more convincing evidence of the deceptive impact of an ad. In fact, it is required in order for plaintiffs to claim damages. Thus, future research should also incorporate similar measures that reflect the direct and indirect effects of advertising claims on opinions and references.

The relationship between linguistic complexity and susceptibility to framing effects should also be explored. Negated parity claims are ubiquitous in advertising, yet only until recently has their interpretation been challenged. It is not uncommon to encounter complex legal disclosures and other disclaimers in current advertisements. Their phrasing and language, driven by legal considerations, is likely to challenge consumers’ processing abilities.