

**Articles from Journal of Interactive 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
Okazaki, S. (2009). Mobile finds girls' taste: Knorr's new product development. <i>Journal of Interactive Advertising</i> , 9 (2).	Japan	Media consumption (mobile)	N/A	Case discussing Knorr's mobile-based new product development project in Japan
Zeng, Z., Huang, L., & Dou, W. (2009). Social factors in user perceptions and responses to advertising in online social networking communities. <i>Journal of Interactive Advertising</i> , 10 (1), 1-13.	Online users in China	Attitude toward advertising	Social categorization theories, construct of group intention, collectivism dimension	Users' group intentions to accept advertising in online social networking communities
Fagerstrøm, A., & Ghinea, G. (2010). Web 2.0's marketing impact on low-involvement consumers. <i>Journal of Interactive Advertising</i> , 10 (2), 67-71.	Consumers from Nordic countries	Brand awareness, brand attitude, advertising strategy and execution	N/A	Discussion of 'Libresse, Let's Design campaign' in Nordic Counties
Huang, M., & Tsang, A.S.L. (2010). Development and current issues related to Internet marketing communications in China. <i>Journal of Interactive</i>	China	Internet advertising strategy, advertising industry	N/A	Development of online marketing communications: Key aspects and issues

<i>Advertising</i> , 11 (1), 1-10.				
Chen, H., & Haley, E. (2010). The lived meanings of Chinese social network sites (SNSS) among urban white-collar professionals: A story of happy network. <i>Journal of Interactive Advertising</i> , 11 (1), 11-26.	China	Media consumption	Social network research	Perception and interpretation of Chinese social network sites
Elias, T., Appiah, O., & Gong, L. (2011). Effects of strength of ethnic identity and product presenter race on black consumer attitudes: A multiple-group model approach. <i>Journal of Interactive Advertising</i> , 11 (2), 13-29.	U.S. black undergraduate and graduate students	Attitude toward advertising, ethnic representation in advertising	Social identity theory	Impact of characters' ethnic identity on consumer attitudes
Mallia, K. L., & Windels, K. (2011). Will changing media change the world? An exploratory investigation of the impact of digital advertising on opportunities for creative women. <i>Journal of Interactive Advertising</i> , 11 (2), 30-44.	Marketing communication practitioners with diverse cultural background	Creative work process; individualistic vs. collectivistic organizational culture, digital media, demographics	Institutional theory	Impact of digital media on the creative careers of women
Kwon, E.S., & Sung, Y. (2011). Follow me! Global marketers' twitter use. <i>Journal of Interactive Advertising</i> , 12 (1), 4-16.	Global brands	Brand image, brand strategy, advertising execution	The 14-item information typology	Use of brand anthropomorphism and information type on Twitter accounts
Chi, H-H. (2011).	College-aged Facebook	Effectiveness of social	Concept of social capital,	User motivation and social

Interactive digital advertising vs. virtual brand community: Exploratory study of user motivation and social media marketing responses in Taiwan. <i>Journal of Interactive Advertising</i> , 12 (1), 44-61.	users in Taiwan	media marketing, interactive digital advertising, online brand community	psychological well-being	media marketing responses
Kamal, S., Chu, S-C., & Pedram, M. (2013). Materialism, attitudes, and social media usage and their impact on purchase intention of luxury fashion goods among American and Arab young generations. <i>Journal of Interactive Advertising</i> , 13 (1), 27-40.	American and Arab young generation	Attitude toward social media advertising, media consumption	Materialism construct, social comparison theory	Impact of materialism, attitudes, and social media usage on purchase intention of luxury fashion goods
Chen, K-J., Lin, J-S., Choi, J.H., & Hahm, J.M. (2015). Would you be my friend? An examination of global marketers' brand personification strategies in social media. <i>Journal of Interactive Advertising</i> , 15 (2), 97-110.	Global marketers' brand strategies	Brand personification strategies, consumer behavior	Brown's typology of personification	Global marketers' brand strategies and consumer engagement in social media

Notes: 2017 did not have articles related to multicultural, cross-cultural and/or international advertising.