

**Articles from International Journal of Advertising  
on multicultural /international /cross-cultural advertising**

**2006-2017**

<b>APA citation</b>	<b>Country and/or culture and/or type of consumer</b>	<b>Theme/area</b>	<b>Theory</b>	<b>Research topic</b>
Shen, Y-C., & Chen, T-C. (2006). When east meets west: The effect of cultural tone congruity in ad music and message on consumer ad memory and attitude. <i>International Journal of Advertising</i> , 25(1), 51-70.	Chinese and western	Advertising cultural tone and congruity, attitude towards advertising and advertising memory	Effect of congruity	Advertising strategy and effectiveness
Peter, S., & Lynn, S. (2006). The invisible majority? Older models in UK television advertising. <i>International Journal of Advertising</i> , 25(1), 87-102.	United Kingdom	Television advertising	N/A	Advertising effectiveness
Tim, A. (2006). Does the UK promotion of food and drink to children contribute to their obesity? <i>International Journal of Advertising</i> , 25(2), 137-156.	United Kingdom, children consumers	Childhood obesity and food advertising	N/A	Advertising policy
Karstens, B., & Belz, F-M. (2006). Information asymmetries, labels and trust in the German food	German	Food advertising and information processing	Theory of Information Economics	Information processing, advertising effectiveness

market. <i>International Journal of Advertising</i> , 25(2), 189-211.				
Muk, A. (2007). Consumers' intentions to opt in to SMS advertising. A cross-national study of young Americans and Koreans. <i>International Journal of Advertising</i> , 26 (2), 177-198.	US, South Korea	Media consumption, attitude towards SMS advertising	The technology acceptance model (TAM), Rogers' diffusion of innovation theory, the theory of reasoned action (TRA)	Cross-national differences in accepting SMS advertising via mobile phones
Petrovici, D., & Paliwoda, S. (2007). An empirical examination of public attitudes towards advertising in a transitional economy. <i>International Journal of Advertising</i> , 26 (2), 247-276.	Eastern and Central Europe (Romania as a case study)	Image and socio-cultural role of advertising, attitude towards advertising	The model of consumer beliefs and attitudes to advertising (Pollay and Mittal)	Public attitudes towards advertising in a transitional period
Daechun, A. (2007). Advertising visuals in global brands' local websites: a six-country comparison. <i>International Journal of Advertising</i> , 26 (3), 303-332.	US, UK, Germany, Japan, Korea, China	Advertising visual strategies, communication styles	Hall's information contextuality (high- vs. low-context cultures)	Visual strategies in global brands' local advertising websites
Rodgers, S., Wang, Y., Rettie, R., & Alpert, F. (2007). The Web Motivation Inventory. Replication, extension and application	Participants in the US, UK, Australia	Media consumption	The Web Motivation Inventory	Replication of the Web Motivation Inventory

to internet advertising. <i>International Journal of Advertising</i> , 26 (4), 447-476.				
Yannopoulou, N., & Elliott, R. (2008). Open versus closed advertising texts and interpretive communities. <i>International Journal of Advertising</i> , 27 (1), 9-36.	Different interpretive communities of the UK: social class and gender	Perception of advertising	A reader response/reception theory	Interpretation of open- vs closed-text print advertisements by different interpretive communities
Chen, Q., He, Y., Zhao, X., & Griffith, D.A. (2008). Sources of product information for Chinese rural consumers. <i>International Journal of Advertising</i> , 27 (1), 67-97.	Chinese rural consumers	Media influence, advertising effectiveness	Message appeal, source credibility	Information source credibility with respect to product category
Diehl, S., Mueller, B., & Terlutter, R. (2008). Consumer responses towards non-prescription and prescription drug advertising in the US and Germany. <i>International Journal of Advertising</i> , 27 (1), 99-131.	US and Germany	Drug advertising law, attitude towards advertising, social advertising	Attitudes	Overall attitude and skepticism towards nonprescription and prescription drug advertising
Veer, E., & Pervan, S. (2008). How the tone and wording of advertisements interact.	New Zealand sample of video	Attitude towards advertising, ad recall	Message framing	Interaction of tone and wording in video advertising

<i>International Journal of Advertising</i> , 27 (2), 191-207.				
Amos, C., Holmes, G., & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness. A quantitative synthesis of effect size. <i>International Journal of Advertising</i> , 27 (2), 209-234	US	Advertising effectiveness, brand image	Coding theory	Relationship between celebrity endorser source effects and effectiveness in advertising
Michaelidou, N., Dibb, S., & Ali, H. (2008). The effect of health, cosmetic and social antismoking information themes on adolescents' beliefs about smoking. <i>International Journal of Advertising</i> , 27 (2), 235-250.	UK school-based sample	Advertising effectiveness	Message theory	Health, cosmetic and social antismoking information themes in advertising
Moon, S-j., & Nelson, M.R. (2008). Exploring the influence of media exposure and cultural values on Korean immigrants' advertising evaluations. <i>International Journal of Advertising</i> , 27 (2), 299-330.	Korean immigrants	Advertising effectiveness	Social Cognitive Theory, Communication Accommodation Theory, Uses and Gratification Theory	Korean immigrants' advertising evaluations

<p>Cheung, F., Mirza, H., &amp; Leung, W. (2008). Client following revisited. A study of transnational advertising agencies in China. <i>International Journal of Advertising</i>, 27 (4), 593–628.</p>	<p>China</p>	<p>Advertising management, advertising agencies, internalization</p>	<p>N/A</p>	<p>Motives of entering Chinese market</p>
<p>Nelson, M. R., &amp; Paek, H-J. (2008). Nudity of female and male models in primetime TV advertising across seven countries. <i>International Journal of Advertising</i>, 27 (5), 715-744.</p>	<p>Brazil, Canada, China, Germany, South Korea, Thailand and US</p>	<p>Advertising execution</p>	<p>The Hofstede model</p>	<p>Nudity in TV advertising</p>
<p>Redondo, I., &amp; Holbrook, M.B. (2008). Illustrating a systematic approach to selecting motion pictures for product placements and tie-ins. <i>International Journal of Advertising</i>, 27 (5), 691–714.</p>	<p>Spain</p>	<p>Advertising strategy</p>	<p>N/A</p>	<p>Product placement in motion pictures</p>
<p>Okazaki, S., &amp; Mueller, B. Evolution in the usage of localized appeals in Japanese and American print advertising. <i>International Journal of Advertising</i>, 27 (5), 771-798.</p>	<p>Japanese and American print advertising</p>	<p>Executorial elements, localization</p>	<p>Global Consumer Culture Theory</p>	<p>Localized appeals in print advertising</p>

Chan, K., & Prendergast, G.P. (2008). Social comparison, imitation of celebrity models and materialism among Chinese youth. <i>International Journal of Advertising</i> , 27 (5), 799–826.	Chinese consumers	Consumer behavior and advertising effectiveness	Social Comparison	Celebrity models and youth portrayals in advertising
Bu, K., Kim, D., & Lee, S-Y. (2009). Determinants of visual forms used in print advertising: A cross-cultural comparison. <i>International Journal of Advertising</i> , 28 (1), 13-47.	South Korea, US	Visual forms, globalization	High- and low-context cultures (Edward Hall)	Visual forms (direct, indirect) in print advertising
Kwak, H., Andras, T. L., & Zinkhan, G.M. (2009). Advertising to 'active' viewers. Consumer attitudes in the US and South Korea. <i>International Journal of Advertising</i> , 28 (1), 49-75.	South Korean and US active viewers	Attitude towards advertising	Uses and gratifications theory	Attitude to TV advertising on behalf of active viewers
Li, H., Li, A., & Zhao, S. (2009). Internet advertising strategy of multinationals in China. A cross-cultural analysis. <i>International Journal of Advertising</i> , 28 (1), 125-146.	China	Advertising effectiveness, rational and emotional appeals, advertising budget	No theory per se, but used creative and placement strategy concepts	Types of ad appeals used by Eastern and Western multinationals in the Internet in China
Yoo, C., Bang, H., & Kim, Y. (2009). The effects of a consistent ad series	South Korea	Advertising effectiveness, brand attitude, brand image	The repetition-variation hypothesis	Consistent/ inconsistent ad

on consumer evaluations. A test of the repetition–variation hypothesis in a South Korean context. <i>International Journal of Advertising</i> , 28 (1), 105-123				messages in advertising campaigns
Okazaki, S., & Hirose, M. (2009). Effects of displacement–reinforcement between traditional media, PC internet and mobile internet. A quasi-experiment in Japan. <i>International Journal of Advertising</i> , 28 (1), 77-104	Japan	Media displacement, media consumption and preferences	Niche theory, enduring involvement	Structural relationships of satisfaction from, attitude towards and loyalty to traditional media, PC and mobile Internet.
Choi, Y. K., Kim, J., & McMillan, S. J. (2009). Motivators for the intention to use mobile TV. A comparison of South Korean males and females. <i>International Journal of Advertising</i> , 28 (1), 147-167	South Korean males and females	Media consumption	Uses and gratifications	The effects of gender on attitude and intention to use mobile TV.
Te'eni-Harari, T., Lehman-Wilzig, S. N., & Lampert, S.I. (2009). The importance of product involvement for predicting advertising effectiveness among young people. <i>International</i>	Israel	Advertising effectiveness	Involvement as theoretical concept	The importance of product involvement in enhancing advertising effectiveness

<i>Journal of Advertising</i> , 28 (2), 203-229.				
Sung, Y., de Gregorio, F., & Jung, J-H. (2009). Non-student consumer attitudes towards product placement. Implications for public policy and advertisers. <i>International Journal of Advertising</i> , 28 (2), 257-285.	US non-student consumers	Advertising strategy	Aad concept	Attitudes towards product placement in films.
Wilcox, G.B., Kamal, S., & Gangadharbatla, H. (2009). Soft drink advertising and consumption in the United States 1984–2007. <i>International Journal of Advertising</i> , 28 (2), 351-367.	US	Advertising spending	N/A	Link between annual advertising expenditures and consumption for carbonated soft drinks
Barnes, B. R., Siu, N. Y. M., Yu, Q., & Chan, S. S. Y. (2009). Exploring cosmetics advertising in southern China. An investigation of Hong Kong and Shenzhen. <i>International Journal of Advertising</i> , 28 (2), 369-393.	Southern China	Westernization, adaptation, executional elements	Standardization/adaptation concept	Advertising appeals, model selection and media focus in cosmetics advertising
Okazaki, S. (2009). Social influence model and electronic word of mouth. PC versus mobile internet.	Consumers in Japan	Media, electronic word of mouth platforms	Social influence model, causal model	Comparative analysis of consumer participation in PC-



<i>International Journal of Advertising</i> , 28 (3), 439-472.				based and mobile-based eWOM
Lee, M., & Youn, S. (2009). Electronic word of mouth (eWOM). How eWOM platforms influence consumer product judgment. <i>International Journal of Advertising</i> , 28 (3), 473-499.	US consumers	Media, eWOM platforms	Attribution theory	Influence of online platforms on consumers' judgments of reviewed products
Cheng, J. M.-S., Blankson, C., Wang, E. S.-T., & Chen, L. S. (2009). Consumer attitudes and interactive digital advertising. <i>International Journal of Advertising</i> , 28 (3), 501-525.	Consumers in Taiwan	Multimedia, interactive digital advertising, advertising attitude	Attitude concept	Consumer attitudes to interactive digital advertising
Polonsky, M., & Carlson, L. (2009). Is there global inclusion of authors in the five leading advertising journals? A regional comparison 1998-2007. <i>International Journal of Advertising</i> , 28 (4), 691-714.	Global scope	Research review	N/A	International publishing activity in advertising
Smit, E., van Reijmersdal, E., & Neijens, P. (2009). Today's practice of brand placement and the industry behind it. <i>International</i>	Denmark	Advertising strategy, brand attitude	Brand placement concept	Popularity of TV brand placement among practitioners

<i>Journal of Advertising</i> , 28 (5), 761-782.				
Wang, K-C., Jao, P-C., Lin, Y-S., & Guo, Y-Z. (2009). Exploring attractive messages in group package tour newspaper advertisements. <i>International Journal of Advertising</i> , 28 (5), 843-862.	Taiwan	Message persuasiveness, advertising effectiveness	Attentional Selection Theory	Attractive messages in group package tour advertising
Griffith, D. A., & Yalcinkaya, G. (2010). Resource-advantage theory. A foundation for new insights into global advertising research. <i>International Journal of Advertising</i> , 29 (1), 15-36.	Global scope	Advertising research	Resource-advantage theory	Research advantage theory
Akaka, M.A., & Alden, D.L. (2010). Global brand positioning and perceptions. International advertising and global consumer culture. <i>International Journal of Advertising</i> , 29 (1), 37-56.	Global scope	Advertising research	Global consumer culture positioning (GCCP) and perceived brand globalness (PBG)	International advertising, global consumer culture
Zou, S., & Volz, Y.Z. (2010). An integrated theory of global advertising. An application of the GMS. <i>International Journal of</i>	Global scope	Advertising research	Global marketing strategy theory (GMS)	Theoretical foundation for global advertising research

<i>Advertising</i> , 29 (1), 57-84.				
Mooij, M. de, & Hofstede, G. (2010). The Hofstede model. Applications to global branding and advertising strategy and research. <i>International Journal of Advertising</i> , 29 (1), 85-110.	Global scope	Advertising strategy and research, global branding	The Hofstede model of culture	Consequences of culture for global marketing and advertising
House, R.J., Quigley, N.R., & Luque, M.S. de. (2010). Insights from Project GLOBE. Extending global advertising research through a contemporary framework. <i>International Journal of Advertising</i> , 29 (1), 111-139.	Global scope	Advertising research	Project GLOBE cultural framework	Application of the GLOBE study in advertising research
Dens, N., & Pelsmacker, P. de. (2010). How advertising strategy affects brand and USP recall for new brands and extensions. <i>International Journal of Advertising</i> , 29 (2), 165-194.	Flemish population	Branding and advertising strategies	The associative network memory model	Brand and USP recall
Lwin, M.O., Stanaland, A.J.S., & Williams, J. D. (2010). Exporting America. Usage of symbols in international advertising under conditions of consumer ethnocentrism	Singapore, Australia, Malaysia, Hong Kong	Global/ local advertising strategy	Consumer ethnocentrism, country-specific animosity	Use of US cultural representations in advertising in Asia-Pacific

and US-focused animosity. <i>International Journal of Advertising</i> , 29 (2), 245-277.				
Reijmersdal, E. van; Smit, E., & Neijens, P. (2010). How media factors affect audience responses to brand placement. <i>International Journal of Advertising</i> , 29 (2), 279-302.	Dutch population	Advertising strategy	Uses and gratifications theory, spillover effects	Brand placement effects in television shows
Southgate, D., Westoby, N., & Page, G. (2010). Creative determinants of viral video viewing. <i>International Journal of Advertising</i> , 29 (3), 349-368.	Video ads from the UK and US	Advertising creativity	N/A	Online viral viewing of TV advertising
Terlutter, R., Diehl, S., & Mueller, B. (2010). The cultural dimension of assertiveness in cross-cultural advertising. The perception and evaluation of assertive advertising appeals. <i>International Journal of Advertising</i> , 29 (3), 369-399.	Consumers in the United States, Germany, Great Britain, Austria and Argentina	Executorial elements, ad evaluation	Cultural dimension of assertiveness (GLOBE framework)	Assertive appeals in advertising
Ghang, C., & Li, H. (2010). Why are childlike portrayals appealing in East Asia? A cross-cultural comparison	Taiwan, US	Executorial elements, advertising effectiveness	Theory of self construals (independent vs. interdependent self); the Hofstede model (Individualism/ collectivism)	Childlike and adult-like portrayals in ads

between Taiwan and the US. <i>International Journal of Advertising</i> , 29 (3), 451-472.				
Petty, R.D., Leong, S.H.S., & Lwin, M.O. (2010). Slogans. US and EU legal protection for slogans that identify and promote the brand. <i>International Journal of Advertising</i> , 29 (3), 473-500.	US, EU	Advertising regulation (trademark law)	N/A	Legal protection for slogans
Stanaland, A.J.S., & Tan, J. (2010). The impact of surfer/seeker mode on the effectiveness of website characteristics. <i>International Journal of Advertising</i> , 29 (4), 569-595.	Singapore	Advertising effectiveness	N/A	Website design variables (visual complexity and source of interactivity control), consumer user modes
Prendergast, G., Ko, D., & Yuen, S.Y.V. (2010). Online word of mouth and consumer purchase intentions. <i>International Journal of Advertising</i> , 29 (5), 687-708.	Hong Kong	Message persuasiveness	Theories related to social comparison and source similarity	Online word of mouth
Truong, Y., McColl, R., & Kitchen, P. (2010). Practitioners' perceptions of advertising strategies	France	Advertising strategies	N/A	Key trends in the digital advertising market

for digital media. <i>International Journal of Advertising</i> , 29 (5), 709–725.				
Puzakova, M., Kwak, H., & Andras, T.L. (2010). Mitigating consumer ethnocentrism via advertising and media consumption in a transitional market. A study from Russia. <i>International Journal of Advertising</i> , 29 (5), 727–764.	Russia	Advertising and media consumption	Consumer ethnocentrism theories, intergroup contact theory	Consumer ethnocentrism
Chang, C. (2010). Message framing and interpersonal orientation at cultural and individual levels. Involvement as a moderator. <i>International Journal of Advertising</i> , 29 (5), 765-794.	Students from US and Taiwan	Message persuasiveness	Theory of self construals (independent vs. interdependent self); individualism/collectivism dimension	Role of culture in processing persuasive messages
Chou, H-Y., & Nai-Hwa Lien, N-H. (2010). How do candidate poll ranking and election status affect the effects of negative political advertising? <i>International Journal of Advertising</i> , 29 (5), 815-834	Elections in Taiwan	Advertising effectiveness	N/A	Negative political advertising

<p>Muntinga, D.G., Marjolein Moorman, M. &amp; Smit, E.G. (2011). Introducing COBRAs Exploring motivations for brand-related social media use. <i>International Journal of Advertising</i>, 30 (1), 13-46.</p>	<p>Respondents from the Netherlands</p>	<p>Media behavior</p>	<p>COBRAs model (consuming, contributing, creating)</p>	<p>Consumers' online brand-related activities (COBRAs)</p>
<p>Okazaki, S., &amp; Mueller, B. (2011). The impact of the lost decade on advertising in Japan. A grounded theory approach. <i>International Journal of Advertising</i>, 30 (2), 205-232.</p>	<p>Japan, US</p>	<p>Execution style, westernization</p>	<p>Grounded theory</p>	<p>Evolution of advertising planning and execution over a three-decade period</p>
<p>Johnson, G. D., &amp; Grier, S.A. (2011). Targeting without alienating. Multicultural advertising and the subtleties of targeted advertising. <i>International Journal of Advertising</i>, 30 (2), 233-258.</p>	<p>France</p>	<p>Multicultural targeting</p>	<p>Target marketing concept, cultural cues concept</p>	<p>Consumer response to multicultural advertising in France</p>
<p>Rozendaal, E., Buijzen, M., &amp; Valkenburg, P. (2011). Children's understanding of advertisers' persuasive tactics. <i>International Journal of Advertising</i>, 30 (2), 329-350.</p>	<p>Children in the Netherlands</p>	<p>Advertising literacy, message persuasiveness</p>	<p>N/A</p>	<p>Children's understanding of popular tactics in advertising (ad repetition, product demonstration, peer popularity appeal,</p>

				humour, celebrity endorsement and premiums)
Wilson, R.T., & Till, B.D. (2011). Product placements in movies and on Broadway. A field study. <i>International Journal of Advertising</i> , 30 (3), 373-398.	US	Advertising strategy, advertising effectiveness	N/A	Brand name recall of product placement
Lee, T.D., Sung, Y., & Choi, S.M. (2011). Young adults' responses to product placement in movies and television shows. A comparative study of the United States and South Korea. <i>International Journal of Advertising</i> , 30 (3), 479-507.	US, South Korea	Advertising attitude, attitude to product placement	The Hofstede model (Individualism/ collectivism)	Product placement in movies and television shows
Patwardhan, P., Patwardhan, H., & Vasavada-Oza, F. (2011). Diffusion of account planning in Indian ad agencies. An organizational perspective. <i>International Journal of Advertising</i> , 30 (4), 665-692.	Indian ad agencies	Advertising agencies	Organization innovation diffusion	Account planning in Indian ad agencies.
Knoll, S., Eisend, M., & Steinhagen, J. (2011). Gender roles in advertising. Measuring and comparing	Germany	Executorial elements	Stereotyping concept	Stereotyping in gender roles portrayals



gender stereotyping on public and private TV channels in Germany. <i>International Journal of Advertising</i> , 30 (5), 867-888.				
Huh, J., DeLorme, D.E., & Reid, L.N. (2012). Skepticism towards DTC advertising. A comparative study of Korean and Caucasian Americans. <i>International Journal of Advertising</i> , 31 (1), 147-168.	Korean and Caucasian Americans	Advertising attitude	The Hofstede model (Individualism/ collectivism)	Skepticism towards direct-to-consumer prescription drug advertising
Chia, S.C., Chay, Y.T., Cheong, P.K., Cheong, W.Y., & Lee, S.K. (2012). Fair and lovely. Building an integrated model to examine how peer influence mediates the effects of skin-lightening advertisements on college women in Singapore. <i>International Journal of Advertising</i> , 31 (1), 189-211.	Chinese, Malay and Indian college women in Singapore.	Advertising attitude, inter-ethnic differences in attitudes	Influence-of-presumed-influence model, theories related to perceived norms	Interplay between social influence and skin-lightening advertising influence
Taylor, C.R. (2012). Editorial on advertising in the BRICs and other emerging markets. <i>International Journal of</i>	BRICS and other emerging markets	Advertising research	N/A, IJA Editorial	Published studies on emerging markets in advertising journals

<i>Advertising</i> , 31 (2), 227-230.				
Cui, G., Yang, X., Wang, H., & Liu, H. (2012). Culturally incongruent messages in international advertising. <i>International Journal of Advertising</i> , 31 (2), 355-376.	China	Advertising attitude, executional elements, message persuasiveness	Social Judgement Theory M. Rokeach theory of terminal vs. instrumental values	Message congruency in international advertising
Taylor, C. R. (2012). The London Olympics 2012: what advertisers should watch. <i>International Journal of Advertising</i> , 31 (3), 459-464.	Globe scope		N/A, IJA editorial	Key issues of advertising
Faseur, T., Geuens, M., & Gent, V.L. (2012). On the effectiveness of ego- and other-focused ad-evoked emotions. The moderating impact of product type and personality. <i>International Journal of Advertising</i> , 31 (3), 529-546.	Flemish respondents	Advertising effectiveness, emotional advertising	Cognitive appraisal theory (ego- versus other-focus dimension)	Ego-other-focus dimension of emotions in advertising (public vs. private goods)
DeLorme, D.E., Huh, J., Reid, L.N., & An, S. (2012). Dietary supplement advertising in the US. A review and research agenda. <i>International Journal of Advertising</i> , 31 (3), 547-577.	US	Advertising practices, research review	N/A	Dietary supplement advertising

Grow, J., Roca, D., & Broyles, S.J. (2012). Vanishing acts. Creative women in Spain and the United States. <i>International Journal of Advertising</i> , 31 (3), 657-679.	Creative departments in Spain and US	Advertising workforce	The Hofstede model, Signaling theory	Experiences of women in advertising creative departments
Hackley, C., Tiwsakul, R.A.H. nee. (2012). Unpaid product placement. The elephant in the room in UK TV's new paid-for product placement market. <i>International Journal of Advertising</i> , 31 (4), 703-718.	UK TV	Advertising regulation	N/A	Paid-for product placement
Shin, W., Huh, J., & Faber, R.J. (2012). Developmental antecedents to children's responses to online advertising. <i>International Journal of Advertising</i> , 31 (4), 719-740.	South Korea	Advertising attitude; advertising effectiveness	Cognitive development and social learning theories	Children's attitude toward online advertising
Chang, C.-T. (2012). Are guilt appeals a panacea in green advertising? The right formula of issue proximity and environmental consciousness. <i>International Journal of Advertising</i> , 31 (4), 741-771.	Chinese respondents	Executorial elements	Dissonance theory	Guilt appeal in green advertising

Wilcox, G.B., Kim, K.K., & Schulz, H.M. (2012). Liquor advertising and consumption in the United States: 1971–2008. <i>International Journal of Advertising</i> , 31 (4), 819-834.	US	Advertising expenditures	Economic theories, information theory, product life cycle theory	Liquor advertising and consumption
Thota, S.C., Song, J.H., & Biswas, A. (2012). Is a website known by the banner ads it hosts? Assessing forward and reciprocal spillover effects of banner ads and host websites. <i>International Journal of Advertising</i> , 31 (4), 877-905.	US respondents	Advertising effectiveness	Social judgement theory, assimilation-contrast effect, spillover effect	Interplay between banner ads and host websites
Uribe, R., & Manzur, E. (2012). Sample size in content analysis of advertising. The case of Chilean consumer magazines. <i>International Journal of Advertising</i> , 31 (4), 907-920.	Chilean consumer magazines	Advertising research (message content analysis)	N/A	Content analysis of advertising in terms of sample size and type
Prendergast, G., & Thompson, E.R. (2013). Rational and irrational influences on lucky draw participation. <i>International Journal of Advertising</i> , 32 (1),	Hong Kong	Sales promotion strategies	Expected utility theory	Irrational versus rational influences on lucky draw participation

85-100.				
Arrazola, M., Hevia, J. de, Reinares, P., & Lara, R.R. (2013). Do new forms of television advertising occasion better recall than traditional advertising spots? <i>International Journal of Advertising</i> , 32 (2), 281-300.	Spanish TV audience	Advertising effectiveness	Ordered Probit model	Interplay between advertising recall and new vs. traditional forms of TV advertising
Han, S., Choi, J., Kim, H., Davis, J.A., & Lee, K-Y. (2013). The effectiveness of image congruence and the moderating effects of sponsor motive and cheering event fit in sponsorship. <i>International Journal of Advertising</i> , 32 (2), 301-317.	South Korea 2002 and 2006 World Cup sponsorship campaigns	Brand awareness, attitude, and image	Meaning transfer model of celebrity endorsement; the notion of congruence between a sponsor and a sponsored entity	Congruence between a sponsor and a sponsored sports entity
Belch, G.E., & Belch, M.A. (2013). A content analysis study of the use of celebrity endorsers in magazine advertising. <i>International Journal of Advertising</i> , 32 (3), 369-389	US magazines	Executional elements, advertising effectiveness	The celebrity 'match up' hypothesis	The use of celebrity endorsers in magazine advertising
Tessitore, T., & Geuens, M. (2013). PP for 'product placement' or 'puzzled public'? The effectiveness of symbols as warnings of product placement and the	Belgium	Product Placement regulation in the European Union, PP effectiveness	Persuasion Knowledge	The effectiveness of Belgian PP symbols in TV movies

moderating role of brand recall. <i>International Journal of Advertising</i> , 32 (3), 419-442.				
Li, C., Tsai, W-H. S., Soruco, G. (2013). Perceived 'Hispanicness' versus 'Americanness'. A study of brand ethnicity with Hispanic consumers. <i>International Journal of Advertising</i> , 32 (3), 443-465.	US Hispanic consumers	Brand image, brand attitude, multiculturalism	Country-of-origin effects, product and brand ethnicity	Influence of the perceived brand ethnicity on consumers' brand preference and choice
Maslowska, E., Smit, E.G., & Putte, B. van den. (2013). Assessing the cross-cultural applicability of tailored advertising. A comparative study between the Netherlands and Poland. <i>International Journal of Advertising</i> , 32 (4), 487-511.	The Netherlands, Poland	Advertising effectiveness, advertising strategy, cross-national advertising	The elaboration likelihood model	Cross-cultural applicability of tailored advertising
Lin, H-F. (2014). The effect of product placement on persuasion for mobile phone games. <i>International Journal of Advertising</i> , 33 (1), 37-60.	Taiwan	Advertising strategy, product placement persuasiveness	Uses and gratifications theory, spillover effects, the resource matching theory, generation effect phenomenon, the limited-capacity model of attention	The persuasive effect of product placement on mobile phone games
Chang, C. (2014). Why do Caucasian advertising models appeal to consumers in Taiwan? A	Consumers in Taiwan	Executorial elements, advertising effectiveness	Theory of self construals (independent vs. interdependent self), self-concept theory	Influence of model ethnicity (Western models) on advertising

cue-triggered value-expressive framework. <i>International Journal of Advertising</i> , 33 (1), 155-177.				effectiveness in Taiwan
Dao, W.V-T., Le, A.N.H., Cheng, J.M-S., & Chen, D.C. (2014). Social media advertising value. The case of transitional economies in Southeast Asia. <i>International Journal of Advertising</i> , 33 (2), 271-294.	Transitional economies in Southeast Asia; field study in Vietnam	Advertising effectiveness, attitude towards advertising in social media	Expectancy Value theory, Hofstede dimensions of culture	Antecedents of social media advertising value, and the effect of this advertising value on online purchase intention
Shao, Y., Desmarais, F., & Weaver, C.K. (2014). Chinese advertising practitioners' conceptualization of gender representation. <i>International Journal of Advertising</i> , 33 (2), 329-350.	China	Advertising practitioners' meaning-making in China, executional elements, global (Western) vs. local (Chinese) approaches	Hofstede's dimension of masculinity/ femininity	Gender representation in Chinese advertising
Kliatchko, J.G., Schultz, D.E. (2014). Twenty years of IMC. A study of CEO and CMO perspectives in the Asia-Pacific region. <i>International Journal of Advertising</i> , 33 (2), 373-390.	Asia-Pacific region	Brand communication strategy	N/A	Understanding and practice of integrated marketing communications
Chou, H-Y. (2014). Effects of endorser types in political endorsement advertising.	Taiwan	Political endorsement advertising, advertising effectiveness	The elaboration likelihood model, meaning-transfer theory	Effects of political endorsement by

<i>International Journal of Advertising</i> , 33 (2), 391-414.				celebrities and non-celebrities
Simoes, I., & Luisa Agante, L. (2014). The impact of event sponsorship on Portuguese children's brand image and purchase intentions. The moderator effects of product involvement and brand familiarity. <i>International Journal of Advertising</i> , 33 (3), 533-556.	Portuguese children	Brand image, message persuasiveness	Piaget's framework of cognitive development (concrete operational stage), schema theory, the elaboration likelihood model	The influence of event sponsorship on children
Cho, E., & Yoo, S-C. (2014). Effects of violent television programmes on advertising effectiveness among young children. Findings from a field experiment of kindergarten samples in South Korea. <i>International Journal of Advertising</i> , 33 (3), 557-578.	Kindergarten children in South Korea	Advertising effectiveness	Excitation transfer theory	Effects of violent television programs on advertising effectiveness
Newman, N., & Oates, C. J. (2014). Parental mediation of food marketing communications aimed at children. <i>International Journal of Advertising</i> , 33 (3), 579-598.	Parents and children in the UK	Advertising effectiveness	The persuasion knowledge model (PKM)	Parental strategies employed to counter the perceived effects of food marketing communications on children in the UK



<p>Congruency of humor and cultural values in print ads. Cross-cultural differences among the US, France and China Laroche, M., Nepomuceno, M.V., &amp; Richard, M-O. (2014). <i>International Journal of Advertising</i>, 33 (4), 681-705.</p>	<p>US, France, China</p>	<p>Humor in advertising; cross-country comparison, advertising effectiveness</p>	<p>Schwartz's value system, the congruency hypothesis, technique-oriented typology of humor, Hall's concept of high-versus low-context cultures</p>	<p>Congruency of humor and cultural values in print ads</p>
<p>Kim, N. (2014). Advertising strategies for charities. Promoting consumers' donation of time versus money. <i>International Journal of Advertising</i>, 33 (4), 707-724.</p>	<p>South Korea</p>	<p>Dimensions of charity advertising (appeals, beneficiaries and victims' portrayals), advertising strategy, advertising effectiveness</p>	<p>Ad appeal concepts (altruistic vs. egotistical)</p>	<p>Donations of time and money in charity advertising</p>
<p>Hartmann, P., Apaolaza, V., D'Souza, C., Barrutia, J.M., &amp; Echebarria, C. (2014). Environmental threat appeals in green advertising. The role of fear arousal and coping efficacy. <i>International Journal of Advertising</i>, 33 (4), 741-765.</p>	<p>Online panel of the Australian population</p>	<p>Advertising effectiveness and efficacy, threat appeals</p>	<p>The Fear Drive Model, Protection Motivation theory, the Extended Parallel Processing Model</p>	<p>Environmental threat appeals in green advertising; cognitive appraisal of environmental threats</p>
<p>Park, H.H., Park, J.K., &amp; Jeon, J.O. (2014). Attributes of background music and consumers' responses to</p>	<p>Students residing in metropolitan cities in South Korea</p>	<p>Brand and advertising attitude, advertising effectiveness</p>	<p>Elaboration likelihood model</p>	<p>Background music effect in TV commercials; consumers' responses</p>

TV commercials. The moderating effect of consumer involvement. <i>International Journal of Advertising</i> , 33 (4), 767-784.				to attributes of background music
Eisend, M. (2015). Persuasion knowledge and third-person perceptions in advertising: the moderating effect of regulatory competence. <i>International Journal of Advertising</i> , 34 (1), 54-69.	Students from Germany	Message persuasiveness, advertising regulation	Self-enhancement theories, social comparison theory, the heuristic-systematic model, third-person perceptions phenomenon	Persuasion knowledge and third-person perceptions in advertising
van Reijmersdal, E.A., Lammers, N., Rozendaal, E., & Buijzen, M. (2015). Disclosing the persuasive nature of advergames: moderation effects of mood on brand responses via persuasion knowledge. <i>International Journal of Advertising</i> , 34 (1), 70-84.	Dutch participants	Brand recall, brand attitude, message persuasiveness, in-game advertising effectiveness	Persuasion knowledge, the affect-as-information theory, the hedonic contingency principle	Impact of gamers' mood on advergame disclosures
Parguel, B., Benoit-Moreau, F., & Cristel Antonia Russell, C.A. (2015). Can evoking nature in advertising mislead consumers? The power of 'executional greenwashing'.	French consumers	Advertising execution, brand image, consumer ecological consciousness, advertising regulation of greenwashing, green communication	Greenwashing effect, the Elaboration Likelihood Model	'Executional greenwashing' effect in advertising, advertising executional elements evoking nature (graphics and sound)

<i>International Journal of Advertising</i> , 34 (1), 107-134.				
Liu, H., Kim, K.H., Choi, Y.K., Kim, S.J., & Peng, S. (2015). Sports sponsorship effects on customer equity: an Asian market application. <i>International Journal of Advertising</i> , 34 (2), 307-326.	Customers in Korea and China	Advertising effectiveness	Concept of congruence	Sports sponsorship effects
Brechman, J.M., & Purvis, S.C. (2015). Narrative, transportation and advertising. <i>International Journal of Advertising</i> , 34 (2), 366-381.	National sample of US viewers of Super Bowl	Advertising effectiveness, brand recall, advertising strategy, advertising attitude	The Elaboration Likelihood Model, traditional argument-based persuasion models vs. narrative communication	Viewers' receptivity to narratives in advertising
Das, E., Galekh, M., & Vonkeman, C. (2015). Is sexy better than funny? Disentangling the persuasive effects of pleasure and arousal across sex and humour appeals. <i>International Journal of Advertising</i> , 34 (3), 406-420.	Dutch consumers	Emotional appeals, brand and advertising attitude, message persuasiveness	Pleasure and arousal dimensions, excitation transfer hypothesis, the dynamic complexity hypothesis	Persuasive effects of pleasure and arousal for sexual and humour appeals
Weinberger, M.G., Gulas, C.S., & Weinberger, M.F. (2015). Looking in through outdoor: a socio-cultural and historical	US	Macro-level environment and micro-level industry trends	McCullough and Taylor's coding scheme for the humour types	Evolution of advertising humour in the US over the past 100 years

perspective on the evolution of advertising humour. <i>International Journal of Advertising</i> , 34 (3), 447-472.				
Jun, S., Sung, J., James W Gentry, J.W., & McGinnis, L.P. (2015). Effects of underdog (vs. top dog) positioning advertising. <i>International Journal of Advertising</i> , 34 (3), 495-514.	Korean college students	Brand attitude, positioning in advertising, advertising effectiveness	Social identity theory	The effect of underdog-positioning advertising
Burgers, C., Konijn, E.A., Steen, G.J., & Iepma, M.A.R. (2015). Making ads less complex, yet more creative and persuasive: the effects of conventional metaphors and irony in print advertising. <i>International Journal of Advertising</i> , 34 (3), 515-532.	Native Dutch speakers	Rhetorical tropes in advertising; message persuasiveness, advertising execution	Resource-matching theory	Persuasive effects of conventional metaphors and irony in print advertising
Chang, H., Kwak, H., Puzakova, M., Park, J., & Smit, E.G. (2015). It's no longer mine: the role of brand ownership and advertising in cross-border brand acquisitions. <i>International Journal of Advertising</i> , 34	Global scope	Cross-border acquisition, brand attitude, advertising strategy, brand ownership appeals	Social identity and psychological ownership theories; the concept of brand ownership	Effects of brand ownership appeals in advertising

(4), 593-620.				
Kemp, E., Williams, K.H., & Porter III, M. (2015). Hope across the seas: the role of emotions and risk propensity in medical tourism advertising. <i>International Journal of Advertising</i> , 34 (4), 621-640.	Ads promoting medical tourism in Puerto Vallarta, Mexico	Emotional appeals, advertising effectiveness	Emotion research	The effect of emotions and risk propensity in medical tourism advertising
Do, H., Ko, E., & Woodside, A.G. (2015). Tiger Woods, Nike, and I are (not) best friends: how brand's sports sponsorship in social-media impacts brand consumer's congruity and relationship quality. <i>International Journal of Advertising</i> , 34 (4), 658-677.	Sample of men and women from South Korea	Brand image, advertising effectiveness	The self-congruity theory	Effects of brand's sports sponsorship in social media
Pagani, M., Goldsmith, R. & Perracchio, A. (2015). Standardization vs. adaptation: consumer reaction to TV ads containing subtitled or English dubbed ads. <i>International Journal of Advertising</i> , 34 (4), 702-714.	Italy, Germany, Spain	Standardization vs. adaptation, brand attitude, advertising attitude, advertising strategies	The theory of standardization	Impact of language choice in TV commercials on brand and ad attitude

Whang, H., Ko, E., Zhang, T., & Mattila, P. (2015). Brand popularity as an advertising cue affecting consumer evaluation on sustainable brands: a comparison study of Korea, China, and Russia. <i>International Journal of Advertising</i> , 34 (5), 789-811.	South Korea, China, and Russia	Brand image, brand attitude	The Consumer Style Inventory (CSI), the brand popularity concept	Interplay between brand popularity and overall evaluation of a sustainable brand
Hill, R.P., Capella, M., & Cho, Y-N. (2015). Incivility in political advertisements: a look at the 2012 US presidential election. <i>International Journal of Advertising</i> , 34 (5), 812-829.	The 2012 US presidential election	Political advertising, advertising execution, advertising effectiveness	Functional theory, Brooks and Geer's operational framework (determines the levels of civility/incivility in political advertisements)	Levels of civility and incivility in political advertising
Chen, M-F. (2016). Impact of fear appeals on pro-environmental behavior and crucial determinants. <i>International Journal of Advertising</i> , 35 (1), 74-92.	Chinese consumers CHECK NAMES	Fear appeals, advertising effectiveness	Fear Appeal related theories	Impact of fear appeals of climate change on an individual's intention to engage in pro-environmental behavior
Yoon, S., Kim, Y., & Baek, T.H. (2016). Effort investment in persuasiveness: a comparative study of environmental advertising in the United States and	US, Korea	Message persuasiveness, cross-cultural comparison, advertising effectiveness	Effort concept	American and Korean reactions to the persuasiveness of environmental advertising campaigns

Korea. <i>International Journal of Advertising</i> , 35 (1), 93-105.				
Schultz, D., Chu, G., & Zhao, B. (2016). IMC in an emerging economy: the Chinese perspective. <i>International Journal of Advertising</i> , 35 (2), 200-215.	China	IMC, macro- and micro-level environment of IMC, advertising industry in China, westernization	Diffusion Theory	IMC's current development in China
Jung, J., Shim, S.W., Jin, H.S., & Khang, H. (2016). Factors affecting attitudes and behavioral intention towards social networking advertising: a case of Facebook users in South Korea. <i>International Journal of Advertising</i> , 35 (2), 248-265.	Facebook users in South Korea	Advertising attitude, social media, types of social networking ads	Attitudes and Behavior concepts	Consumers' attitudes and behavioral intention towards three types of social networking advertising on Facebook (home page ad, social impression ad, and organic impression ad).
Sabour, N.I., Pillai, D., Gistri, G., & Balasubramanian, S.K. (2016). Attitudes and related perceptions about product placement: a comparison of Finland, Italy and the United States. <i>International Journal of Advertising</i> , 35 (2), 362-387.	Finland, Italy, the US	Advertising strategy, product placement attitude	Product Placement concept	Cross-national differences in attitudes and perceptions about product placements

Dwivedi, A., Johnson, L.W., & McDonald, R. (2016). Celebrity endorsements, self-brand connection and relationship quality. <i>International Journal of Advertising</i> , 35 (3), 486-503.	India	Brand attitude, brand image, executional elements	Celebrity endorser effects	The impact of celebrity endorser credibility on brand relationship quality and consumer self-brand connections.
Chu, S-C., Windels, K., & Kamal, S. (2016). The influence of self-construal and materialism on social media intensity: a study of China and the United States. <i>International Journal of Advertising</i> , 35 (3), 569-588.	China, the US	Media use, social media platforms	Theory of self construals	The influence of self-construal and materialism on social media intensity
Merchant, A., Ford, J.B., Dianoux, C., & Herrmann, J-L. (2016). Development and validation of an emic scale to measure ad-evoked nostalgia in France. <i>International Journal of Advertising</i> , 35 (4), 706-729.	France, the US	Advertising effectiveness, advertising strategy	Nostalgia concept	Ad-evoked nostalgia
Diehl, S., Terlutter, R., & Mueller, B. (2016). Doing good matters to consumers: the effectiveness of humane-oriented CSR appeals in cross-cultural standardized advertising	Germany, Switzerland, Austria, France, USA, and Chile	Advertising effectiveness, executional elements, standardization, cross-cultural ad campaigns	CSR concept	Humane-oriented corporate social responsibility (CSR) appeals in advertising



campaigns. <i>International Journal of Advertising</i> , 35 (4), 730-757.				
Choi, H., Yoo, K., Reichert, T., & LaTour, M.S. (2016). Do feminists still respond negatively to female nudity in advertising? Investigating the influence of feminist attitudes on reactions to sexual appeals. <i>International Journal of Advertising</i> , 35 (5), 823-845.	US national sample	Minority consumers, sexual appeals, advertising attitude	Effects of sex in advertising	Female nudity in advertising
Windels, K. (2016). Stereotypical or just typical: how do US practitioners view the role and function of gender stereotypes in advertisements? <i>International Journal of Advertising</i> , 35 (5), 865-887.	US advertising practitioners	Gender stereotypes, advertising strategy	Stereotypes research	Gender stereotypes in advertising
Hatzithomas, L., Boutsouki, C., & Ziamou, P. (2016). A longitudinal analysis of the changing roles of gender in advertising: a content analysis of Super Bowl commercials. <i>International Journal of Advertising</i> , 35 (5), 888-906.	US	Evolution of gender roles, Executional elements	Gender stereotypes research	Changing roles of gender in US advertising

Baxter, S.M., Kulczynski, A., & Ilicic, J. (2016). Ads aimed at dads: exploring consumers' reactions towards advertising that conforms and challenges traditional gender role ideologies. <i>International Journal of Advertising</i> , 35 (6), 970-982.	Australian consumers	Executorial elements, advertising attitude	Gender role ideology theory	Current portrayal of male roles as caregivers in advertising
Tsichla, E., & Zotos, Y. (2016). Gender portrayals revisited: searching for explicit and implicit stereotypes in Cypriot magazine advertisements. <i>International Journal of Advertising</i> , 35 (6), 983 – 1007.	Cypriot magazine advertisements	Advertising execution, advertising effectiveness	Ambivalent Sexist Theory	Gender portrayals in Cypriot magazine advertisements.
Eisend, M. (2017). International diversity of authorship in advertising research, <i>International Journal of Advertising</i> , 36 (1), 3-10.	N/A	International scholarship of advertising research	N/A	Review of advertising research authorship in major advertising journals (e.g., JA, IJA, JAR, ICORIA)
Rößner, A., Kämmerer, M., & Eisend, M. (2017). Effects of ethnic advertising on consumers of minority and majority groups: the moderating effect of humor. <i>International Journal</i>	Majority/minority group presentation in advertising	Ethnic advertising	Similarity-based/identification-based theories, stereotyping, humor in advertising	Conditional ethnic advertising effect depending on humor

<i>of Advertising</i> , 36(1), 190-205.				
Ahn, J., La Ferle, C., & Lee, D. (2017). Language and advertising effectiveness: code-switching in the Korean marketplace. <i>International Journal of Advertising</i> , 36(3), 477-495.	Bilingual consumers, Korean consumers	Language and advertising effectiveness	Markedness model, language code-switching	Effects of different types of language code-switching (e.g., Korean-to-English, English-to-Korean) among Korean students
Lin, Y. C., Wang, K. Y., & Hsieh, J. Y. (2017). Creating an effective code-switched ad for monolinguals: the influence of brand origin and foreign language familiarity. <i>International Journal of Advertising</i> , 36(4), 613-631.	Monolingual consumers	Code-switching advertising effectiveness	Language code-switching advertising model	Effects of code-switching advertising among monolingual consumers and the influence of product country of origin through foreign language familiarity.
Roca, D., Wilson, B., Barrios, A., & Muñoz-Sánchez, O. (2017). Creativity identity in Colombia: the advertising creatives' perspective. <i>International Journal of Advertising</i> , 36(6), 831-851.	Interview with Colombian creative directors	Advertising creativity in a cultural context: Latin America-Colombia.	Social identity theory and Systems Model of Creativity	Social identity is influenced by the broader cultural (Colombian) social context such as the country's communications industry, the level of economic hardship, and the actual social conflict.
Farías, P. (2017). Identifying the factors that influence eWOM in SNSs:	Chile eWOM and SNSs users (university students)	eWOM and SNSs in the Latin American context	N/A	Factors influencing Latin American eWOM and SNS use

the case of Chile. <i>International Journal of Advertising</i> , 36(6), 852-869.				
Pergelova, A., & Angulo-Ruiz, F. (2017). Comparing advertising effectiveness in South-American and North-American contexts: testing Hofstede's and Inglehart's cultural dimensions in the higher education sector. <i>International Journal of Advertising</i> , 36(6), 870-892.	Peru and Canada	Cross-cultural advertising effects/The relationship between advertising and relational marketing in different cultural contexts	Hofstede's and Inglehart's cultural dimensions	The relationship between advertising and relationship marketing vary across different cultural contexts.
Veloso, A. R., Hildebrand, D., & Sresnewsky, K. B. G. (2017). Online advertising disclaimers in unregulated markets: use of disclaimers by multinational and local companies in the Brazilian toy industry. <i>International Journal of Advertising</i> , 36(6), 893-909.	Brazil toy markets	Advertising disclaimers in unregulated markets		Different use of disclaimers in online ads between multinational and Brazilian corporations/ Multinational subsidiaries' advertising distractors have more distractors.
Barrios, A., Wilson, B., & Arias, C. (2017). Getting the sustainability message across: an endorsed Colombian environmental cinematographic strategy. <i>International</i>	Colombian movie audiences	Green advertising in Latin America (Colombia)/Cinematographic green advertising	Grounded theory approach	Green advertising effects vary due to nationalistic identification, the movie's media format, and through affect transfer

<i>Journal of Advertising</i> , 36(6), 910-927.				
Uribe, R., & Fuentes-García, A. (2017). Comparing children's explicit and implicit understanding of advertising and placement on TV. <i>International Journal of Advertising</i> , 36(6), 928-944.	Chile children	Product placement effects in Latin America	N/A	Product placement effects in Chile vary between the explicit (verbal) and implicit (cued) understanding of advertising and placement
Koinig, I., Diehl, S., & Mueller, B. (2017). Are pharmaceutical ads affording consumers a greater say in their health care? The evaluation and self-empowerment effects of different ad appeals in Brazil. <i>International Journal of Advertising</i> , 36(6), 945-974.	Brazil adults	Advertising and consumer empowerment	Advertising-Empowerment-Model	Pharmaceutical advertising and consumer empowerment in Brazil/different message appeal effects in the country