Journal of Marketing Research

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Abstract

The marketing of de ... onsumers faced with mounting debt ... . The authors argue that debt con ... (e.g., lower monthly payments) ... nger repayment and more total interest paid). Two experiments demonstrate that a financial literacy intervention combining information about loans and lenders can help consumers understand and respond to debt consolidation loan marketing (whereas a basic financial numeracy intervention does not). Implications for consumers, marketers, public policy makers, and researchers who work in the area of financial literacy are discussed.

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