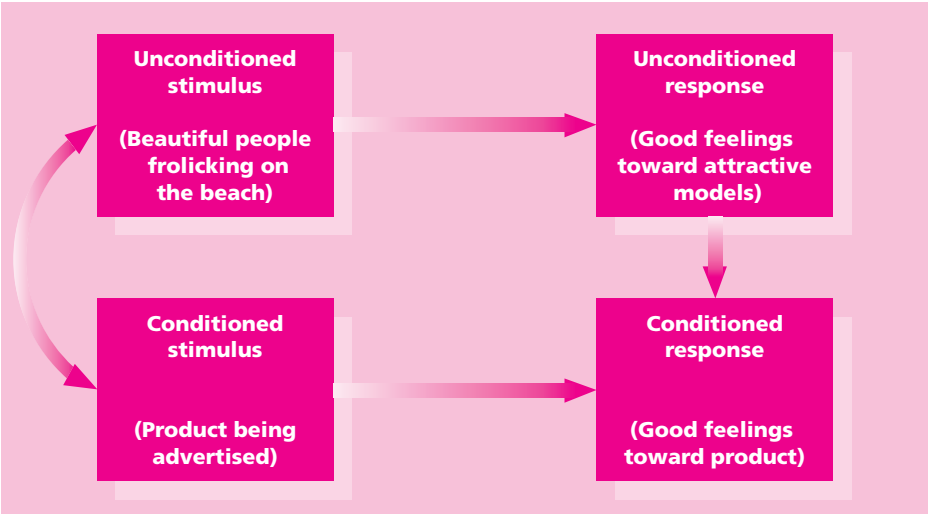
FIGURE 6.2

Classical Conditioning of Attitudes

Attractive models in advertisements evoke positive feelings, and these feelings are transferred to the product being advertised.