

Journal of Advertising Research

Editor's Desk: Help Shape the Future of Research at JAR

Opportunities to Contribute and Make an Impact

Colin Campbell

Articles

"That's It!" How Short Exclamations Boost the Effectiveness of Price Communications

Using "Containing Language" to Influence Perceived Price Complexity and Offer Fairness

Gal Mazor, Dikla Perez, and Ann Kronrod

Effects of Offline versus Online Promotional Media on Consumer Response

Can Print versus Online Coupons Be more Effective at Increasing Redemption Behavior?

Taku Togawa, Hiroaki Ishii, Soonho Kwon, Ikumi Hiraki and Naoto Onzo

An Examination of Digital Accessibility within Social Media Platforms

Problems for Vulnerable Consumers and Policy Implications

Mary Anne Raymond, Hillary Smith, Les Carlson, and Aditya Gupta

How Is Influencer Follower Size Related to Brand Responses?

Explaining Influencer Follower Size Success through Cognitive, Affective, and Behavioral Responses

Eva A. van Reijmersdal, Tatiana Domingues Aguiar, and Guda van Noort

Optimizing Product Placement Interface Design in Mobile Food Delivery Marketing

An EEG Study of the Visual Gestalt Effect on Consumers' Purchasing Preferences

Liang Xiao, Jiajun Lei, and Shu Wang

SPECIAL ISSUE CONTINUATION: PROSOCIAL ADVERTISING MESSAGES

Shockingly Offensive: The Deliberate Use of Slurs in Prosocial Advertising

Can LGBTQIA-Phobic and Sexist Slurs Be Effective for Reshaping Intolerant Attitudes and Behaviors?

Mia M. Birau, Diane J. G. Laloum, and Guillaume Arribart

Make Cause-Related Marketing Messages About Your Customers, Not the Brand

How High-Integrity Brands Can Reduce Perceived Bragging about Charitable Donations

Justin F. McManus, Sergio W. Carvalho, and Hamed Aghakhani