanisms underlying the understanding and imitation of action. *Nature Reviews Neuroscience*, 2, 661–670. <http://dx.doi.org/10.1038/35090060>
- Scharf, D. M., Martino, S. C., Setodji, C. M., Staplefoote, B. L., & Shadel, W. G. (2013). Middle and high school students' exposure to alcohol- and smoking-related media: A pilot study using ecological momentary assessment. *Psychology of Addictive Behaviors*, 27, 1201-1206. <http://dx.doi.org/10.1037/a0032555>
- Schmidt, S., & Eisend, M. (2015). Advertising Repetition: A Meta-Analysis on Effective Frequency in Advertising. *Journal of Advertising*, 44, 415-428. <http://dx.doi.org/10.1080/00913367.2015.1018460>
- Scoppetta Díaz-Granados, O., Pérez Gómez, A., & Hugo Muñoz, V. (2013). Sobre La Supuesta Inocuidad Del Consumo De Marihuana: Diferencia Entre Consumidores Y No Consumidores En Encuestas Nacionales En Colombia. *Liberabit*, 19(1), 55-66.
- Scoppetta, O. (2010). *Consumo de drogas en Colombia: Características y tendencias*. Bogotá DC. Editora Guadalupe S.A.

- Sethuraman, R., Tellis, G. J., & Briesch R. A. (2011, June). How Well Does Advertising Work? Generalizations from Meta-Analysis of Brand Advertising Elasticities. *Journal of Marketing Research*, 48, 457-71.
- Shadel, W. G., Martino, S. C., Setodji, C., & Scharf, D. (2012). Momentary effects of exposure to prosmoking media on college students' future smoking risk. *Health Psychology*, 31, 460-466. <http://dx.doi.org/10.1037/a0027291>
- Shiffman, S., Stone, A. A., & Hufford, M. R. (2008). Ecological momentary assessment. *Annual Review of Clinical Psychology*, 4, 1-32. <http://dx.doi.org/10.1146/annurev.clinpsy.3.022806.091415>
- Strick, M., Holland, R. W., van Baaren, R. B., & van Knippenberg, A. (2012). Those who laugh are defenseless: How humor breaks resistance to influence. *Journal of Experimental Psychology: Applied*, 18, 213-223. <http://dx.doi.org/10.1037/a0028534>
- Sundar, A., Kardes, F. R., & Wright, S. A. (2015). The Influence of Repetitive Health Messages and Sensitivity to Fluency on the Truth Effect in Advertising. *Journal of Advertising*, 44, 375-387. <http://dx.doi.org/10.1080/00913367.2015.1045154>
- Taute, H. A., McQuitty, S., & Sautter, E. P. (2011). "Emotional Information Management and Responses to Emotional Appeals," *Journal of Advertising*, 40, 31-44.
- Thomas, S. L., Lewis, S., McLeod, C., & Haycock, J. (2012). They are working every angle. A qualitative study of Australian adults' attitudes towards, and interactions with, gambling industry marketing strategies. *International Gambling Studies*, 12, 111-127. <http://dx.doi.org/10.1080/14459795.2011.639381>
- Thoumi, F. E. (2013). La marihuana recreativa en los estados de Colorado y Washington y la incapacidad del Gobierno de Estados Unidos para hacer cumplir las leyes federales y las convenciones de drogas dentro de su país. (Spanish). *Colombia Internacional*, 219-248. <http://dx.doi.org/10.7440/colombiaint9.2013.08>
- Touré-Tillery, M., & McGill, A. L. (2015). Who or What to Believe: Trust and the Differential Persuasiveness of Human and Anthropomorphized Messengers. *Journal of Marketing*, 79, 94-110.
- U.S. Centers for Disease Control and Prevention (CDC). (2010). *Youth risk behavior surveillance, United States, 2009*. (MMWR surveillance summary, 59, SS-5). Retrieved from <http://www.cdc.gov/mmwr/PDF/ss/ss5905.pdf>
- Voorveld, H. M., & Valkenburg, S. F. (2015). The Fit Factor: The Role of Fit Between Ads in Understanding Cross-Media Synergy. *Journal of Advertising*, 44, 185-195. <http://dx.doi.org/10.1080/00913367.2014.977472>
- Voss, K. E., Spangenberg, E. R., & Grohmann, B. (2003). Measuring the Hedonic and Utilitarian Dimensions of Consumer Attitude. *Journal of Marketing Research*, 40, 310-320.
- Wills, T. A., Gibbons, F. X., Sargent, J. D., Gerrard, M., Lee, H., & Dal Cin, S. (2010). Good self-control moderates the effect of mass media on adolescent tobacco and alcohol use: Tests with studies of children and adolescents. *Health Psychology*, 29(5), 539-549. <http://dx.doi.org/10.1037/a0020818>
- Wood, R. T. A., & Griffiths, M. D. (2004). Adolescent lottery and scratchcard players: Do their attitudes influence their gambling behaviour? *Journal of Adolescence*, 27, 467-475. <http://dx.doi.org/10.1016/j.adolescence.2003.12.003>
- Zhao, G., Muehling, D. D., & Kareklas, I. (2014). Remembering the Good Old Days: The Moderating Role of Consumer Affective State on the Effectiveness of Nostalgic Advertising. *Journal of Advertising*, 43, 244-255. <http://dx.doi.org/10.1080/00913367.2013.853633>