



Actitud hacia el anuncio y tipología de respuestas publicitarias desde el mapa cultural del receptor [

Ediciones Complutense,
2008-10-08

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Artículo revisado por pares

Analítica

This paper presents a research in which participated 254 people grouped in 5 experimental sets depending on sex, and socio-professional variables (students, housewives, and workers). Throughout three single interviews we study their choices concerning certain advertising, their attitude toward them, their Cultural Map and their personality using Cattell's 16PF questionnaire and Caprara, Barbaranelli and Borgogni's BQF. Advertising targets have been usually set by socio-demographic criteria (sex, age, profession, etc.) and consume indexes. The results of this research indicate that in order to throw light into the understanding of attitudes and responses toward advertising, more variables concerning the Cultural Map are needed. Taking into account these variables in the creative process of designing ads would definitely improve their efficiency and accuracy, would enhance the attitude of the public toward them and would, indeed, help the brand

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Título: Actitud hacia el anuncio y tipología de respuestas publicitarias desde el mapa cultural del receptor electronic resource]

Editorial: Ediciones Complutense 2008-10-08

Tipo Audiovisual: Attitude Toward the Ad; Cultural Map; Personality; Typology of reception Actitudes hacia el anuncio; Mapa Cultural; Personalidad; Tipología de recepción Ciencias de la Información

Variantes del título: Actitud hacia el anuncio y tipología de respuestas publicitarias desde el mapa cultural del receptor

Documento fuente: Pensar la Publicidad. Revista Internacional de Investigaciones Publicitarias; Vol. 2 Núm. 1 (2008); 93 - 122

Nota general: application/pdf

Restricciones de acceso: Open access content. Open access content star

Lengua: Spanish

Enlace a fuente de información: Pensar la Publicidad. Revista Internacional de Investigaciones Publicitarias; Vol. 2 Núm. 1 (2008); 93 - 122 Pensar la Publicidad. Revista Internacional de Investigaciones Publicitarias; Vol 2 No 1 (2008); 93 - 122 1989-5143 1887-8598

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