

# Editorial

This year, the journal *Marketing ZFP – Journal of Research and Management* celebrates its 45<sup>th</sup> year in existence. Each year, this leading marketing journal in the German-speaking countries presents up to 16 scholarly, managerially relevant articles with the intention to reduce the gap between marketing theory and practice. The journal is the official academic journal of the marketing section of the Association for Business Research in Germany, Austria, and Switzerland. However, for better international recognition and citation, all articles are written in English and international scholars are cordially invited to become members of the Editorial Review Board and to publish articles in the journal.

The double-blind peer-review process recruits members of the Editorial Review Board and additional scholars invited by the Editors-in-Chief. The process is known to be rigorous but fast (on average four weeks), constructive, and helpful, in order to reach the predefined goals of the journal: (i) contribution to marketing knowledge, (ii) convincing reasoning based on references to previous work as well as proper data collection and sampling, (iii) value to marketing scholars and/or practitioners, and (iv) breadth of readership appeal.

We are thankful that many internationally renowned scholars publish in *Marketing ZFP – Journal of Research and Management* in addition to their activities in journals like *Management Science*, *Marketing Science*, *Journal of Marketing*, or *Journal of Marketing Research*. Moreover, we are very happy about submissions of young scientists at the beginning of their academic career who use *Marketing ZFP – Journal of Research and Management* to place their work and situate themselves in the scientific community, e.g., by publishing (parts of) an excellent dissertation, habilitation, or other research project. Especially the latter submitters profit from constructive reviews, no matter what the final outcome is (acceptance vs. rejection).

One major reason for the journal's acceptance by the scientific community seems to be its periodical adaption to new environmental conditions. *Udo Wagner* and *Lutz Hildebrandt* demonstrated in their 2018 article with the title "Forty Years of the Journal 'Marketing Zeitschrift für Forschung und Praxis – Journal of Research and Management': Retrospection and Prospects" (in: *Marketing ZFP – Journal of Research and Management*, 40(4), 5–16) that the change from German to English in the so-called relaunch and internationalization phase of the journal (2004–2010) increased the international visibility and the citation numbers considerably. The same seems to hold for the introduction of special issues on methods (issues 03/2017, 02/2018, 04/2019, 03/2021, one of the next issues) with many highly cited articles. Moreover, special issues nowadays also embrace the idea

to include cross-sectional research where marketing mates with other management disciplines, such as finance or controlling, or non-management disciplines, such as economics (within social sciences), computer science, engineering and technology, health and medical sciences, or even natural sciences (typically outside the scope of social sciences).

In this issue, we provide a mixture of articles that reflect the different pathways to success of *Marketing ZFP – Journal of Research and Management* in an adequate manner. The collection contains articles by well-known scholars, but also by young scientists who are at the beginning of their career: one article on the effects of knowing that an ad model was photoshopped on one's brand attitudes (by *Christina Pappenheim* and *Heribert Gierl*), one cross-sectional article that discusses whether better information on the supply chain and production process increases consumers' trust in meat offers (by *Andrea Gröppel-Klein* and *Kenya-Maria Kirsch*), one article that discusses which cause-related marketing campaigns are preferred by customers (by *Timo Schreiner*), and one article by international authors (*Mohamed-Nabil Mzoughi*, *Safa Chaieb*, and *Karim Garrouch*) on the effects of rhetorical ambiguity in advertisements on persuasion. As usual in *Marketing ZFP – Journal of Research and Management* issues, the applied data collections and methodologies to answer the respective research questions are manifold.

*Christina Pappenheim* and *Heribert Gierl* discuss in the first article with title "Effect of the Information about the Use and Non-Use of Photoshopping of Female Ad Models on Brand Attitudes of Young Female Consumers" the wide-spread use of photoshopping female bodies and faces in advertisements and the assumption that this idealization leads to body and face dissatisfaction, eating disorders, and the demand for plastic surgery with female consumers. They discuss two managerially relevant solutions: showing authentic bodies and faces (without photoshopping) or informing the consumers that bodies and faces are photoshopped. The authors investigate the impact on consumers' attitude and find that consumers express a generally negative attitude to photoshopped bodies and faces but photoshopping nevertheless leads to increased brand attitude even when the consumers are informed about this. The results are derived from two studies with a large sample of young female consumers ( $n = 4,123$ ) exposed to test and control stimuli in experiments.

*Andrea Gröppel-Klein* and *Kenya-Maria Kirsch* contribute in the second article with the title "Design of Cues on Supply Chain Encryption through Blockchain Technology and Animal Welfare Compliance on Meat Product Packaging" to the intensively discussed question of whether appeal and assumed reliability of information

impact consumer attitude and behavior. Two samples of respondents ( $n = 298$  and  $n = 502$ , respectively) were confronted with advertising statements for meat offers. In a  $2 \times 2$  experimental design with two additional control groups, the offers varied with respect to the description of the blockchain-controlled supply chain (expert description or lay description) and with respect to the animal welfare appeal (emotive or factual cue). The authors find that trust in information and perceived quality of the meat as well as purchase intention are highest for the emotive appeal and the expert description (compared to the factual appeal and the lay description).

In the third article with the title “Balancing Consumer Self-Benefits and Altruism in Online Shopping: Examining Consumer Preferences for Customized and Personalized Cause-Related Marketing Campaigns Versus Price Discounts” *Timo Schreiner* finds out that, in general, consumers prefer cause-related marketing campaigns with choice to other types of campaigns with less co-creative features as well as price discounts. Moreover, personalized cause-related marketing campaigns (e.g., campaigns supporting a pre-selected charitable organization based on past page likes or follows on social media) are more effective than campaigns with a predefined cause or price discounts. The results are derived from survey-

ing a representative sample of online panelists ( $n = 349$ ) confronted with a choice-based conjoint experiment. Respondents were asked to select preferred campaigns among presented ones with varying attribute-levels. A latent class choice-based conjoint analysis demonstrates that consumers can be allocated to three segments with significant differences among attribute importances and big-five personality traits.

The last article by *Mohamed-Nabil Mzoughi, Safa Chaieb, and Karim Garrouch* with the title “Effects of the Variation of Rhetorical Ambiguity on Advertising Persuasion: Mediating Role of the Mental Imagery and Moderating Role of the Tolerance to Ambiguity” applies a quasi-experiment ( $n = 572$ ) to discuss the impact of the presence or absence of rhetoric and different levels of ambiguity on ad persuasion. They find out that rhetorical ambiguity has an impact on affective reactions to the advertisement. Mental imagery functions as a mediator between ambiguity and persuasion, and tolerance to ambiguity is identified as a boundary condition.

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