that influence how consumers interpret ambiguous product information (Ha and Hoch 1989; Hoch and Deighton 1989; Hoch and Ha 1986; Deighton 1984).

Another stream of research focused on the impact of advertising context on the processing of direct and indirect advertising claims. In a series of studies Yi (1990 a,b,c, 1993, 1996) looked at the role of the editorial content in framing the interpretation of print advertisements. In one condition the content was varied to prime either desirable or undesirable attributes of a product with the intent of guiding subject’s interpretation of information in a subsequent ad. For instance, a magazine article about automobiles would discuss either fuel efficiency or safety. The information in the article was intended to influence whether consumers perceived an ad’s depiction of the large size of a car as a positive or negative attribute.

Yi found that the context in fact influenced whether subjects interpreted the featured advertising claim as positive or negative. The subjects’ attitude toward the brand and their purchase intentions were affected accordingly (1990a, b, c). Yi also reported that the affective tone of the surrounding context affected consumers’ interpretation of attribute information. A positive versus a negative tone resulted in higher purchase intentions and a better attitude toward the ad (1990a,c). In looking at the influence of subjects’ product knowledge, Yi (1993) found that only subjects with moderate levels of knowledge were susceptible to such contextual effects.

Yi’s studies replicate findings from the priming literature in an advertising context. Beyond that, the contribution of such findings to the understanding of advertising processing is debatable. First, it is highly unlikely that advertisers would rely on such a strategy to effect belief change in customers. Even if advertisers could request