Journal of Advertising Research

Articles

Managing Creativity in the Age of Data-Driven Marketing Communication

A Model for Agencies to Improve Their Distribution and Valuation of Creativity

Annette Kallevig, Wilson Ozuem, Michelle Willis, Silvia Ranfagni, and Serena Rovai

How Advertising Expenditures Affect Consumers' Perceptions of Quality

A Psychology-Based Assessment of Brand-, Category-, and Country-Level Moderators

Koushyar Rajavi, Donald R. Lehmann, Kevin Lane Keller, and Alireza Golmohammadi

Foreign versus Local Consumer Culture Positioning when Entering Foreign Markets

Synergies of Anthropomorphic Ads, Ethnocentrism, and Culture Positioning On Brand Evaluations

Lefa Teng, Mengmeng Zhang, Lianne Foti, Xinran Wang, and Xinyan Yang

How the Impact of Social Media Influencer Disclosures Changes over Time

ISSN: 0021-8499

Discounting Cues and Exposure Level Can Affect Consumer Attitudes And Purchase Intention

Nathaniel J. Evans, Delia Cristina Balaban, Brigitte Naderer, and Meda Mucundorfeanu

Are Consumers Moved by a Crying Tree Or a Smiling Forest?

Effects of Anthropomorphic Valence And Cause Acuteness in Green Advertising

Chun-Tuan Chang, Hsiao-Ching Lee, and Yu-Kang Lee

The Impact of Victims' Imagery On Charity Crowdfunding Campaigns

How Photos of Victims Doing Nothing To Help Themselves Elicit Fewer Donations

Gadi Buskila and Dikla Perez



