

Journal of Advertising Research



June 2018 | Volume 58 | Issue 2



In-Store Marketing

Will Digital Commerce and Analytics Be the Death Of Traditional Brands?

Gian M. Fulgoni

The Shopping Experience and Its Implications for Malls

Haiyan Hu, Cynthia R. Jasper

The Efficacy of Green Package Cues for Mainstream Versus Niche Brands

Stacy Wood, Stefanie Robinson, Morgan Poor

The Real Estate Value of Supermarket Endcaps: Why Location In-Store Matters

William Caruso, Armando Maria Corsi, Svetlana Bogomolova, Justin Cohen *et al.*

Editor's Desk

What Do We Know about In-Store Marketing?

John B. Ford

Speaker's Box

Are Portrayals of Female Beauty in Advertising Finally Changing?

Kathrynn Pounders

How Context Can Make Advertising More Effective

Horst Stipp

How Do Heuristics Influence Creative Decisions at Ad Agencies?

Douglas C. West,
George Christodoulides,
Jennifer Bonhomme

Drivers of Creativity Within Ad Agencies

Huw O'Connor, Mark Kilgour,
Scott Koslow, Sheila Sasser

Single versus Multiple Measurement Of Attitudes

Lawrence Ang, Martin Eisend

Advertising Allocation Rules for Sequentially Released Films

Jooseop Lim, Tieshan Li

The Impact of Supertasters on Taste Test and Marketing Outcomes

Kathryn A. LaTour,
Michael S. LaTour, Brian Wansink