

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

2006-2017

APA citation	Country and/or culture and/or type of consumer	Theme/area	Theory	Research topic
Dou, W., Wang, G., & Zhao, N. (2006). Generational and regional differences in media consumption patterns of Chinese generation X consumers. <i>Journal of Advertising</i> , 35(2), 101-110.	China Generational X consumers	Media consumption and media preferences	Generational cohort theory, uses and gratification theory	Media
Prendergast, G., West, D., Shi, Y-Z. (2006). Advertising budgeting methods and processes in China. <i>Journal of Advertising</i> , 35(3), 165-176.	China	Advertising budgeting methods	N/A	Executorial elements
Okazaki, S., Taylor, C. R., & Zou, S. (2006). Advertising standardization's positive impact on the bottom line: A model of when and how standardization improves financial and strategic performance. <i>Journal of Advertising</i> , 35(3), 17-33.	Japanese and U.S. subsidiaries operating in the European Union	Advertising standardization	Global marketing strategy theory (the fit between a company's marketing strategy and its external environmental and internal organizational resources determines its performance in the global market) (advertising standardization is one component)	International advertising strategy
Marjolein, M., Neijens, P., & Smit, E. (2007). The effects of program involvement on	European consumers/viewers who watched the 2000	Commercial recall	Context effects: program involvement has a negative	Advertising effectiveness

commercial exposure and recall in a naturalistic setting. <i>Journal of Advertising</i> , 36 (1), 121-137.	European Soccer Championship together with the commercials		effect on commercial memory.	
Joachim, B. (2007). Determinants of brand advertising efficiency. <i>Journal of Advertising</i> , 36(3), 51-73.	Germany	Advertising efficiency	Brand extension and spillover effect (advertising efficiency)	Advertising effectiveness
Zhao, X., & Belk, R. W. (2007). Advertising consumer culture in 1930s Shanghai: Globalization and localization in Yuefenpai. <i>Journal of Advertising</i> , 37(2), 45-56.	China	Globalism	Competing theories of globalization: homogenization theories and heterogenization theories.	Globalism
Lee, Y, H., & Lim, E. A. C. (2008). What's funny and what's not: The moderating role of cultural orientation in ad humor. <i>Journal of Advertising</i> , 37(2), 71-84.	Cultural dimensions: uncertainty avoidance and individualism-collectivism	Humor appeal and advertising effectiveness	Humor processes (incongruity resolution, arousal safety, and humorous disparagement) and cultural orientations	Advertising effectiveness
Paek, H-J., Yu, J. & Bae, B. J. (2009). Is on-line health promotion culture-bond?: Cultural characteristics manifested in U.S. and South Korea antismoking web sites. <i>Journal of Advertising</i> , 38(1), 35-48.	US and South Korean antismoking websites readers	Culture-bond health-promotion message	Theoretical frameworks of normative influence, social learning theory, and social support.	Message persuasiveness
Wolburg, J. M., & Venger, O. (2009) "Regulating sin" across cultures. <i>Journal of Advertising</i> ,	Ukraine and United States	Alcohol advertising effectiveness and advertising regulation	Six segment advertising strategy wheel	Advertising regulation and effectiveness
Kim, B. H., Han, S., & Yoon, S. (2010). Advertising creativity in	Korea	Scale development for advertising	N/A	Advertising effectiveness (creativity)

Korea. <i>Journal of Advertising</i> , 39(2), 93-108.		creativity that is intended for a collectivistic and holistic population.		
Zhang, J. (2010). The persuasiveness of individualist and collectivist advertising appeals among Chinese generation-X consumers. <i>Journal of Advertising</i> , 39(3), 69-80.	China, Generation-X	Biculturalism, globalization	Cultural congruency effect, theory of biculturalism, generational cohort theory	Advertising effectiveness and globalism
Bishop, M. M., & Peterson, M. (2010). The impact of medium context on bilingual consumers' responses to code-switched advertising. <i>Journal of Advertising</i> , 39(3), 55-67.	Spanish-English bilingual consumers	Bilingual advertising recall	Markedness model, Matrix language frame model	Advertising effectiveness and biculturalism
Stevenson, T. H., & Swayne, L. E. (2011). Is the changing status of African Americans in the B2B buying center reflected in trade journal advertising? <i>Journal of Advertising</i> , 40(4), 101-122.	African-Americans	Minority models in trade journal advertising	Cultivation theory	Minority representation in advertising
Hung, K., Li, S., & Tse, D. (2011). Interpersonal trust and platform credibility in a Chinese multibrand online community: Effects on brand variety seeking and time spent. <i>Journal of Advertising</i> , 40(3), 99-112.	Chinese consumers	Online platform credibility	Source credibility framework	Online platform
Tsai, W. S., (2011). How minority consumers use	Minority consumers	Gay-niche market and gay-themed	Social stigma	Minority consumers (gay men and lesbians)

targeted advertising as pathways to self-empowerment. <i>Journal of Advertising</i> , 40(3), 85-98.		mainstream commercials		
Oyedele, A. & Minor, M. S. (2012). Consumer culture plots in television advertising from Nigeria and South Africa. <i>Journal of Advertising</i> , 41(1), 91-108.	Nigeria and South Africa consumers	Globalism and westernization in Sub-Saharan Africa	Theory of semiotics	Globalism
Wei, Y. & Yu, C. (2012). How do reference groups influence self-brand connections among Chinese consumers? <i>Journal of Advertising</i> , 41(2), 39-54.	China	Self-brand connection, native vs. foreign brand	Social identity theory	Brand attitude
Hung, K., Tse, C. H., & Cheng, S. Y. Y. (2012). Advertising research in the post-WTO decade in China. <i>Journal of Advertising</i> , 41(3), 121-146.	China	Advertising research review	"Glocalization" framework (1. diversified/shifting cultural values, 2. language and brand names, 3 acceptable/offensive advertising, 4 media growth and control, 5 agency management)	Research review
Nelson, M. R. & Deshpande, S. (2013). The prevalence of and consumer response to foreign and domestic brand placement in Bollywood Movies. <i>Journal of Advertising</i> , 42(1), 1-15.	India	Product placement in films and audience attitude	Country-of-origin effect, globalization	International advertising strategy in films and globalization
Chen, H. & Haley, E. (2014). Product placement in social games: Consumer experiences	China	Social games, product placement	Media and culture ad sources of meaning	Advertising strategy

in China. <i>Journal of Advertising</i> , 43(3), 286-295.				
Cheong, Y., de Gregorio, F., & Kim, K. (2014). Advertising spending efficiency among top U.S. advertisers from 1985 to 2012: Overspending or smart managing? <i>Journal of Advertising</i> , 43(4), 344-358.	United States	Advertising spending efficiency	Two competing perspectives: overspending perspective and smart manager perspective	Executorial elements
Taylor, C. R., & Okazaki, S. (2015). Do global brands use similar executorial styles across cultures? A comparison of U.S. and Japanese television advertising. <i>Journal of Advertising</i> , 44(3), 276-288.	Japan and United States	Television advertising in Japan vs. U.S.; global brands	Global consumer culture theory	Executorial elements and globalization
Zuniga, M. A. (2016). African American consumers' evaluations of ethnically primed advertisements. <i>Journal of Advertising</i> , 45(1), 94-101.	African Americans	African American cultural ethnic primed advertisement	Distinctiveness theory and social identity theory	Minority consumers (African American consumers)
Lin, Y-C., & Wang, K-Y. (2016). Local or global image? The role of consumers' local-global identity in code-switched ad effectiveness among monolinguals. <i>Journal of Advertising</i> , 45(4), 482-497.	Monolingual	Monolingual markets	Code-switched advertising and local-global identity and identity accessibility effect	Advertising effectiveness
Weijters, B., Puntoni, S., & Baumgartner, H. (2017). Methodological issues in cross-linguistic and multilingual	Cross cultural languages	Methodological issues of cross-linguistic and multilingual	N/A	Customized methods in the cross-linguistic and multilingual contexts of advertising research

advertising research. Journal of Advertising, 46(1), 115-128.		advertising research		
Harrison, R. L., Thomas, K. D., & Cross, S. N. (2017). Restricted Visions of Multiracial Identity in Advertising. Journal of Advertising, 46(4), 503-520.	Mixed-race consumers	Race depiction in advertisements.	Visual representation of Race and critical perspectives	Critical analysis of mixed-race consumers appeared in advertisements.