

ing," concludes that the primary benefits of advertising lie in its diversions and its ability "to disperse the energies of a thousand idolatrous faiths," focusing "different people's messianic impulses in different directions and on relatively unimportant things. That is the good they do," turning "human lead" into "social gold." In other words, even though capitalist advertising ensnares us in a world of false hopes and shallow consumerism, its hyped-up surface both fragments and disperses existential disappointment in directions that do not threaten social harmony.

The quest for elusive spiritual fulfillment also becomes the focus of Martin Green's essay "Some Versions of the Pastoral: Myth in Advertising; Advertising as Myth," which discusses advertising as a mythical system by which modern society defines itself. In its use of pastoral imagery, advertising evokes both the simplicity of the past and the technology that has triumphed over it, Green argues, offering products as easy answers to desires and fears arising from the deepest part of the psyche. In the process, it offers a level of fulfillment that can never be reached. Longing to return to paradise, we "console ourselves with simulacra."

Recent national and international events, especially those involving mass suicides in religious cults connecting the comet Hale-Bopp and the millennium with transcendent escape to other planets or UFOs attest to the efficacy of such observations that postmodernist alienation, fragmentation, and cultural confusion have caused us to search for salvation in some very strange places. Harry Keyishian ("We Bring Good Things to Life"/"We're Always There": The Ad World of GE") also effectively illustrates how advertising has moved into the contemporary spiritual void, suggesting that General Electric in particular has deliberately taken on a creationist role as an omniscient higher power in its corporate advertising.

When advertising as a cultural force is addressed specifically within the context of racism, sexism, and xenophobia, the essays shift in tone, and advertising is ascribed often subversive and insidious motives. Mills and Chaisson ("The Betrayal of the Media"), for example, see media as a conspiratorial force actively disparaging minorities and acting on a hidden political agenda that persistently assigns minorities to an American underclass, one defined by inferior values and characteristics and therefore limited in employability and social acceptability. "TV commercials," they conclude, "are used to divide, to create, and to maintain in this country an environment that is separate, hostile and unequal."

Elise Salem Manganaro adds a foreign dimension to this sense of "otherness," commenting on the irony implicit in advertising that uses foreign and exotic contexts for allure value. Beneath these surfaces, she argues, advertising confirms latent fears of different cultures and reinforces a sense of American superiority through the commodification of the Other, framing it within an American consumerist context. Waters and Ellis explore sexism in "The Selling of Gender Identity" and explain how Erving Goffman's critical observations on sexism in ad-

vertising are still valid today, almost 30 years after he made them. In an ironic twist, however, they observe that among other benefits of advertising, stereotypes help to simplify the information-seeking and decision-making processes, providing ready-made solutions. They thereby help keep society moving.

Although the stated intent of the book is to explore the role that advertising plays in creating culture through omnipresent words and images, it assumes more than it illuminates, and in the process omits altogether the crucial marketing function of advertising within the culture. Its attention to advertising's role in creating and sustaining social ills and inequities has already been well documented within a significant body of literature, and the book has less marketing relevance than politically liberal appeal.

Readers who are inveterate ad-bashers, or who are looking for philosophical connections between advertising and larger cultural issues, however, will find in its exploration of postmodernism many interesting, witty, and germane observations. Readers who still do not get what the paradigm shift called postmodernism is will find the writing of Cross, Cummins, Goodman, and Koppl particularly helpful in understanding the phenomenon.

Although voices are sometimes strident (Mills and Chaisson), sometimes too glib, and a bit too clever (Koppl), and although some essays are only peripherally about advertising at all (Cummins's essay on "Love and Liqueur," for example, analyzes two short stories in precise modernist and postmodernist terms, with less than a quarter of the essay relating to advertising), the book is nevertheless as interesting a *mélange* of partial insights into postmodernism and cultural study as advertising is—in one author's words—a "pastiche of false promises."

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Marketing to the Mind: Right Brain Strategies for Advertising and Marketing

by **Richard C. Maddock and Richard L. Fulton**
Westport, CN: Quorum Books, 1996, 280 pages

Professionals in the field of marketing and advertising have been struggling with the questions relating to consumer motivation for quite some time. What we would not give to get a peek into a consumer's mind and psyche. The image of man as a rational decision maker or an economic being has not been universally accepted. Our intuition tells us that not all consumer behavior is rational and logical, and a large part of what we do and how we behave seems to be driven not by logic but by *something else*. This something else has been studied under various labels, for example, intuition, feelings, emotions, impulse, illogic, irrational, and muddling through. The prevalence of this line of thinking is evidenced by the fact that even the most

basic advertising and marketing textbooks acknowledge that a large portion of consumer decisions are driven not by logic or rationale. This book addresses this very important aspect of consumer behavior under the label of *marketing to the mind*. Some of the key questions addressed are: What motivates consumers to behave in a certain manner? How does one go about unraveling this mystery of consumer motivation? Can this knowledge be used and how? and Where is the evidence?

KEY CONTRIBUTION

The book presents a very intuitive framework for understanding consumer motives, elements, emotions, and benefits. It is suggested that the motives behind consumer behavior could be grouped into eleven categories—person, place, time, and circumstance orientations; territorial, sexual, physical, and spiritual survival; followed by expectation, adaptation, and play. It is further suggested that these could be arranged in a hierarchy (Figures 4-7, p. 64) where spiritual survival, person orientation, and physical survival are the stronger motives, and circumstances orientation, play, and time orientation are weaker motives. Appeals to the stronger motives are likely to have a stronger impact than appeals to the weaker motives. This seems similar to Maslow's hierarchy, with one key difference. The motivational hierarchy is not something that consumers ascend or descend through in a unidirectional manner. They only indicate the relative strength of motives for behavior. To that extent this scheme does not suffer from the same problems faced by Maslow's hierarchy.

By the end of chapter 7, a very convincing and intuitive framework for analyzing and understanding motives behind consumer behavior is presented. Subsequent chapters address the issues related with operationalization, empirical evidence, reliability, and validity. As one would expect, a strong reliance is placed on qualitative research. A seemingly new research method called emotional demographic (*motigraphics*) is suggested, which revolves around visualization or thinking in pictures. The book avoids getting into the age-old debate between positivistic/empiricistic and relativistic/constructionist approaches and their pros and cons. A successful attempt is made to tie this new methodology to the existing techniques, for example, focus groups, factors, and cluster analyses. A measurement scale presented (chapter 12) should comfort the die-hard empiricists. In addition, marketing-to-the-mind research techniques are posited to be complementary to the traditional marketing research paradigm:

Marketing to the mind addresses the question of why consumers do what they do and it explains behavior. Traditional marketing research addresses the question of what consumers do and it describes what they do. Marketing to the mind is explanatory whereas the traditional approach is descriptive. (P. 101)

The remaining sections provide interesting and intuitively convincing anecdotal evidence to support these core

contributions. The list of business sectors from which this evidence has been gathered is extensive, for example, restaurants, casinos, cosmetics, automotive, fashion, amusement and theme parks, and even Graceland. There is even an attempt to apply marketing-to-the-mind concept to professional, nonprofit, commodity, and business services. It leaves one with a feeling that this book is a labor of love and hard work. As a final clarion call, the authors suggest that marketers and advertisers should strive to use the three-dimensional marketing perspective in their marketing and communication strategies and implementations. These dimensions are rational and logical reasons for purchase, mnemonic and memory aspects of the message, and motivational reasons for purchase (p. 12).

ADDITIONAL COMMENTS

This book tackles a difficult and crucial topic and does it in a very interesting and convincing manner. On occasions it tends to overemphasize and repeat that the current body of knowledge (both conceptual and processual) in the field of marketing and advertising have not paid enough attention to the nonrational motivation for consumer behavior. Despite a ring of truth, some progress has been made by acknowledging and exploring this field, especially by scholars associated with the Advances in Consumer Research (ACR) stream. Even the industry managers constantly look for the elusive "emotional why" as different from the "logical reasons or rationalization." In addition, there seems to be an overreliance, especially in the beginning, on anecdotes and past experiences. At times, the tone used is tautological and absolute. There is a risk of peeving some die-hard empiricists, if they also happen to be impatient. Apart from these minor shortcomings, the book is well written and captivating. It does justice to the complex topic of right-brain motivators. Of the books (nonfiction) I have read in the recent past, I have enjoyed this one immensely. It has motivated me to think of all sorts of ways in which I can use the concept of right-brain strategies. In fact, I have started using some of the concepts in my promotional management class.

In summary, I am quite sure that this book will be invaluable to practitioners in marketing and advertising firms in unraveling the mysteries of the motivational side of consumer behavior. Among academicians, I hope this book leads to increased attention and exploration of the emotional side of decision making, not just at a conceptual level but also at a level of research methodology. This could be the beginning of a new and exciting line of research. It harmonizes very well with the marketing concept that puts the consumer at the center of all business activity.

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