

## **Understanding psychological and societal consequences of (mis) representation in advertising**

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### **Abstract:**

Drawing on insights from communication, psychology, business, and consumer research, this cross-disciplinary integrative literature review delves into the social effects of (mis) representation in advertising. Thereby, the discourse not only delineates what constitutes 'good' representation versus misrepresentation, but also offers a comprehensive exploration of their potential psychological and societal repercussions and consequences, underscoring their significance for consumers and society. Ultimately, this article heightens academic understanding by harmonizing fragmented literature streams and outlining promising avenues for future research.