Explanations for persuasiveness of television advertising

- **Hard sell approach** - advertisers present factual info about products, whilst **soft sell** involves more subtle and creative techniques. Those scoring highly on a test of “self monitoring”, where regulated own behaviour so seen by others favourably, had more favourable attitudes to soft sell. Low self monitoring and less image conscious - more factual.

- **Product endorsement** - celebrities to persuade as they provide familiar face and show themselves to reliable source of information we trust due to parasocial relationships.

- **Children and advertising** - adverts created on pester power. Advertising directly to children.

- **Martin** - celebrity endorsement not as effective, students more convinced by tv endorsement from fictional fellow student when buying a camera. Need for fashion amongst young people who resemble themselves.

  Lack external validity - all students so lacked generalisability. More about students rather than younger or older people.

- **Pine and Nash** - Christmas requests from children in US and Sweden, as advertising to under 12 are banned in Sweden. Lower requests in Sweden than US. Highlighting effectiveness of television advertising. But cultural differences such as Sweden being less interested in Santa Claus.

- **Giles** - Success due to having captive audiences - such as in the cinema whereas at home can leave room.

- Most research based on attitude and whether people like a product after exposure to advertising, not whether they’ll buy it. Not actual behaviour being measured so lack external validity as only attitude shift measured.