

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

**2006-2017**

APA citation	Country and/or culture and/or type of consumer	Theme/area	Theory	Research Topic
Money, R. B., Shimp, T. A., & Sakano, T. (2006). Celebrity endorsements in Japan and the United States: Is negative information all that harmful? <i>Journal of Advertising Research, 46</i> (1), 113-123.	Japan and United States	Celebrity endorsement, negative information and attribution theory	Cultural dimensions, negative information (self-orientation and other-orientation)	Advertising effectiveness
Polegato, R., & Bjerke, R. (2006). The link between cross-cultural value associations and liking: The case of Benetton and its advertising. <i>Journal of Advertising Research, 46</i> (3), 263-273.	Oslo, Kiel, and Bologna	Personal value and brand attitude	Value associations and alignment	Brand attitude and advertising attitude
Chang, C. (2006). Cultural masculinity/femininity influences on advertising appeals. <i>Journal of Advertising Research, 46</i> (3), 324-338.	United States and Taiwan	Image/utilitarian appeal advertisement, masculine and androgynous culture	Cultural masculinity and femininity	Advertising effectiveness
Schwaiger, M., Rennhak, C., Taylor, C. R., & Cannon, H. M. (2007). Can comparative advertising be effective in Germany? A tale of two	Germany	Comparative advertisement	N/A	Advertising effectiveness

campaigns. <i>Journal of Advertising Research</i> , 47(1), 2-13.				
Elias, N., & Greenspan, L. (2007). The honey, the bear, and the violin: The Russian voices of Israeli advertising. <i>Journal of Advertising Research</i> , 47(1), 113-122.	Immigrant consumers from the former Soviet Union in Israel	Immigration targeted advertising	N/A	Immigrant advertising effectiveness
Korzenny, F. (2008). Multicultural marketing and the reasons why. <i>Journal of Advertising Research</i> , 48(2), 173-176.	Multiculturalism	Multicultural marketing and multiculturalism	N/A	Multicultural marketing and multiculturalism
Burgos, D. (2008). Use and abuse of cultural elements in multicultural advertising. <i>Journal of Advertising Research</i> , 48(2), 177-178.	Minority consumers	Minority consumers, cultural elements	N/A	Minority consumer-targeted advertising effectiveness
Villarreal, R., & Peterson, R. A. (2008). Hispanic ethnicity and media behavior. <i>Journal of Advertising Research</i> , 48(2), 179-190.	Hispanic Americans	Hispanic ethnicity, media preferences and behavior	Ethnicity theory	Minority consumers (Hispanic Americans)
Oakenfull, G. K., McCarthy, M. S., & Greenlee, T. B. (2008). Targeting a minority without alienating the majority: Advertising to gays and lesbians in mainstream media. <i>Journal of Advertising Research</i> , 48(2), 191-198.	Gay and lesbian consumers	Homosexually-oriented advertising	In-group vs. out-group membership (social identity theory), gender identity	Minority consumers (gay and lesbian consumers) and advertising effectiveness

Chang, C. (2008). The effectiveness of using a global look in an Asian market. <i>Journal of Advertising Research</i> , 48(2), 199-214.	Taiwan	English name brand vs. Chinese name brand, Chinese vs. western models	Cue utilization theory	Global brand, advertising effectiveness
Kalliny, M., Dagher, G., Minor, M. S., & De Los Santos, G. (2008). Television advertising in the Arab world: A status report. <i>Journal of Advertising Research</i> , 48(2), 215-223.	Arab world	Television advertising, cultural and religious values, gender depiction in advertising	N/A	Television advertising
Singh, N., Baack, D. W., Pereira, A., & Baack, D. (2008). Culturally customizing websites for U.S. Hispanic online consumers. <i>Journal of Advertising Research</i> , 48(2), 224-234.	Hispanic customers	Web design, Hispanics.	Acculturation theory	Hispanic customers
Albert, T. C., & Jacobs, R. D. (2008). Television attitudes and TV types of African-Americans, Latinos, and Caucasians. <i>Journal of Advertising Research</i> , 48(2), 235-246.	African Americans, Latinos, Caucasians	Ethnic audience adoption of communication technologies	Ethnicity and communication technology adoption	Minority consumers (ethnic minorities)
Prendergast, G., Cheung, W-L, & West, D. (2008). How far is too far? The antecedents of offensive advertising in modern China. <i>Journal of Advertising Research</i> , 48(4), 484-495.	China	Offensive advertising	N/A	Offensive advertising
Riegner, C. (2008). Wired China: The power of the world's largest internet population.	China vs. United States	Similarities and differences between Chinese	N/A	Online population

Journal of Advertising Research, 48(4), 496-505.		and American online population		
Chang, W. L., & Lii, P. (2008). Luck of the draw: Creating Chinese brand names. <i>Journal of Advertising Research</i> , 48(4), 523-530.	China	Name giving	N/A	International advertising strategy
Kelly, K., Comello, M. L. G., Stanley, L. R., & Gonzalez, G. R. (2010). The power of theme and language in multi-cultural communities. <i>Journal of Advertising Research</i> , 50(3), 265-278.	Mexican-American youth	Anti-tobacco advertising strategy, young Hispanic	N/A	Advertising effectiveness
Wei, Y., Frankwick, G. L., Gao, T., & Zhou, N. (2011). Consumer adoption intentions towards the internet in China. <i>Journal of Advertising Research</i> , 51(4), 594-607.	China	Internet adoption, China	N/A	Internet adoption
Hung, K., Chan, K. W., & Tse, C. H. (2011). Assessing celebrity endorsement effects in China: A consumer-celebrity relational approach. <i>Journal of Advertising Research</i> , 51(4), 608-623.	China	Celebrity endorsement, advertising strategy	Endorser effect, cultural values	International advertising strategy
Zhao, X., & Wang, J. (2011). Regulating political symbols: China's advertising law and politicized advertising. <i>Journal of Advertising Research</i> , 51(4), 624-633.	China	Advertising regulation: political correctness and cultural appropriateness	N/A	Advertising regulation

Cano, C. R., & Ortinau, D. J., (2012). Digging for "Spanish gold:" How to connect with Hispanic consumers. <i>Journal of Advertising Research</i> , 52(3), 322-332.	Hispanic Americans	Ethnic compatibility, Hispanic identifiers, advertising strategy	N/A	Advertising strategy and effectiveness
Coffey, A. J. (2013). Understanding the invisibility of the Asian-American television audience: Why marketers often overlook an audience of "model" consumers. <i>Journal of Advertising Research</i> , 53(1), 101-118.	Asian Americans	Advertiser recognition and investment in Asian-Americans	N/A	Asian Americans
Franklin, E. (2014). Are you reaching the black-American consumer? How the rise of U.S. multiculturalism ended up sending mixed marketing messages. <i>Journal of Advertising Research</i> , 54(3), 259-262.	Black-American	Multi-cultural marketing, multiculturalism	N/A	Multicultural marketing and multiculturalism
Huh, J., Deloreme, D. E., Reid, L. N., & Kim, J. (2014) Do Korean-Americans view drug advertisements differently than non-Hispanic white Americans? Perceptions of direct-to-consumer media: How useful is the information they convey? <i>Journal of Advertising Research</i> , 54(3), 332-345.	Korean Americans	Direct-to-consumer advertising, Korean Americans	N/A	Direct-to-consumer advertising media

Mora, J-D., Krider, R., & Ho, J. (2015). Who decides what to watch on TV at home? Insights from people-meter data in Mexico. <i>Journal of Advertising Research, 55</i> (1), 022-036.	Mexico	Television viewing behavior	N/A	Television viewing, media consumption
Pounders, K., & Mabry-Flynn, A. (2016). Consumer response to gay and lesbian imagery: How product type and stereotypes affect consumers' perceptions. <i>Journal of Advertising Research, 56</i> (4), 426-440.	China	Creative advertising	Stereotypes concept	Advertising creativity
Dix, S. R., & Phau, I. (2017). Predictors of commercial zapping during live prime-time television: An observation-based study identifies factors that drive TV channel switching. <i>Journal of Advertising Research, 57</i> (1), 15-27.	Australia	TV channel switching	Advertising-avoidance	Commercial zapping
Lajante, M. M., Droulers, O., & Amarantini, D. (2017). How reliable are "state-of-the-art" facial EMG processing methods? Guidelines for improving the assessment of emotional valence in advertising research. <i>Journal of Advertising Research, 57</i> (1), 28-37.	France	Facial electromyography (EMG)	N/A	Emotional valence
Choi, J., Taylor, C. R., & Lee, D. H. (2017). Do resonant advertisements resonate with	South Korea	Resonance	Resonance, regulatory focus, need for cognition	Resonant advertising

consumers? The Interaction of wordplay, regulatory focus, and need for cognition and its impact on persuasion. <i>Journal of Advertising Research</i> , 57(1), 82-93.				
Southgate, D. (2017). The emergence of generation Z and its impact in advertising: Long-term implications for media planning and creative development. <i>Journal of Advertising Research</i> , 57(2), 227-235.	Generation Z	Generation Z and advertising market	N/A	New advertising consumers
Stocchi, L., Guerini, C., & Michaelidou, N. (2017). When are apps worth paying for? How marketers can analyze the market performance of mobile apps. <i>Journal of Advertising Research</i> , 57(3), 260-271.	Italy	Mobile apps	Brand usage, brand image, and double jeopardy effect.	Market performance of different types of mobile apps
Lee, J., & Shin, D. H. (2017). Positive side effects of in-app reward advertising. Free items boost sales: A focus on sampling effects. <i>Journal of Advertising Research</i> , 57(3), 272-282.	South Korea	Mobile apps	Integrated information-response model	In-app reward advertising
Lee, Y. K., Chang, C. T., & Chen, P. C. (2017). What sells better in green communications: Fear or hope? It depends on whether the issue is global or	Taiwan	Corporate social responsibility	Issue framing, emotional appeal types – fear and hope	Green communications

local. <i>Journal of Advertising Research</i> , 57(4), 379-396.				
Gruber, V., Kaliauer, M., & Schlegelmilch, B. B. (2017). Improving the effectiveness and credibility of corporate social responsibility messaging: An Austrian model identifies influential CSR content and communication channels. <i>Journal of Advertising Research</i> , 57(4), 397-409.	Austria	Corporate social responsibility	N/A	CSR communication, credibility.
Lecuyer, C., Capelli, S., & Sabadie, W. (2017). Corporate social responsibility communication effects: A comparison between investor-owned banks and member-owned banks. <i>Journal of Advertising Research</i> , 57(4), 436-446.	France	Corporate social responsibility	N/A	Corporate governance (investor-owned vs. member-owned), CSR communication