



Advertising and Customer Values. To what extent does one influence the other?

By David Apel

GRIN Verlag Aug 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2015 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1,1, , language: English, abstract: (How) Does advertising influence customer values Can advertisers shape their audience's cultural values in their interest Or do advertisements simply appeal to values pre-existing in a society These questions are nowadays more relevant than ever before especially regarding the U.S. culture and advertising industry, which are serving as the objects of study. In the course of developing an answer, secondary research is conducted in the form of analysis and interpretation of literature, journal articles, reports and studies. In the course of developing an answer, secondary research will be conducted in the form of analysis and interpretation of literature, journal articles, reports and studies. The paper is set up as follows: Chapter 2 will precisely define and discuss the terms employed, and provide an in-depth look at U.S. values and their history. Chapter 3 will elaborate the mechanisms by which advertising influences various constructs on behalf of its audience, complemented with two studies related...



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