

**Articles from Journal of Current Issues & Research in 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
Hyun, Y. J., Gentry, J. W., Park, C., & Jun, S. (2006). An investigation of newspaper ad memory as affect context involvement and ad size—A Korean case. <i>Journal of Current Issues & Research in Advertising</i> , 28(1), 45-56.	Korean newspaper advertising readers	Ad memory, ad size, ad placement, ad effectiveness	Theory of automatic vs. strategic processing	Ad effectiveness
Bulmer, S., & Buchanan-Oliver, M. (2006). Advertising across cultures: Interpretations of Visually complex advertising. <i>Journal of Current Issues & Research in Advertising</i> , 28(1), 57-71.	European New Zealanders (locally born and bred with British ancestry) vs. those who had recently migrated to New Zealand and were from other culture	Visual rhetoric of television advertising	Visual rhetoric approach	Visual advertising interpretation
Ko, H., Roberts, M. S., & Cho, C-H. (2006). Cross-cultural differences in motivations and perceived interactivity: A comparative study of American and Korean internet users. <i>Journal of Current Issues & Research in Advertising</i> , 28(2), 93-104.	South Korea and United States	Internet motivations, interactivity	Hofstede's cultural dimensions, uses and gratifications theory	Internet use motivation

<p>Stevenson, T. H. (2007). A six-decade study of the portrayal of African Americans in business print media: Trailing, mirroring, or shaping social change? <i>Journal of Current Issues & Research in Advertising</i>, 29(1), 15-32.</p>	<p>African Americans</p>	<p>Portrayal of blacks (frequency of appearance and occupational roles) in industrial advertising (general business publications or business-to-business advertising)</p>	<p>Minority representation</p>	<p>Minority consumer portrayal in advertising</p>
<p>Morimoto, M., & La Ferle, C. (2008). Examining the influence of culture on perceived source credibility of Asian Americans & the mediating role of similarity. <i>Journal of Current Issues & Research in Advertising</i>, 30(1),49-60.</p>	<p>Asian Americans</p>	<p>Source credibility, modal-consumer racial congruency in advertising</p>	<p>Source credibility (expertise, trustworthiness, and attractiveness), congruency and Osgood and Tannenbaum's congruity theory</p>	<p>Advertising persuasiveness, source credibility</p>
<p>Wyatt, R. J., Gelb, B. D., & Geiger-Oneto, S. (2008). How social insecurity and the social meaning of advertising reinforce minority consumers' preferences for national brands. <i>Journal of Current Issues & Research in Advertising</i>, 30(1), 61-70.</p>	<p>Hispanic and African American shoppers</p>	<p>racial and ethnic minorities, national brand vs. private label counterparts</p>	<p>Social meaning of advertising</p>	<p>Minor consumers, brand preference</p>
<p>Eisend, M. (2009). A cross-cultural generalizability study of consumers' acceptance of product placements in movies. <i>Journal of Current Issues and Research in Advertising</i>, 31(1),</p>	<p>USA, France, Austria, China, Germany and Bulgaria</p>	<p>Product placement acceptability in movies, ethical charged (controversial) vs. neutral products</p>	<p>Generalizability theory (developed to assess the generalizability of measures)</p>	<p>Ad effectiveness</p>

15-25.				
Appiah, O., & Liu, Y-I. (2009). Reaching the model minority: Ethnic differences in responding to culturally embedded targeted- and non-targeted advertisements. <i>Journal of Current Issues and Research in Advertising</i> , 31(1), 27-41.	Chinese vs. white consumers	ethnic-specific cultural cues (cultural embeddedness in ads), ethnic minority and majority	Kelman's identification process of social influence (people instinctively determine their level of similarity with an information source and make similarity assessments during interaction)	Minor consumers, ad effectiveness
Gao, Z. (2009). Beyond culture: A proposal for agent-based content analyses of international advertisements. <i>Journal of Current Issues and Research in Advertising</i> , 31(1), 105-116.	Critical paper, not focused on any specific country/culture/consumer	Content analysis of international advertising content	A proposed framework: agent-based approach	Advertising strategy planning, framework building
Prendergast, G., Cheung, W-L., & West, D. (2010). Antecedents to advertising avoidance in China. <i>Journal of Current Issues and Research in Advertising</i> , 32(2), 87-100.	China	Advertising avoidance	Ad avoidance	Ad effectiveness and strategy
Ketelaar, P. E., Gisbergen, M. S., & Bosman, J. (2010). The effects of openness on attitude toward the ad, attitude toward the brand, and brand beliefs in Dutch magazine ads. <i>Journal of Current Issues & Research in Advertising</i> , 32(2), 71-85.	China	Advertising avoidance	Passive-active framework (passive predictors as presence of others and time pressure; active predictor as attitudes towards advertising)	Advertising campaign planning, advertising effectiveness
Wang, Y., & Sun, S. (2010). An online advertising model:	China, U.S.	online advertising (attitude and	Hofstede's cultural dimension	Ad effectiveness

Comparing China and the U.S.. <i>Journal of Current Issues & Research in Advertising</i> , 32(2), 101-115.		behaviors)		
Kalliny, M. (2010). Are they really that different from US: A comparison of Arab and American newspaper advertising. <i>Journal of Current Issues & Research in Advertising</i> , 32(1), 95-108.	Arab, America	Newspaper advertising, cultural values, advertising strategies	Cultural value dimension (beauty enhancement, competition, thriftiness, attitude toward enjoyment, harmony with others, independence, attitude towards nature, and tradition)	Cultural value, advertising strategy
Tian, S., & Pasadeos, Y. (2012). A revised model of animosity: The impact of anti-Japanese sentiment on consumer behavior in China. <i>Journal of Current Issues & Research in Advertising</i> , 33(2), 170-191.	Japan, China	Consumer animosity, anti-Japan animosity	No theory	Consumer animosity
Sego, T., & Lee, J-Y. (2012). Executional elements in banner advertising: A cross-cultural comparison. <i>Journal of Current Issues & Research in Advertising</i> , 33(2), 301-316.	Western vs. eastern	Banner ad, emotion	Bio-informational theory [certain stimulus properties (motion, color) produce visceral emotional responses]	executional elements in advertising (emotion)
Bakir, A., & Palan, K. M. (2013). Agentic and communal: Multinational analysis of gender portrayal in children's television commercials. <i>Journal of Current Issues & Research in Advertising</i> , 34(1), 39-56.	Mexico, Turkey, and the U.S.	Gender role, television advertising	Agentic vs. communal dimensions to differentiate between masculine and feminine behavior	Gender portrayal in advertising
Garcia, N. A., Chelminski, P., &	Mexican consumers	Language use in	Patriotism, ethnocentrism	Advertising strategy and

Hernandez, E. g. (2013). The effects of language on attitudes toward advertisements and brands trust in Mexico. <i>Journal of Current Issues & Research in Advertising</i> , 34(1),77-92.		advertising tag line		effectiveness
Gao, Z., Zhang, H., & Li, S. F. (2014). Consumer attitudes toward advertising in the digital age: A China-United States comparative study. <i>Journal of Current Issues & Research in Advertising</i> , 35(1), 12-28.	China vs. United States	Attitude and beliefs towards advertising	No theory	Attitude towards advertising in general
Krishen, A. S., LaTour, M. S., & Alishah, E. J. (2014). Asian females in an advertising context: Exploring skin tone tension. <i>Journal of Current Issues & Research in Advertising</i> , 35(1), 71-85.	Asians vs. Caucasians	Skin tone, skin whitening, female role portrayals	Consumer motivation model (skin tone tension), gender theory	Advertising strategy and effectiveness, gender role portrayal, minority ethnicity portrayal
Kalliny, M. (2014). Advertising trends in the Arab world: A status report. <i>Journal of Current Issues & Research in Advertising</i> , 35(1), 86-106.	Middle East	Development of advertising industry	No theory	Development of advertising
Noguti, V., & Russell, C. A. (2015). The moderating role of social norms on the effects of product placement in television fiction: A field study in Brazil. <i>Journal of Current Issues & Research in Advertising</i> ,36(1), 20-34.	Brazilian women	Brand attitude, purchase intention, social norms, product placement in TV programs	Theory of Reasoned Action	Advertising strategy

Beard, F. (2016). Comparative television advertising in the United States: A thirty-year update. <i>Journal of Current Issues & Research in Advertising</i> , 37(2), 183-195.	United States	Comparative television commercials, negativity	No theory	Advertising strategy and effectiveness
Lee, Y-J. (2017). Can Asian models be effective to white American consumers in values advocacy ads? The implications of collectivist self-construal as a self-motive in the context of values advocacy ads. <i>Journal of Current Issues & Research in Advertising</i> , 38(1), 75-91.	White American consumers	Self-construal, value advocacy advertising, Asian model	Motivated reasoning	Advertising strategy and effectiveness
Fowler, J. G., Muncy, J. A., & Iyer, R. (2017). The cultural meaning transfer of fashion aesthetics. <i>Journal of Current Issues & Research in Advertising</i> , 38(2), 107-128.	China and the U.S.	Model attractiveness, fashion aesthetics strategy	Theory of cultural meaning transfer	Advertising strategy and effectiveness
Hendriks, B., van Meurs, F., & Poos, C. (2017). Effects of difficult and easy English slogans in advertising for Dutch consumers. <i>Journal of Current Issues & Research in Advertising</i> , 38(2), 184-196.	Dutch consumers	Foreign language use in advertising, advertising slogan	No theory	Advertising strategy and effectiveness