Contents

Preface		
Introduction Andrew A. Mitchell	1	
PART I: ADVERTISING EXPOSURE AND CHOICE		
Memory Retrieval Factors and Advertising Effectiveness Kevin Lane Keller	11	
2. The Relevance Accessibility Model of Advertising Effectiveness William Baker	49	
3. A Framework for Understanding the Effects of Advertising Exposure on Choice Prakash Nedungadi, Andrew A. Mitchell, and Ida E. Berger	89	
PART II: PSYCHOLOGICAL PROCESSES IN PERSUASION		
4. The Attitude-to-Behavior Process: Implications for Consumer Behavior Paul M. Herr and Russell H. Fazio	119	
5. Message Receptivity: A New Look at the Old Problem of Open- Versus Closed-Mindedness Mark P. Zanna	141	

6. Consumer Inference: Determinants, Consequences, and Implications for Advertising Frank R. Kardes			163	
PAR	T III: BEHA	VIORAL MODELS OF ADVERTISING EFFECTS		
7.	Advertising Brand Equit Julie A.		195	
8.	and In Attitu	ward the Advertisement Effects Over Time ude Change Situations A. Mitchell	209	
9.	•	5	239	
PAR	TIV: MEAS	SURING ADVERTISING EFFECTIVENESS		
10.		motion With Drama Advertising eighton and Stephen J. Hoch	261	
11.		I Model of Advertising Effects E. Gengler and Thomas J. Reynolds	283	
12.	The Potenti	Information Processing and Memory Development: al Value of EEG in the Study of Advertising I L. Rothschild	303	
13.		Remarks A. Mitchell	319	
_	Author Index 335 Subject Index 345			