

## **A retrospective on the state of international advertising research in advertising, communication, and marketing journals: 1963–2014**

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Scanning from the earliest to the recent literature on international advertising research, this study aimed to provide a more comprehensive and detailed picture of the research trends and patterns across the advertising, marketing, and communication disciplines over the past half century. Findings exhibit continuous growth in terms of the quantity of international advertising studies. While theoretical foundations need to be further solidified and elaborated, methodological and statistical rigors have been increasingly underpinned in international advertising research. Further, this study recognized authorial and institutional productivity, and influential articles in the field of international advertising research. The finding indicates that scholarly endeavors are necessary for diversity of countries studied in future research.

**Keywords:** international advertising research; authorial productivity; theoretical foundation; methodological rigor

### **Introduction**

International advertising research is closely bound to international advertising practice, both of which have evolved and synergized along with the traditional pattern of persistent interaction between them (Miracle 2014). Indeed, international advertising practice has varied and grown more sophisticated due to changes in the global economic environment and the emergence of various new communication technologies over the past 50 years. Globalization of markets causes greater interdependence between countries, meaning that each country's economy has become more susceptible to economic occurrences in other countries. Consequently, scholars have engaged in incremental inquiry to garner new knowledge by explaining or generalizing those practices, and further by building a model or a theory that allows for prediction of an international advertising phenomenon in the future (Miracle 2014; Taylor 2005). As a result of such enduring scholarly endeavors in response to this inquiry, international advertising research has burgeoned significantly since its inception (Han 2008).

International advertising studies have explored varied topical and methodological issues, including standardization vs. localization, global marketing strategies, brand equity in global context, and measurement of cultural dimensions (Taylor 2005). Although early publications addressing international advertising (e.g., Buzzell 1968; Roostal 1963) primarily focused on the topics of international standardization or adaptation of advertising, the topical and

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methodological approaches employed in international advertising studies have diversified over the years (Cheng 2014). Conceptual perspectives, for example, predominated in the early international advertising research (Zinkhan 1994), but empirical studies have become more mainstream in the field (Taylor 2005).

Acknowledging that international advertising research has been varied in responding to changes in advertising practice, communication technologies, economy, culture, or politics, scholars have strived to assess its trends or patterns. In the recent edition of the *Handbook of International Advertising Research*, Miracle (2014) provided an historical assessment of international advertising research by focusing on its contributions, approaches, and topics covered. In the same piece, Taylor and Ford (2014) offered methodological reviews of international advertising research and identified issues related to the research methods employed in past studies, suggesting useful guidelines for scholars to resolve such methodological issues, particularly when conducting cross-cultural advertising research. Employing citation analysis, Zou (2005) identified individual and institutional contributors to international advertising research between 1990 and 2002. Taylor (2005) further suggested agenda for international advertising research based on his assessment of the development of the field from 1994 to 2004. Paralleling earlier trend studies that provided retrospective knowledge of, and future directions for, international advertising, the current study aims to improve our knowledge of international advertising research by examining articles over the past half century and thereby furnishing a macro-analysis of this research period.

This study, therefore, intends to observe research patterns and trends through content analysis of published articles in journals in the field of advertising, communication, and marketing. In particular, it aims to examine (1) the development of international advertising research, (2) authorial and institutional productivity, (3) impact of an article on the literature, (4) prominent topics presented, (5) theoretical frameworks employed, and (6) the methodological approaches applied. Furthermore, this study employs a comprehensive research trend study with an expanded scope of analysis (e.g., more elaborate analysis of authorship, methods, concepts, and statistical analysis).

### **Analytical framework past and present**

Past trend studies of international advertising research have focused primarily on variables, such as the topical, methodological, and authorial status of the field. While topical status of the research illustrates which issues or subjects related to international advertising have garnered more scholarly attention during a given period, appraising research methods provides insight into the ways of observing a phenomenon (e.g., data collection) and scrutinizing patterns observed (e.g., data analysis) in international advertising research (Babbie 2014). Assessing authorial and institutional productivity recognizes notable figures and institutions that make frequent contributions to the field of international advertising research. In contrast, a citation index demonstrates the impact of an individual publication on subsequent literature.

In Zou's study (2005), for instance, research topics were identified according to seven categories, including standardization vs. localization issues, consumer response to advertising, advertising content, social and regulatory issues, cultural values, campaign management, and issues on integrated marketing communication and agencies. Okazaki and Mueller (2007) employed the same categorization scheme that was employed in their trend study of cross-cultural advertising research in marketing and business journals between 1995 and 2006. While the categorization of past studies is cogent enough to include varied research topics related to international advertising, the current study

intends to apply a more segmented categorization of the topics. Referencing earlier trend studies of advertising (Muncy 1991; Yale and Gilly 1988), we thus identified 18 categories for the classification of research topics. The specific coding scheme this study employs aims to detail research topics of international advertising research over the past 50 years.

Previous studies (Okazaki and Mueller 2007; Taylor 2005) have separated research methods into six categories – content analysis, experiment, survey, conceptual, secondary analysis, and qualitative. For the current study, we identified 13 categories of research methods, adopted from Cho and Khang's (2006) study. Further, we employed a more specific coding scheme for the research methods by analyzing research orientation (empirical vs. non-empirical), research approach (quantitative, qualitative, or mixed), sampling method (probability, nonprobability, etc.), type of data collection (offline vs. online), and so on. Thus, we anticipate being able to grasp the rigor of data collection and analysis in international advertising research over the years.

Past research has analyzed the individual and institutional contributions of trend studies to the field. For example, Zou (2005) assessed the authorial and institutional productivity and impact of an individual article on international advertising literature. He particularly employed the Social Science Citation Index (SSCI) to evaluate the significance of a published journal article on subsequent international advertising literature. Indeed, SSCI is an interdisciplinary citation database that is regarded as a reliable measure of the impact of an article on the related literature (Zou 2005). In addition to the SSCI, this study also utilizes Google Scholar Citations database, a portion of Google, the most reliable search engine, to gauge the impact of an individual publication on the literature. It could be interesting to observe the similarities and differences between the citation indexes. In addition, the current study analyzed individual countries and the medium examined in international advertising research articles during a given period.

### ***Research questions***

Taken as a whole, the present study intends to address the following general research questions:

RQ1: What are the frequency, proportion, and occurrence patterns of international advertising research articles published in the advertising, communication, and marketing journals for the past five decades?

RQ2: What is the authorial, topical, theoretical and methodological status of international advertising research in the advertising, communication and marketing journals for the past five decades?

In particular, we asked:

RQ2-1: Who are frequent individual and institutional contributors to the international advertising research?

RQ2-2: Which articles have significantly impacted on the literature of international advertising research?

RQ2-3: What topics are frequently examined in the international advertising research?

RQ2-4: What theories, theoretical frameworks, or constructs are frequently applied in the international advertising research?

RQ2-5: What research methods are frequently employed in the international advertising research?

RQ2-6: What statistical analyses are frequently used in the international advertising research?

## Method

### Sample

This study explored trends in international advertising research published from 1963 to 2014 in 16 journals within the advertising, communication, and marketing disciplines. The journals from each discipline were selected according to two primary criteria. First, journals chosen for analysis have retained great readership and quality over the years and are thus considered to be influential to scholars in each discipline (Cho and Khang 2006). Second, this analysis included journals that focus on international topics since they are expected to publish more research articles related to international advertising, which would help to achieve the purpose of this study. These criteria guided our selection of journals for each discipline.

For the advertising discipline, this present study chose four journals: *Journal of Advertising (JA)*, *Journal of Advertising Research (JAR)*, *Journal of Current Issues, Research in Advertising (JCIRA)*, and *International Journal of Advertising (IJA)*. The first three of these journals are considered major advertising journals (Zou 2005), while *IJA* has published a body of articles on international advertising and represents the most recent addition to the advertising discipline among the journals selected.

For the communication discipline, we selected five major journals, including *Communication Research (CR)*, *Human Communication Research (HCR)*, *Journal of Communication (JC)*, *Journal of Broadcasting Electronic Media (JOBEM)*, and *Journalism & Mass Communication Quality (JMCQ)*, which are regarded as five leading communication journals (Cho and Khang 2006; Kim et al. 2014; Tomasello 2001). In the field of communication, however, it was not possible to identify journals specializing in international advertising; therefore, no additional communication journals were included in the analysis.

In the field of marketing, three leading journals were chosen – *Journal of Marketing (JM)*, *Journal of Marketing Research (JMR)*, and *Journal of Consumer Research (JCR)*. These journals are widely accepted as the top three marketing journals (Zou 2005). In addition, we selected three more marketing journals focusing on international topics, including *Journal of International Marketing (JIM)*, *International Journal of Research in Marketing (IJRM)*, and *Journal of International Business Studies (JIBS)*. These three journals were highly regarded according to a ranking index of international business journals (DuBois and Reeb 2000).

This study's timeframe for analysis spanned from 1963 to 2014. The starting year, 1963, was chosen based on the first appearance of a research article addressing international advertising among the journals we selected. The ending year of the timeframe, 2014, was selected based on our belief that the most up-to-date information in the field of international advertising research merits analysis.

### Selection of articles

Following the suggestion of the previous research (Barry 1990; Henthorne, LaTour, and Loraas 1998), this study utilized full-length published research articles as the unit of analysis and excluded editorials, book reviews, and other nonconforming materials. The researchers selected articles for analysis in three phases. Initially, articles were classified by entering relevant keywords and their combinations into online databases for the selected 16 journals. The keywords employed were 'international advertising,' 'cross-cultural,' 'global,' and 'comparative,' which were all borrowed from Zou's work (2005). Further, we went through all Table of Contents of every issue for each journal to secure additional articles that might not be shown up in the keyword search.

During phase two of the selection process, articles were further sorted and identified by scanning titles and abstracts and reading full texts of the articles when necessary to ensure each actually addressed the topic of international advertising. Finally, we double-checked the relevancy of each article in relation to this study's purpose. At the completion of the three phases of selection, a total of 496 articles were identified for analysis from the 16 advertising, communication, and marketing journals.

It should be noted that the current study included articles that not only address topics of advertising across two or more nations or cultures, but also examine advertising issues in a country outside of the USA. It is true that the USA has established itself as the ground for evolution of international advertising practice, teaching, and research, and much of the research addressing international advertising has been published in this country (Miracle 2014). By expanding our analysis outside of the USA, we expect to contribute additional knowledge to past studies of international advertising research.

### ***Measure***

#### *Journal/year*

For each article, the name of the journal and year of publication were coded in order to help determine which journals publish more international advertising research articles (prevalence of international advertising research) and how much focus has been placed on international advertising over time (year trend).

#### *Author/affiliation*

The author names and their affiliations (organization at the time of publication) were also coded for each article. This information provides knowledge of which universities, organizations, and/or individuals have been productive in international advertising research.

#### *Research productivity index/citation index*

The research productivity index (RPI) refers to a measure of a researcher's productivity, adding the number of articles to author credits (Pasadeos, Renfro, and Hanily 1999). The author credits are gauged with a formula in which one article is divided by the number of authors (e.g., 1.0 is credited to a sole author, 0.5 to each for two authors, etc.). RPI was employed to assess productivity of an individual researcher. Further, to determine institutional contributions to international advertising research, institutional credit (IC) was created for this study. The formula for the IC is computed by the number of institutional affiliations of an article's authors multiplied by author credits. If an article, for example, has three authors— X, Y, and Z — they are respectively associated with University of A, University B, and University of A. To find A's IC, one would multiply the number of affiliations (2) by individual author credits (0.33) to obtain a value of 0.66.

A citation index literally indicates how many times a research article has been cited by other studies. Because higher numbers on the citation index correspond with more important and popular articles, previous studies tended to emphasize and analyze the number of citations for a particular article (Feeley 2008; Kim and McMillan 2008). The current study analyzed the citation numbers for each article served by both the SSCI and Google Scholar.

#### *Research topics*

Research topics refer to the main subjects that the authors examine in their studies. In order to assess research topics, we adopted and revised coding schemes from previous

works (Muncy 1991; Yale and Gilly 1988; Zou 2005) to fit the current study. In addition, the topics were inductively identified as the analysis proceeded. The following 13 main categories of research topics were identified:

- (1) advertising effects (cognitive, affective, behavioral, psychophysiological, economic effects, etc.);
- (2) advertising contents (visual, message, model, creativity, tone, appeal, etc.);
- (3) advertising research (scale development, methodology, etc.);
- (4) advertising strategy (brand positioning, integrated marketing communications (IMC), marketing context of advertising, public relations, targeting and segmentation, tactics, etc.);
- (5) consumer behavior (consumer characteristics, involvement, etc.);
- (6) cultural aspects (cultural comparison, generalization and localization, etc.);
- (7) education in advertising;
- (8) historical and philosophical study;
- (9) legal/regulatory issue (deceptive ad, governmental ad law, self-regulatory, etc.);
- (10) management of advertising (advertising industry system, agency, budget, economic aspects, professionalism, etc.);
- (11) media (media comparison, media planning, media use, new media, etc.);
- (12) societal issue (ethical issue, minority issue, political advertisement, stereotyping, etc.);
- (13) other.

If an article addressed more than one research topic, it was coded into multiple topic categories. For example, an article could be coded into two topic categories, such as *tone and appeal* and *affective*, simultaneously. The analysis of research topics offers us information about which topics are either prevalent or underrepresented in international advertising research during a given period. This information also expected to guide the direction of future study.

#### *Theory, theoretical framework, and construct*

The presence and type of theory were also coded for the analysis. The type of theory was identified according to three categories – theory, theoretical framework, and construct (Kim et al. 2014). To analyze the type of theory employed in each article, we adopted the following operational definitions of each type as suggested by previous work (Kim et al. 2014, 302):

- Theory: a set of constructs linked together by relational statements that are internally consistent with one another.
- Theoretical framework/model: a framework for thinking about a problem that may yet evolve into a statement of the relationship among theoretical propositions.
- Construct: an explanatory variable that is not directly observed.

#### *Media interest*

This variable refers to the media on which each article focused or examined (e.g., TV, radio, print, internet, social media, etc.). This study employed the same coding scheme as previous work (Kim et al. 2014). However, because social media and the Internet are

thought to exhibit distinctive characteristics, this study separated and coded these as two individual media (e.g., banner ads or email ads vs. viral videos or consumer-generated ads). If an article covered more than one medium, it was coded into multiple media categories.

#### *Country examined*

This study analyzed the individual countries that each article examined. If an article covered more than one country, it was coded into multiple country categories.

#### *Research method*

The research method (e.g., content analysis, experiment, survey, interview, focus group, etc.) for each published article was coded to clarify which research methods are most widely employed in the examination of international advertising phenomena. In addition, this study coded for research orientation (empirical and non-empirical), research approach (qualitative and quantitative), inter-coder reliability test in content analysis research, sampling method (probability, non-probability, both, and not specified), data collection type (offline, online, both, and not specified), respondent rates in survey research, and finally, statistical analysis method. In particular, if a study did not provide response rates, but offered both the numbers of respondents and distributed survey questionnaires, the researchers calculated the response rates based on that given information. When a study conducted two or more surveys, the average response rates were used for the analysis.

#### *Inter-coder reliability*

Cohen's Kappa was employed as a measure of reliability in the current study. To obtain the inter-coder reliability for each coding category, 43 randomly selected articles (10% out of the 428 extracted international advertising articles) were independently coded by three coders. The rest of the articles were evenly divided and assigned to each coder for the analysis. The inter-coder estimate of each coding category was satisfactory, with all above the acceptable point (higher than .80) (Landis and Koch 1977). Inter-coder reliability for this study was .91 on average, ranging from 0.80 to 1. Cohen's Kappa was 1 for name of the journal, authors, and institutions, .87 for research topics, .97 for theoretical framework, .80 for research method, and .83 for statistical analysis.

## **Results**

### ***Frequency and proportion of international advertising research***

Table 1 shows the frequency of international advertising-related articles in each journal and discipline. A total of 496 articles were published during the period spanning from 1963 to 2014. Journals in the advertising discipline ( $n = 344$ ) published higher numbers of international advertising-related articles than journals in either the marketing ( $n = 123$ ) or communication ( $n = 29$ ) disciplines. In terms of the journals examined in this study, IJA had the highest proportion of international advertising research (31.5%), followed by *JA* (17.9%), *JAR* (14.9%), and *International Marketing Review (IMR)* (10.9%) ( $\chi^2 = 215.49$ ,  $df = 60$ ,  $p < .000$ ).

Table 2 presents the proportion of international advertising-related articles as compared to the total number of publications by each journal. To understand the change



Table 1. International advertising research articles by journals.

Journal (Launch year)	Impact factor	Origin of journal	First publication of IAR*	Number of articles	% in the discipline	% of total
<b>Advertising</b>						
<i>JA</i> (1972)	1.169	USA	1974	89	25.9	17.9
<i>JAR</i> (1960)	1.651	USA	1967	71	20.6	14.9
<i>JCIRA</i> (1978)	n.a.**	USA	1984	28	8.1	5.6
<i>IJA</i> (1982)	1.754	UK	1985	156	45.3	31.5
Subtotal				344	100.0	69.4
<b>Communication</b>						
<i>CR</i> (1974)	2.444	USA	1989	3	10.3	0.6
<i>HCR</i> (1974)	1.886	USA	2005	1	3.4	0.2
<i>JC</i> (1951)	2.076	USA	1991	10	34.5	2.0
<i>JOBEM</i> (1956)	0.836	USA	1973	5	17.2	1.0
<i>JMCQ</i> (1924)	0.636	USA	1985	10	34.5	2.0
Subtotal				29	100.0	5.8
<b>Marketing</b>						
<i>JM</i> (1936)	3.819	USA	1963	14	11.4	2.8
<i>JMR</i> (1964)	2.660	USA	1968	6	4.9	1.2
<i>JCR</i> (1974)	2.783	USA	1989	10	8.1	2.0
<i>JIM</i> (1993)	2.000	USA	1994	15	12.2	3.0
<i>IMR</i> (1983)	1.778	UK	1989	54	43.9	10.9
<i>IJRM</i> (1984)	1.710	Netherlands	1988	11	8.9	2.2
<i>JIBS</i> (1970)	3.594	UK	1974	13	10.6	2.6
Subtotal				123	100.0	24.8
<b>Total</b>				<b>496</b>		<b>100.0</b>

Notes: \* IAR refers to International Advertising Research.

\*\*The impact factor of each journal was based on SSCI database as of 2013. Since *JCIRA* is not included in the database, the impact factor for journal was not available.

*JA* = Journal of Advertising; *JAR* = Journal of Advertising Research; *JCIRA* = Journal of Current Issues and Research in Advertising; *IJA* = International Journal of Advertising; *CR* = Communication Research; *HCR* = Human Communication Research; *JC* = Journal of Communication; *JOBEM* = Journal of Broadcasting Electronic Media; *JMCQ* = Journalism & Mass Communication Quarterly; *JM* = Journal of Marketing; *JMR* = Journal of Marketing Research; *JCR* = Journal of Consumer Research; *JIM* = Journal of International Marketing; *IMR* = International Marketing Review; *IJRM* = International Journal of Research in Marketing; *JIBS* = Journal of International Business Studies.

in this proportion over the years, this study divided the overall time period and classified articles into five timespans: 1963–1974, 1975–1984, 1985–1994, 1995–2004, and 2005–2014. The period intervals correspond with every 10th year starting from 2014 to 1963, when the first article examined in this study was published. In doing so, the span of 1963–1974 contained two more years (1963 and 1964) than the rest of the periods. The results indicate that the proportion of international advertising-related research to all published articles was 1.54% in journals during the entire time period of the study. Among the journals examined, *IJA* exhibited the highest proportion of international advertising-related publications (11.1%), followed by *Journal of Current Issues and Research in Advertising* (*JCIRA*) (6.2%), *IMR* (6.2%), and *JA* (5.3%). The results revealed that approximately 3% of all articles published during the



Table 2. Proportion of international advertising research to all published articles by journals.

Journals	1963–1974 (%)	1975–1984 (%)	1985–1994 (%)	1995–2004 (%)	2005–2014 (%)	Total (%)
<b>Advertising</b>						
<i>JA</i>	7.07 (7/99)	1.97 (10/507)	5.88 (24/408)	9.97 (29/291)	5.11 (19/372)	5.31 (89/1677)
<i>JAR</i>	1.32 (8/607)	0.80 (4/501)	2.92 (20/686)	5.51 (26/519)	2.41 (13/539)	2.49 (71/2852)
<i>JCIRA</i>	–	2.15 (2/93)	4.17 (5/120)	5.08 (6/118)	12.50 (15/120)	6.21 (28/451)
<i>IJA</i>	–	0.74 (1/136)	4.49 (17/379)	21.25 (75/353)	11.84 (63/532)	11.14 (156/1400)
<b>Communication</b>						
<i>CR</i>	0.00 (0/23)	0.00 (0/234)	0.29 (1/348)	0.36 (1/280)	0.29 (1/344)	0.24 (3/1229)
<i>HCR</i>	0.00 (0/7)	0.00 (0/264)	0.00 (0/232)	0.00 (0/218)	0.42 (1/238)	0.10 (1/959)
<i>JC</i>	0.28 (1/358)	0.24 (2/829)	0.23 (1/429)	0.56 (2/356)	0.83 (4/480)	0.41 (10/2452)
<i>JOBEM</i>	0.24 (1/422)	0.00 (0/362)	0.32 (1/316)	0.52 (2/386)	0.25 (1/402)	0.26 (5/1888)
<i>JMCQ</i>	0.00 (0/841)	0.00 (0/1274)	0.23 (3/1287)	0.55 (3/548)	0.90 (4/446)	0.23 (10/4396)
<b>Marketing</b>						
<i>JM</i>	0.27 (6/2195)	0.26 (3/1152)	0.56 (4/714)	0.25 (1/403)	0.00 (0/560)	0.28 (14/5024)
<i>JMR</i>	0.28 (3/1057)	0.00 (0/856)	0.00 (0/692)	0.20 (1/496)	0.28 (2/715)	0.16 (6/3816)
<i>JCR</i>	0.00 (0/32)	0.00 (0/422)	0.42 (2/474)	0.97 (4/411)	0.52 (4/722)	0.47 (10/2111)
<i>JIM</i>	–	–	3.28 (2/61)	0.68 (2/296)	5.61 (11/196)	2.81 (15/533)
<i>IMR</i>	–	0.00 (0/25)	2.34 (6/256)	7.29 (21/288)	8.82 (27/306)	6.17 (54/875)
<i>IJRM</i>	–	0.00 (0/35)	1.08 (3/278)	1.54 (4/260)	1.18 (4/339)	1.21 (11/912)
<i>JIBS</i>	1.49 (1/67)	2.49 (6/241)	0.41 (1/243)	0.25 (1/399)	0.65 (4/617)	0.83 (13/1567)
<b>Total</b>	<b>0.47 (27/5708)</b>	<b>0.40 (28/6931)</b>	<b>1.30 (90/6923)</b>	<b>3.17 (178/5622)</b>	<b>2.50 (173/6978)</b>	<b>1.54 (496/32142)</b>

Note: () = number of international advertising research articles/total number of published articles. *JA* = *Journal of Advertising*; *JAR* = *Journal of Advertising Research*; *JCIRA* = *Journal of Current Issues and Research in Advertising*; *IJA* = *International Journal of Advertising*; *HCR* = *Communication Research*; *HCR* = *Human Communication Research*; *JC* = *Journal of Communication*; *JOBEM* = *Journal of Broadcasting Electronic Media*; *JMCQ* = *Journalism & Mass Communication Quarterly*; *JM* = *Journal of Marketing*; *JMR* = *Journal of Marketing Research*; *JCR* = *Journal of Consumer Research*; *JIM* = *Journal of International Marketing*; *IMR* = *International Marketing Review*; *IJRM* = *International Journal of Research in Marketing*; *JIBS* = *Journal of International Business Studies*.

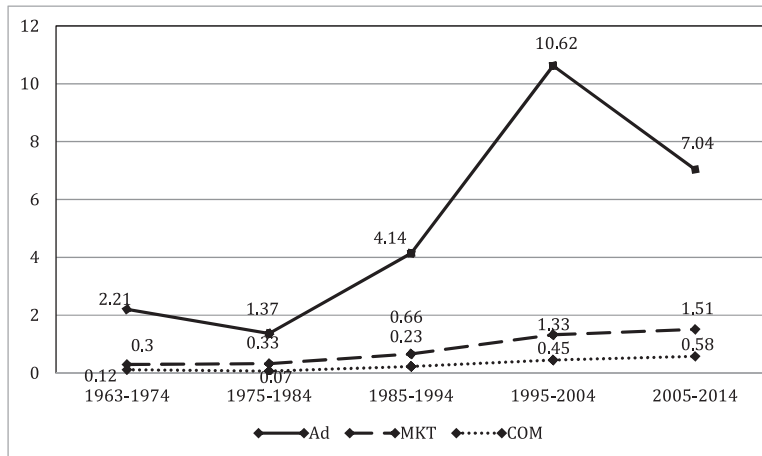


Figure 1. Proportion of international advertising research to all published articles by disciplines.

span from 1995 to 2004 were international advertising-related. During that period, more than 20% of *IJA* articles were identified as international advertising-related publications.

Figure 1 shows the proportion of international advertising-related articles as compared to the total number of publications by each discipline from 1963 to 2014. Overall, the proportion of international advertising publications has steadily increased across the three disciplines with the exception of advertising discipline for the most recent period from 2005 to 2014. This exception can be attributed to the exponential increase of international advertising publications during the previous span from 1995 to 2004. In *IJA*, for example, 48% of total international advertising articles published during the period.

The finding showed that the advertising discipline displays the highest proportion of international advertising-related publications (5.4%), followed by the marketing (0.8%) and communication (0.3%) disciplines.

Table 3 presents the number of international advertising publications by journals. The finding demonstrates a considerable increase in the number of international advertising articles during the mid-1980s, particularly in journals focused on the advertising discipline. The establishment of the *IJA* in 1982 could have contributed to the rise in articles relevant to this study during that period. The finding indicates that since its inception, the journal has positioned itself as a prime forum for international advertising research.

### **Authorial and institutional productivity**

To assess individual and institutional productivity for international advertising research, we used the RPI and credit formula. As indicated in Table 4, the most frequent contributor across the three disciplines was Charles R. Taylor (RPI = 25.83), followed by Shintaro Okazaki (RPI = 20.67), Barbara Mueller (RPI = 19.42), Gerard P. Prendergast (RPI = 12.50), and John K. Ryans, Jr. (RPI = 11.50).

Table 5 identifies institutional contributions to international advertising research during the time frame examined in our study. The most prolific institutional contributor was

Table 3. Number of international advertising research articles by journals.

Journals	1963–1974 <i>n</i> (%)	1975–1984 <i>n</i> (%)	1985–1994 <i>n</i> (%)	1995–2004 <i>n</i> (%)	2005–2014 <i>n</i> (%)	Total <i>n</i> (%)
<b>Advertising</b>						
<i>JA</i>	7 (25.9)	10 (35.7)	24 (26.7)	29 (16.3)	19 (11.0)	89 (17.9)
<i>JAR</i>	8 (29.6)	4 (14.3)	20 (22.2)	26 (14.6)	13 (7.5)	71 (14.3)
<i>JCIRA</i>	–	2 (7.1)	5 (5.6)	6 (3.4)	15 (8.7)	28 (5.6)
<i>IJA</i>	–	1 (3.6)	17 (18.9)	75 (42.1)	63 (36.4)	156 (31.5)
<b>Communication</b>						
<i>CR</i>	0 (0.0)	0 (0.0)	1 (1.1)	1 (0.6)	1 (0.6)	3 (0.6)
<i>HCR</i>	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	1 (0.6)	1 (0.2)
<i>JC</i>	1 (3.7)	2 (7.1)	1 (1.1)	2 (1.1)	4 (2.3)	10 (2.0)
<i>JOBEM</i>	1 (3.7)	0 (0.0)	1 (1.1)	2 (1.1)	1 (0.6)	5 (1.0)
<i>JMCQ</i>	0 (0.0)	0 (0.0)	3 (3.3)	3 (1.7)	4 (2.3)	10 (2.0)
<b>Marketing</b>						
<i>JM</i>	6 (22.2)	3 (10.7)	4 (4.4)	1 (0.6)	0 (0.0)	14 (2.8)
<i>JMR</i>	3 (11.1)	0 (0.0)	0 (0.0)	1 (0.6)	2 (1.2)	6 (1.2)
<i>JCR</i>	0 (0.0)	0 (0.0)	2 (2.2)	4 (2.2)	4 (2.3)	10 (2.0)
<i>JIM</i>	–	–	2 (2.2)	2 (1.1)	11 (6.4)	15 (3.0)
<i>IMR</i>	–	0 (0.0)	6 (6.7)	21 (11.8)	27 (15.6)	54 (10.9)
<i>IJRM</i>	–	0 (0.0)	3 (3.3)	4 (2.2)	4 (2.3)	11 (2.2)
<i>JIBS</i>	1 (3.7)	6 (21.4)	1 (1.1)	1 (0.6)	4 (2.3)	13 (2.6)
<b>Total</b>	<b>27 (100.0)</b>	<b>28 (100.0)</b>	<b>90 (100.0)</b>	<b>178 (100.0)</b>	<b>173 (100.0)</b>	<b>496 (100.0)</b>

Note: Percentage was calculated based on the total number of international advertising publications in a given period. *JA* = *Journal of Advertising*; *JAR* = *Journal of Advertising Research*; *JCIRA* = *Journal of Current Issues and Research in Advertising*; *IJA* = *International Journal of Advertising*; *CR* = *Communication Research*; *HCR* = *Human Communication Research*; *JC* = *Journal of Communication*; *JOBEM* = *Journal of Broadcasting Electronic Media*; *JMCQ* = *Journalism & Mass Communication Quarterly*; *JM* = *Journal of Marketing*; *JMR* = *Journal of Marketing Research*; *JCR* = *Journal of Consumer Research*; *JIM* = *Journal of International Marketing*; *IMR* = *International Marketing Review*; *IJRM* = *International Journal of Research in Marketing*; *JIBS* = *Journal of International Business Studies*.

determined to be University of Texas (10.9 credits), followed by Hong Kong Baptist University (10.0 credits), Michigan State University (9.2 credits), and Villanova University (8.3 credits). While the University of Texas and Michigan State University were found to be frequent contributors to international advertising research in the USA, Hong Kong Baptist University has gained a notable reputation in international advertising research in the world.

### **Impact of individual publication**

To assess the impact of each individual article on the literature, the current study employed two citation indices, SSCI and Google Scholar. As shown in Table 6, the work of Alden, Steenkamp, and Batra (1999) entitled 'Brand Positioning Through Advertising in Asia, North America, and Europe: The Role of Global Consumer Culture' was identified as the most cited article according to both SSCI and Google Scholar, followed by articles written by Aaker and Maheswaran (1997) (ranked second in SSCI and fifth in Google Scholar), Cornwell and Maignan (1998) (ranked fifth in SSCI and second

Table 4. Individual research productivity index (RPI).

	Author	Articles	Credits	RPI
1	Taylor, Charles R	18	7.83	25.83
2	Okazaki, Shintaro	13	7.67	20.67
3	Mueller, Barbara	12	7.42	19.42
4	Prendergast, Gerard P.	9	3.50	12.50
5	Ryans, John K. Jr.	8	3.50	11.50
6	Belk, Russell W.	7	3.17	10.17
6	West, Douglas	7	3.17	10.17
6	Zinkhan, George M.	7	3.17	10.17
9	Miracle, Gordon E.	6	3.00	9.00
10	Cheng, Hong	5	3.17	8.17
11	Ramaprasad, Jyotika	5	3.00	8.00
12	Kaynak, Erdener	5	2.33	7.33
13	Zhou, Nan	5	1.92	6.92
14	Dunn, Watson	4	2.50	6.50
14	Nevett, Terence R.	4	2.50	6.50
16	Yavas, Ugur	4	2.33	6.33
17	Whitelock, Jeryl	4	2.00	6.00
18	Chan, Kara	4	1.75	5.75
19	Alden, Dana L.	4	1.67	5.67
20	Chang, Chingching	3	2.50	5.50
20	Harker, Debra	3	2.50	5.50
20	Zhang, Jing	3	2.50	5.50
23	Laroche, Michel	4	1.33	5.33
23	Tai, Susan H. C.	3	2.33	5.33
25	Fam, Kim-Shyan	3	2.00	5.00
25	Wei, Ran	3	2.00	5.00
27	Hidalgo, Pedro	4	0.95	4.95
28	Boddewyn, Jean J.	3	1.83	4.83
28	Zou, Shaoming	3	1.83	4.83
30	Kalliny, Morris	3	1.75	4.75

Notes: RPI = the number of articles by an author + sum of credits from each article by the author; Credits on an article = 1/the number of author(s).

in Google Scholar), and Tse, Belk, and Zhou (1989) (ranked third in SSCI and fourth in Google Scholar). Notably, the finding exhibited differences in citation numbers between SSCI and Google Scholar, showing that articles tend to be cited three times more according to Google Scholar than in SSCI. Further, the rankings of some articles varied significantly between the citation databases. Elinder's (1965) article, for example, was ranked as the 13th most cited article according to Google Scholar, while SSCI placed it 21st.

### Research topics

As demonstrated in Table 7, the topic most frequently examined across all 16 journals was 'cultural aspects' ( $n = 262$ ). Indeed, 52.8% of all analyzed articles examined the

Table 5. Institutional productivity by period.

	IC	1975–1984	IC	1985–1994	IC
University of Kentucky	2.0	Kent State University	3.3	Cleveland State University	3
University of Illinois	2.0	Boston College	2.0	University of Houston	2.7
Alector Advertising Agency	1.0	University of Illinois	2.0	City University of New York	2.5
Columbia University	1.0	Columbia University	1.5	Michigan State University	2.5
E. Tal and Associates, Ltd.	1.0	East West Institute	1.0	University of Utah	2.3
Grey Advertising, Inc.	1.0	Low Burnett, Inc.	1.0	California State University	2.1
Institute of Practitioners in Advertising	1.0	Royds London Ltd.	1.0	Kansas State University	2.0
International Advertising Association	1.0	University of Alabama	1.0	Ogilvy & Mather	2.0
Marsteller Inc.	1.0	University of Newcastle	1.0	San Diego State University	2.0
New York University	1.0	University of Queensland	1.0	East Tennessee State University	1.7
Oxford University	1.0	University of Texas	1.0	University of South Carolina	1.7
Rutgers University	1.0	University of Wyoming	1.0	University of Groningen	1.7
Swedish Sales Institute	1.0	Washington State University	1.0	Central Michigan University	1.5
University of Florida	1.0	Yale University	1.0	University of Bradford	1.5
University of Iowa	1.0			University of Hawaii	1.3
University of Texas	1.0			Louisiana Technical University	1.2
University of Wisconsin	1.0			University of Southern California	1.2
Victor Bossart & Associates	1.0				
1995–2004	IC	2005–2014	IC	Total	IC
Pennsylvania State University	4.5	Autonomous University of Madrid	6.7	University of Texas	10.9
University of Texas	4.5	Hong Kong Baptist University	6.3	Hong Kong Baptist University	10.1
Chinese University of Hong Kong	4.3	University of Missouri	4.8	Michigan State University	9.2
Hong Kong Baptist University	3.8	Villanova University	4.5	Villanova University	8.3
Michigan State University	3.7	U of Texas	3.8	Autonomous U of Madrid	7.7
Villanova University	3.2	San Diego State University	3.4	University of Illinois	6.5

(continued)

Table 5. (Continued)

1963–1974	IC	1975–1984	IC	1985–1994	IC
Bradley University	3.0	Michigan State University	3.1	Chinese University of Hong Kong	6.3
Leeds University	2.9	University of Hawaii	3.0	San Diego State University	5.9
Hong Kong Polytechnic University	2.7	Nanyang Technological University	2.6	University of Missouri	5.8
Monash University	2.5	National Chengchi University	2.5	University of Hawaii	5.5
National University of Singapore	2.2	University of Tennessee	2.2	University of Houston	4.7
Old Dominion University	2.2	Bradford University	2.0	Pennsylvania State University	4.5
University of Newcastle	1.8	University of Wisconsin	2.0	University of Wisconsin	4.5
University of Tennessee	1.7	Aristotle University	2.0	Cleveland State University	4.3
Clemson University	1.6	University of Hong Kong	2.0	Ogilvy & Mather	4.0
				Kent State University	4.0

Note: IC refers to institutional credits, which is the sum of [the number of institutional affiliations for an article's authors × (1/the number of authors of the article)].

Table 6. Most cited articles on international advertising research.

Author(s) of article	Journal	SSCI <i>n</i> (rank)	Google citation <i>n</i> (rank)
Alden, Steenkamp, and Batra (1999)	<i>JM</i>	177 (1)	626 (1)
Cornwell and Maignan (1998)	<i>JA</i>	134 (5)	625 (2)
Wittink, Vriens, and Burhenne (1994)*	<i>IJRM</i>	n.a.	552 (3)
Tse, Belk, and Zhou (1989)	<i>JCR</i>	149 (3)	527 (4)
Aaker and Maheswaran (1997)	<i>JCR</i>	150 (2)	483 (5)
Mueller (1987)	<i>JAR</i>	132 (6)	457 (6)
Aaker and Williams (1998)	<i>JCR</i>	149 (4)	443 (7)
Cheng and Schweitzer (1996)	<i>JAR</i>	110 (7)	401 (8)
Albers-Miller and Gelb (1996)	<i>JA</i>	86 (11)	351 (9)
Hong, Muderrisoglu, and Zinkhan (1987)	<i>JA</i>	90 (9)	322 (10)
Gilly (1988)	<i>JM</i>	88 (10)	322 (10)
Alden, Hoyer, and Lee (1993)	<i>JM</i>	78 (13)	316 (12)
Elinder (1965)	<i>JM</i>	39 (21)	304 (13)
Zhang and Gelb (1996)	<i>JA</i>	83 (12)	287 (14)
Durvasula, Andrews, Lysonski, and Netemeyer (1993)	<i>JCR</i>	105 (8)	258 (15)
Cho, Kwon, Gentry, Jun, and Kropp (1999)	<i>JA</i>	76 (14)	251 (16)
Agrawal (1995)*	<i>IMR</i>	n.a.	251 (16)
Anderson and Cunningham (1972)	<i>JAR</i>	24 (27)	241 (18)
Mueller (1992)	<i>JAR</i>	64 (17)	240 (19)
Zhou and Belk (2004)	<i>JA</i>	71 (16)	230 (20)
Kitchen and Schultz (1999)	<i>JAR</i>	28 (26)	225 (21)
Biswas, Olsen, and Carlet (1992)	<i>JA</i>	54 (19)	217 (22)
Koslow, Shamdasani, and Touchstone (1994)	<i>JCR</i>	74 (15)	210 (23)
Browne (1998)	<i>JA</i>	38 (22)	197 (24)
Supphellen and Grønhaug (2003)*	<i>IJA</i>	n.a.	197 (24)
Lin (2001)	<i>JA</i>	60 (18)	195 (26)
de Mooij and Hofstede (2010)	<i>IJA</i>	34 (25)	188 (27)
Fatt (1967)	<i>JM</i>	46 (20)	187 (28)
Al-Olayan and Karande (2000)	<i>JA</i>	36 (24)	186 (29)
Cutler and Javalgi (1992)	<i>JAR</i>	38 (23)	180 (30)

Notes: All citation numbers were updated as of 31 May 2015.

\*For the articles in *IJRM*, *IJA*, and *IMR*, SSCI citation numbers are not available until 1996, 2006, and 1999, respectively.

topic. The second most popular topic was 'advertising effects' ( $n = 250$ , 50.4%), followed by 'advertising contents' ( $n = 248$ , 50.0%), and 'management of advertising' ( $n = 129$ , 26.0%). Topics such as media, management of advertising, and advertising strategy have garnered increasing attention among scholars since the mid-1990s. In addition, the finding indicates that studies related to issues of standardization and cross-cultural comparison increased considerably in international advertising research since the mid-1980s.

### ***Theory, theoretical framework, and construct***

The results showed that about 36.7% of the articles related to international advertising appeared to employ a theory, theoretical framework, or construct (see Table 8). For this



Table 7. Research topics by period.

Topics	1963–1974 n (%)	1975–1984 n (%)	1985–1994 n (%)	1995–2004 n (%)	2005–2014 n (%)	Total n (%)
<b>Advertising effects</b>						
Cognitive	7 (15.2)	3 (5.4)	7 (3.5)	26 (6.3)	36 (8.4)	79 (6.9)
Affective	2 (4.3)	3 (5.4)	7 (3.5)	29 (7.1)	67 (15.5)	108 (9.4)
Behavioral	2 (4.3)	1 (1.8)	5 (2.5)	19 (4.6)	29 (6.7)	56 (4.9)
Physiological	0 (0.0)	0 (0.0)	1 (0.5)	0 (0.0)	0 (0.0)	1 (0.1)
Economic	0 (0.0)	1 (1.8)	3 (1.5)	0 (0.0)	2 (0.5)	6 (0.5)
Subtotal	11 (23.9)	8 (14.3)	23 (11.5)	74 (18.0)	134 (31.1)	250 (21.9)
<b>Advertising contents</b>						
Visual	0 (0.0)	0 (0.0)	11 (5.5)	11 (2.7)	15 (3.5)	37 (3.2)
Message	1 (2.2)	2 (3.6)	19 (9.5)	21 (5.1)	24 (5.6)	67 (5.9)
Model	0 (0.0)	0 (0.0)	5 (2.5)	14 (3.4)	16 (3.7)	35 (3.1)
Creativity	0 (0.0)	0 (0.0)	6 (3.0)	4 (1.0)	6 (1.4)	16 (1.4)
Tone and appeal	0 (0.0)	0 (0.0)	17 (8.5)	48 (11.7)	28 (6.5)	93 (8.1)
Subtotal	1 (2.2)	2 (3.6)	58 (29.0)	98 (23.8)	89 (20.6)	248 (21.7)
<b>Advertising research</b>						
Scale development	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	2 (0.5)	2 (0.2)
Methodology	1 (2.2)	0 (0.0)	0 (0.0)	1 (0.2)	6 (1.4)	8 (0.7)
Subtotal	1 (2.2)	0 (0.0)	0 (0.0)	1 (0.2)	8 (1.9)	10 (0.9)
<b>Advertising strategy</b>						
Brand positioning	0 (0.0)	0 (0.0)	3 (1.5)	7 (1.7)	2 (0.5)	12 (1.0)
IMC	0 (0.0)	0 (0.0)	0 (0.0)	3 (0.7)	2 (0.5)	5 (0.4)
Marketing context of ad	1 (2.2)	3 (5.4)	4 (2.0)	5 (1.2)	3 (0.7)	16 (1.4)
Public relations	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	2 (0.5)	2 (0.2)
Targeting and segmentation	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	2 (0.5)	2 (0.2)
Tactics	0 (0.0)	0 (0.0)	1 (0.5)	3 (0.7)	6 (1.4)	10 (0.9)
Subtotal	1 (2.2)	3 (5.4)	8 (4.0)	18 (4.4)	17 (3.9)	47 (4.1)

(continued)

Table 7. (Continued)

Topics	1963–1974 <i>n</i> (%)	1975–1984 <i>n</i> (%)	1985–1994 <i>n</i> (%)	1995–2004 <i>n</i> (%)	2005–2014 <i>n</i> (%)	Total <i>n</i> (%)
<b>Consumer behavior</b>						
Consumer characteristics						
Involvement	1 (2.2)	1 (1.8)	4 (2.0)	32 (7.8)	21 (4.9)	59 (5.2)
Subtotal	0 (0.0)	0 (0.0)	1 (0.5)	3 (0.7)	5 (1.2)	9 (0.8)
Cultural aspects	1 (2.2)	1 (1.8)	5 (2.5)	35 (8.5)	26 (6.0)	68 (5.9)
Cultural comparison	5 (10.9)	9 (16.1)	29 (14.5)	68 (16.5)	60 (13.9)	171 (14.9)
Standardization	5 (10.9)	5 (8.9)	28 (14.0)	28 (6.8)	25 (5.8)	91 (8.0)
Subtotal	10 (21.7)	14 (25.0)	57 (28.5)	96 (23.4)	85 (19.7)	262 (22.9)
Education in advertising	0 (0.0)	0 (0.0)	0 (0.0)	1 (0.2)	0 (0.0)	1 (0.1)
Historical and philosophical	0 (0.0)	0 (0.0)	5 (2.5)	4 (1.0)	6 (1.4)	15 (1.3)
Legal/regulatory						
Deceptive ad	0 (0.0)	0 (0.0)	1 (0.5)	2 (0.5)	0 (0.0)	3 (0.3)
Governmental ad law	3 (6.5)	1 (1.8)	4 (2.0)	3 (0.7)	3 (0.7)	14 (1.2)
Self-regulatory	2 (4.3)	1 (1.8)	5 (2.5)	6 (1.5)	0 (0.0)	14 (1.2)
Subtotal	5 (10.9)	2 (3.6)	10 (5.0)	11 (2.7)	3 (0.7)	31 (2.7)
<b>Management of ad</b>						
Ad industry system	7 (15.2)	4 (7.1)	8 (4.0)	9 (2.2)	6 (1.4)	34 (3.0)
Agency	3 (6.5)	7 (12.5)	7 (3.5)	15 (3.6)	9 (2.1)	41 (3.6)
Budget	0 (0.0)	5 (8.9)	1 (0.5)	4 (1.0)	5 (1.2)	15 (1.3)
Economic aspects	2 (4.3)	5 (8.9)	10 (5.0)	8 (1.9)	8 (1.9)	33 (2.9)
Professionalism	0 (0.0)	1 (1.8)	1 (0.5)	4 (1.0)	0 (0.0)	6 (0.5)
Subtotal	12 (26.1)	22 (39.3)	27 (13.5)	40 (9.7)	28 (6.5)	129 (11.3)
<b>Media</b>						
Media comparison	1 (2.2)	0 (0.0)	3 (1.5)	2 (0.5)	7 (1.6)	13 (1.1)
Media planning	0 (0.0)	1 (1.8)	1 (0.5)	2 (0.5)	7 (1.6)	11 (1.0)
Media use	0 (0.0)	0 (0.0)	0 (0.0)	6 (1.5)	3 (0.7)	9 (0.8)
New media (Internet)	0 (0.0)	0 (0.0)	0 (0.0)	3 (0.7)	8 (1.9)	11 (1.0)
Subtotal	1 (2.2)	1 (1.8)	4 (2.0)	13 (3.2)	25 (5.8)	44 (3.8)

(continued)

Table 7. (Continued)

Topics	1963–1974 n (%)	1975–1984 n (%)	1985–1994 n (%)	1995–2004 n (%)	2005–2014 n (%)	Total n (%)
Societal issue						
Ethical issue	0 (0.0)	0 (0.0)	0 (0.0)	1 (0.2)	1 (0.2)	2 (0.2)
Minority issue	1 (2.2)	0 (0.0)	0 (0.0)	1 (0.2)	4 (0.9)	6 (0.5)
Political ad	0 (0.0)	1 (1.8)	2 (1.0)	1 (0.2)	3 (0.7)	7 (0.6)
Stereotyping	1 (2.2)	0 (0.0)	3 (1.5)	10 (2.4)	5 (1.2)	19 (1.7)
Subtotal	2 (4.3)	1 (1.8)	5 (2.5)	13 (3.2)	13 (3.0)	34 (3.0)
Other	1 (2.2)	2 (3.6)	3 (1.5)	12 (2.9)	3 (0.7)	21 (1.8)
Total	46 (100.0)	56 (100.0)	200 (100.0)	411 (100.0)	431 (100.0)	1144 (100.0)

Table 8. Use of theory, theoretical framework, and construct by period.

Use	1963–1974 <i>n</i> (%)	1975–1984 <i>n</i> (%)	1985–1994 <i>n</i> (%)	1995–2004 <i>n</i> (%)	2005–2014 <i>n</i> (%)	Total <i>n</i> (%)
No	26 (96.3)	24 (85.7)	67 (74.4)	120 (67.4)	77 (44.5)	314 (63.3)
Yes	1 (3.7)	4 (14.3)	23 (25.6)	58 (32.2)	96 (55.5)	182 (36.7)
Total	27 (100.0)	28 (100.0)	90 (100.0)	178 (100.0)	173 (100.0)	496 (100.0)

study, theoretical frameworks were divided into three categories: theory, theoretical framework/model, and construct (see Table 9). For theory, the most frequently adopted theory was *global market strategy theory* ( $n = 4$ ). For theoretical framework, many articles focused on cultural dimensions ( $n = 21$ ), individualism vs. collectivism ( $n = 9$ ), masculine vs. feminine ( $n = 4$ ), and power distance ( $n = 4$ ). For construct, attitude towards advertising ( $n = 22$ ) was most often employed, followed by purchase intention ( $n = 8$ ), attitude towards brand ( $n = 8$ ), and advertising appeal ( $n = 6$ ).

### Media examined

As shown in Table 10, this current study analyzed the types of media examined by each research article. Approximately 61% of the articles examined at least one medium, with print (24.3%) being the most frequently examined medium in international advertising research, followed by TV (23.3%), the Internet (4.9%), and radio (3.9%). Findings in this category also indicate that new media, such as the Internet, mobile, and social media, have gained significant interest since the mid-2000s.

### Country studied

Table 11 conveys the finding that international advertising research has examined a total of 98 countries from 1963 to 2014. For this study's analysis, it should be noted that we

Table 9. Theory, theoretical framework, and construct.

Theory	<i>n</i> (%)	Theoretical framework	<i>n</i> (%)	Construct	<i>n</i> (%)
Global market strategy theory	4 (25.0)	Cultural dimension	21 (47.7)	Attitude towards ad	22 (37.9)
Theory of reasoned action	3 (18.8)	Individualism vs. collectivism	9 (20.5)	Attitude towards brand	8 (13.8)
Uses and gratification theory	3 (18.8)	Masculine vs. feminine	4 (9.1)	Purchase intention	8 (13.8)
Cultivation theory	2 (12.5)	Power distance	4 (9.1)	Ad appeal	6 (10.3)
Social comparison theory	2 (12.5)	FCB grid	3 (6.8)	Country of origin	5 (8.6)
Social identity theory	2 (12.5)	High vs. low context	3 (6.8)	Product type	3 (5.2)
				Skepticism	3 (5.2)
				Source credibility	3 (5.2)
Total	16 (100.0)	Total	44 (100.0)	Total	58 (100.0)

Table 10. Media studied by period.

Media	1963–1974 <i>n</i> (%)	1975–1984 <i>n</i> (%)	1985–1994 <i>n</i> (%)	1995–2004 <i>n</i> (%)	2005–2014 <i>n</i> (%)	Total <i>n</i> (%)
TV	3 (37.5)	2 (7.7)	27 (27.6)	48 (25.8)	39 (21.9)	119 (23.3)
Radio	1 (12.5)	1 (3.8)	6 (6.1)	6 (3.2)	6 (3.4)	20 (3.9)
Print	4 (50.0)	2 (7.7)	23 (23.5)	44 (23.7)	51 (28.7)	124 (24.3)
Outdoor	0 (0.0)	0 (0.0)	3 (3.1)	6 (3.2)	1 (0.6)	10 (2.0)
Internet	0 (0.0)	0 (0.0)	0 (0.0)	9 (4.8)	16 (9.0)	25 (4.9)
Social media	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	2 (1.1)	2 (0.4)
Direct mail	0 (0.0)	0 (0.0)	1 (1.0)	2 (1.1)	2 (1.1)	5 (1.0)
Cinema	0 (0.0)	0 (0.0)	1 (1.0)	1 (0.5)	4 (2.2)	6 (1.2)
Mobile	0 (0.0)	0 (0.0)	0 (0.0)	1 (0.5)	7 (3.9)	8 (1.6)
Not specified	17 (68.0)	21 (80.8)	36 (36.7)	68 (36.6)	49 (27.5)	191 (37.5)
Other	0 (0.0)	0 (0.0)	1 (1.0)	1 (0.5)	1 (0.6)	3 (0.6)
Total	25 (100.0)	26 (100.0)	98 (100.0)	186 (100.0)	178 (100.0)	513 (100.0)

coded the Soviet Union as Russia, and there was no distinction observed between East and West Germany. The results revealed that the United States (24.0%) has been the most frequently explored country in international advertising research, followed by China (11.2%), the United Kingdom (9.3%), Japan (7.6%), Germany (6.2%), France (6.1%), and South Korea (5.5%). The finding also indicates that the United States has maintained its top-ranked position as the most frequently examined nation in international advertising research over the past 50 years. Notably, Asian countries, such as China, South Korea, and Hong Kong, have appeared in international advertising research more frequently since the mid-1990s, while European countries, such as Germany, France, and the Netherlands, were determined to be enduring countries in international advertising research.

### Research methods

Of the 496 articles analyzed, about 68.5% of the studies referenced were found to be quantitative, followed by qualitative (12.5%), critical (9.5%), and mixed methods (9.5%).

Table 12 presents the frequency of research methods employed in the international advertising studies. The results indicate that the most frequently employed method for international advertising research was surveys (27.9%), followed by content analysis (22.8%), experiment (13.7%), and critique (9.2%). Interestingly, experiments were used only three times in the studies until 1984; however, since then, the experiment method has been employed much more readily in international advertising research.

This study further analyzed details of the survey method. Table 13 indicates that of the 149 studies that employed surveys, 55.0% of the studies used offline surveys, while 24.2% employed online surveys, but the survey method was not specified for 17.4% of the studies. In the analysis of sampling methods, the finding revealed that studies more frequently employed non-probability samplings (50.3%) than probability samplings (34.2%) in international advertising studies (see Table 14). The analysis of the response rates for survey research showed that although rates were not reported for 46.3% of studies, about 13% of studies garnered over 60% response rates, while 6.0% of studies exhibited less than 20% response rates (see Table 15).

Table 11. Country examined by period.

	1963–1974	<i>n</i> (%)	1975–1984	<i>n</i> (%)	1985–1994	<i>n</i> (%)	1995–2004	<i>n</i> (%)	2005–2014	<i>n</i> (%)	Total	<i>n</i> (%)
USA	11 (34.4)		USA	16 (22.2)	USA	42 (25.9)	USA	63 (25.1)	USA	57 (22.7)	USA	189 (24.0)
UK	5 (15.6)		Japan	7 (9.7)	Japan	20 (12.3)	China	36 (14.3)	China	44 (17.5)	China	88 (11.2)
Russia	3 (9.4)		UK	6 (8.3)	UK	19 (11.7)	UK	26 (10.4)	South Korea	23 (9.2)	UK	73 (9.3)
EU	3 (9.4)		Germany	6 (8.3)	Germany	14 (8.6)	Australia	18 (7.2)	Germany	17 (6.8)	Japan	60 (7.6)
Egypt	2 (6.3)		Canada	5 (6.9)	France	11 (6.8)	Japan	19 (7.6)	UK	17 (6.8)	Germany	49 (6.2)
France	2 (6.3)		Japan	5 (6.9)	Canada	9 (5.6)	South Korea	14 (5.6)	France	15 (6.0)	France	48 (6.1)
Japan	2 (6.3)		Australia	3 (4.2)	Italy	9 (5.6)	France	14 (5.6)	France	14 (5.6)	France	43 (5.5)
Canada	1 (3.1)		Australia	3 (4.2)	Australia	7 (4.3)	New Zealand	11 (4.4)	Japan	12 (4.8)	South Korea	40 (5.1)
Germany	1 (3.1)		Austria	3 (4.2)	Mexico	7 (4.3)	Taiwan	11 (4.4)	Australia	10 (4.0)	Australia	31 (3.9)
Israel	1 (3.1)		Brazil	3 (4.2)	Austria	6 (3.7)	Canada	10 (4.0)	Hong Kong	10 (4.0)	Canada	29 (3.7)
Italy	1 (3.1)		Denmark	3 (4.2)	Austria	6 (3.7)	Germany	10 (4.0)	India	10 (4.0)	Netherlands	26 (3.3)
			Italy	3 (4.2)	China	6 (3.7)	Germany	10 (4.0)	Netherlands	10 (4.0)	Italy	25 (3.2)
			Netherlands	3 (4.2)	Netherlands	6 (3.7)	Netherlands	10 (4.0)	Taiwan	8 (3.2)	Taiwan	23 (2.9)
			Spain	3 (4.2)	Taiwan	6 (3.7)	Hong Kong	9 (3.6)	Taiwan	7 (2.8)	Hong Kong	23 (2.9)
			Sweden	3 (4.2)					Belgium	7 (2.8)	Hong Kong	23 (2.9)
			EU	3 (4.2)					Thailand	7 (2.8)	India	20 (2.5)
											New Zealand	20 (2.5)
											Spain	20 (2.5)
Total	32 (100.0)		Total	32 (100.0)	Total	162 (100.0)	Total	251 (100.0)	Total	251 (100.0)	Total	787 (100.0)

Note: *n* = the number of articles examining the country.

Table 12. Research methods by period.

Research method	1963–1974 <i>n</i> (%)	1975–1984 <i>n</i> (%)	1985–1994 <i>n</i> (%)	1995–2004 <i>n</i> (%)	2005–2014 <i>n</i> (%)	Total <i>n</i> (%)
Case study	1 (4.2)	3 (10.3)	2 (2.2)	4 (2.0)	3 (1.6)	13 (2.4)
Critique	9 (37.5)	7 (24.1)	15 (16.3)	10 (5.1)	8 (4.1)	49 (9.2)
Ethnography	0 (0.0)	0 (0.0)	0 (0.0)	1 (0.5)	3 (1.6)	4 (0.7)
Experiment	1 (4.2)	2 (6.9)	3 (3.3)	27 (13.8)	40 (20.7)	73 (13.7)
Interview	2 (8.3)	1 (3.4)	3 (3.3)	16 (8.2)	22 (11.4)	44 (8.2)
Legal	1 (4.2)	1 (3.4)	1 (1.1)	4 (2.0)	0 (0.0)	7 (1.3)
Content analysis	1 (4.2)	3 (10.3)	33 (35.9)	42 (21.4)	43 (22.3)	122 (22.8)
Observation	0 (0.0)	0 (0.0)	0 (0.0)	1 (0.5)	1 (0.5)	2 (0.4)
Text analysis	0 (0.0)	0 (0.0)	2 (2.2)	1 (0.5)	6 (3.1)	9 (1.7)
Secondary data	1 (4.2)	3 (10.3)	6 (6.5)	14 (7.1)	7 (3.6)	31 (5.8)
Systematic	0 (0.0)	1 (3.4)	2 (2.2)	10 (5.1)	4 (2.1)	17 (3.2)
Survey	4 (16.7)	6 (20.7)	24 (26.1)	65 (33.2)	50 (25.9)	149 (27.9)
Other	4 (16.7)	2 (6.9)	1 (1.1)	1 (0.5)	6 (3.1)	14 (2.6)
Total	24 (100.0)	29 (100.0)	92 (100.0)	196 (100.0)	193 (100.0)	534 (100.0)

Table 13. Type of survey by period.

Survey type	1963–1974 <i>n</i> (%)	1975–1984 <i>n</i> (%)	1985–1994 <i>n</i> (%)	1995–2004 <i>n</i> (%)	2005–2014 <i>n</i> (%)	Total <i>n</i> (%)
Offline	0 (0.0)	3 (50.0)	12 (50.0)	37 (56.9)	30 (60.0)	80 (55.0)
Online	0 (0.0)	2 (33.3)	8 (33.3)	17 (26.2)	9 (18.0)	36 (24.2)
Both	0 (0.0)	0 (0.0)	0 (0.0)	3 (4.6)	2 (4.0)	5 (3.4)
Not specified	4 (100.0)	1 (16.7)	4 (16.7)	8 (12.3)	9 (18.0)	26 (17.4)
Total	4 (100.0)	6 (100.0)	24 (100.0)	65 (100.0)	50 (100.0)	149 (100.0)

This study analyzed details of content analysis, such as inter-coder reliability. In Table 16, the finding indicates that simple percentage agreement was most frequently employed for the inter-coder reliability test (35.5%), followed by Perreault and Leigh's *I* (10.5%), Cohen's Kappa (5.6%), and Holsti's formula (4.8%). The finding also showed that inter-coder reliability was not reported in 36.3% of the studies.

Table 14. Sampling methods in survey by period.

Sampling method	1963–1974 <i>n</i> (%)	1975–1984 <i>n</i> (%)	1985–1994 <i>n</i> (%)	1995–2004 <i>n</i> (%)	2005–2014 <i>n</i> (%)	Total <i>n</i> (%)
Probability	0 (0.0)	3 (50.0)	10 (41.7)	19 (29.2)	19 (38.0)	51 (34.2)
Nonprobability	0 (0.0)	2 (33.3)	9 (37.5)	42 (64.6)	22 (44.0)	75 (50.3)
Both	1 (25.0)	0 (0.0)	0 (0.0)	2 (3.1)	2 (4.0)	5 (3.4)
Not specified	3 (75.0)	1 (16.7)	5 (20.8)	2 (3.1)	7 (14.0)	18 (12.1)
Total	4 (100.0)	6 (100.0)	24 (100.0)	65 (100.0)	50 (100.0)	149 (100.0)



Table 15. Response rates in survey by period.

Response rate	1963–1974 <i>n</i> (%)	1975–1984 <i>n</i> (%)	1985–1994 <i>n</i> (%)	1995–2004 <i>n</i> (%)	2005–2014 <i>n</i> (%)	Total <i>n</i> (%)
0%–20%	0 (0.0)	0 (0.0)	2 (8.3)	4 (6.2)	3 (6.0)	9 (6.0)
21%–40%	0 (0.0)	0 (0.0)	5 (20.8)	12 (18.5)	7 (14.0)	24 (16.2)
41%–60%	0 (0.0)	2 (33.3)	5 (20.8)	12 (18.5)	9 (18.0)	28 (18.8)
61%–80%	1 (25.0)	2 (33.3)	0 (0.0)	4 (6.2)	2 (4.0)	9 (6.0)
81%–100%	0 (0.0)	0 (0.0)	2 (8.3)	3 (4.6)	5 (10.0)	10 (6.7)
Not specified	3 (75.0)	2 (33.3)	10 (41.7)	30 (46.2)	24 (48.0)	69 (46.3)
Total	4 (100.0)	6 (100.0)	24 (100.0)	65 (100.0)	50 (100.0)	149 (100.0)

### Statistical analysis

Of the 496 total articles examined, the results indicated that statistical analysis was used in 75.2% of the articles ( $n = 373$ ). As seen in Table 17, descriptive statistical analysis, such as frequency (26.0%) and mean (13.1%), was most frequently applied in international advertising research over the years, followed by chi-square (12.7%), analysis of variance (ANOVA) (10.9%), regression analysis (7.5%), and structural equation modeling (4.9%). This finding also exhibits the rise of structural equation modeling (SEM) and the fall of descriptive statistical analysis applied in recent studies addressing international advertising.

### Discussions and conclusions

Scanning from the earliest (1963) to the most updated literature (December 2014) on international advertising research, the current study aimed to provide a more comprehensive and detailed picture of the research trends and patterns across the advertising, marketing, and communication disciplines over the past half century. We thus anticipated that this study could provide further insights for the field by augmenting knowledge related to international advertising research. In particular, the current study was primarily guided by authorial, topical, and methodological analysis of each article. Hence, by tracing international advertising research within and between the journals and disciplines over the time period, this study can pave a path for future international advertising research in these fields.

Table 16. Inter-coder reliability by period.

Inter-coder reliability test	1963–1974 <i>n</i> (%)	1975–1984 <i>n</i> (%)	1985–1994 <i>n</i> (%)	1995–2004 <i>n</i> (%)	2005–2014 <i>n</i> (%)	Total <i>n</i> (%)
% agreement	0 (0.0)	0 (0.0)	17 (51.5)	20 (44.4)	7 (16.7)	44 (35.5)
Scott's Pi	0 (0.0)	0 (0.0)	3 (9.1)	1 (2.2)	1 (2.4)	5 (4.0)
Cohen's Kappa	0 (0.0)	0 (0.0)	0 (0.0)	1 (2.2)	6 (14.3)	7 (5.6)
Holsti	0 (0.0)	0 (0.0)	2 (6.1)	3 (6.7)	1 (2.4)	6 (4.8)
Perreault and Leigh's I	0 (0.0)	0 (0.0)	0 (0.0)	6 (13.3)	7 (16.7)	13 (10.5)
Krippendorff's alpha	0 (0.0)	0 (0.0)	0 (0.0)	1 (2.2)	3 (7.1)	4 (3.2)
Not specified	1 (100.0)	3 (100.0)	11 (33.3)	13 (28.9)	17 (40.5)	45 (36.3)
Total	1 (100.0)	3 (100.0)	33 (100.0)	45 (100.0)	42 (100.0)	124 (100.0)

Table 17. Statistical analysis by period.

Statistical analysis	1963–1974 <i>n</i> (%)	1975–1984 <i>n</i> (%)	1985–1994 <i>n</i> (%)	1995–2004 <i>n</i> (%)	2005–2014 <i>n</i> (%)	Total <i>n</i> (%)
Frequency	5 (38.5)	7 (35.0)	39 (35.5)	89 (27.1)	50 (19.2)	190 (26.0)
Mean	0 (0.0)	2 (10.0)	13 (11.8)	57 (17.4)	24 (9.2)	96 (13.1)
Chi-square	0 (0.0)	0 (0.0)	18 (16.4)	40 (12.2)	35 (13.5)	93 (12.7)
<i>T</i> -test	1 (7.7)	0 (0.0)	5 (4.5)	22 (6.7)	14 (5.4)	42 (5.7)
ANOVA	2 (15.4)	1 (5.0)	8 (7.3)	28 (8.5)	41 (15.4)	80 (10.9)
ANCOVA	0 (0.0)	0 (0.0)	1 (0.9)	3 (0.9)	4 (1.5)	8 (1.1)
MANOVA	0 (0.0)	2 (10.0)	2 (1.8)	7 (2.1)	10 (3.8)	21 (2.9)
MANCOVA	0 (0.0)	0 (0.0)	0 (0.0)	1 (0.3)	2 (0.8)	3 (0.4)
Regression	0 (0.0)	2 (10.0)	6 (5.5)	24 (7.3)	23 (8.8)	55 (7.5)
Logistic reg.	0 (0.0)	0 (0.0)	1 (0.9)	3 (0.9)	3 (1.2)	7 (1.0)
Discriminant	1 (7.7)	0 (0.0)	4 (3.6)	1 (0.3)	1 (0.4)	7 (1.0)
Cluster	0 (0.0)	0 (0.0)	0 (0.0)	7 (2.1)	3 (1.2)	10 (1.4)
Canonical	0 (0.0)	0 (0.0)	2 (1.8)	0 (0.0)	0 (0.0)	2 (0.3)
Correlation	2 (15.4)	0 (0.0)	1 (0.9)	13 (4.0)	6 (2.3)	22 (3.0)
SEM	0 (0.0)	1 (5.0)	3 (2.7)	7 (2.1)	25 (9.6)	36 (4.9)
Factor analysis	0 (0.0)	0 (0.0)	4 (3.6)	4 (1.2)	14 (5.4)	22 (3.0)
Other	2 (15.4)	5 (25.0)	3 (2.7)	22 (6.7)	5 (1.9)	37 (5.1)
Total	13 (100.0)	20 (100.0)	110 (100.0)	328 (100.0)	260 (100.0)	731 (100.0)

As a whole, these findings exhibit continuous growth in terms of the quantity of international advertising studies published in the advertising, communication, and marketing journals assessed. While theoretical foundations need to be further solidified and elaborated, methodological and statistical rigors have been increasingly underpinned in international advertising research. Furthermore, a wide range of individuals and institutions in academia and practice has contributed to research in this field. This finding indicates that international advertising has gained attention incrementally among scholars and practitioners over the past 50 years, and in turn, they have been responding and keeping pace with the increased inquiry related to globalization in advertising studies.

Examining the number of international advertising research articles published during the period assessed, this study found a total of 496 articles among the 16 journals examined in the advertising, marketing, and communication disciplines. In particular, *IJA* exhibited the highest proportion of international advertising studies among the total number of articles, publishing over 31.5% of the studies. In addition to contributing significantly to the quantity of articles published, the journal has also contributed to examining undeveloped research areas, such as advertising in developing countries and theoretical frameworks for international advertising studies (e.g., Taylor 2009, 2012). This finding corresponds with the nature of the journal and structure of the editorial advisory board, which comprised a larger pool of international reviewers than that of other advertising journals. In contrast, only 29 publications related to international advertising appeared over the past five decades in the five communication journals assessed in this study.

Employing the RPI, which is considered a barometer of scholarly performance (Pasadeos, Renfro, and Hanily 1999), this study identified major contributors to international advertising research. The results showed the existence of a wide dispersion of individual and

institutional contributors that was not highly concentrated in certain institutions nor exclusively dominated by specific individuals. This variety is a positive sign for fostering dynamic disciplines and perspectives in international advertising research. However, there were several notable contributors that deserve recognition. University of Texas, Hong Kong Baptist University, Michigan State University, and Villanova University were major institutional contributors, while Charles Taylor, Shintaro Okazaki, Babara Muller, Gerard Prendergast, and John K. Ryans, Jr. were the most prolific individual contributors. Scholars, especially tenure-accruing junior faculty, might use these rankings to establish their own individual research goals. Overall, the results of authorial trends indicate that our field is continuously evolving and that leadership is transitioning along to a new generation of scholars, at least in the area of international advertising research.

Furthermore, this study assessed the impact of each individual article on the literature as a whole, assessed according to the SSCI and Google Scholar citation databases. The findings exhibited that Alden, Steenkamp, and Batra's article (1999) published in *JM* was identified as the most cited article according to both citation index databases, followed by works written by Tse, Belk, and Zhou (1989) in *JCR*, Cornwell and Maignan (1998) in *JA*, and Aaker and Maheswaran in *JCR*. While findings exhibited similarities in terms of the number of citations noted in SSCI and Google Scholar for a majority of the articles, notable differences between the two databases were also found. These differences could be due to the distinct features of each database. Specifically, SSCI covers essential data from 3000 of the world's leading social sciences journals across 50 disciplines (Thomson Reuters 2015), while the Google Scholar database includes most peer-reviewed online journals, scholarly books, and other non-peer-reviewed journals (Google Scholar 2015). This finding indicates that SSCI may have a more narrow but rigid scope than the Google Scholar citation tracker.

In the analysis of countries studied in international advertising research, it at first appeared that countries examined in the research have been diversified over the years. However, a closer look into the geographical areas of those countries indicates that international advertising research has been revolved around three key regions, such as North America, Europe, and East Asia. Indeed, the finding showed that the USA has been, and remains, the dominant producer of international advertising research. In recent years, Asian countries, including China and South Korea, have emerged significantly in the field of international advertising research. Acknowledging the fact that economic growth of these Asian countries entails more advertising expenditures, researchers are understandably paying more attention to this geographical region in their studies. A decade ago, Taylor (2005) suggested that international advertising research needed to address both advanced and developing countries from other regions. Up until this point, however, a vast majority of papers were found to exhibit a leaning towards nations in those three regions. The finding thus indicates that scholarly endeavors are still necessary in the international advertising research to address the new, but seemingly old, agenda.

The findings of topical analyses indicate that scholars have demonstrated a diversity of interests in topics such as social, economic, cultural, regulatory, and technological issues. Among these topics, scholars have placed greater emphasis on 'cross-cultural aspects,' 'advertising effects,' 'advertising contents,' and 'advertising management.' Since the mid-1990s, in particular, the topics of culture, creative messages, and advertising effects (e.g., cognitive, affective, behavioral effects, etc.) have garnered increased attention from international advertising scholars. In fact, the emergence of new communication technology in the early 1990s, such as the Internet, facilitates communication processes among people around the world, which could compel scholars to focus more on

the cultural aspects of international advertising. Furthermore, considering advertising as a primary conduit of cultural communication and a product of cultural expectations (Zin-khan 1994), we can assume that the topical increase of cultural issues in international advertising accelerated in response to the Internet gaining greater influence on various aspects of both individuals' lives and culture as a whole.

Findings demonstrate a lack of theoretical rigors in a majority of the international advertising research, which can be read as problematic. However, this reality also poses an opportunity for scholars. While it seems difficult to identify a robust theoretical approach that can be applied to different cultural settings, researchers in the field of international advertising are encouraged to challenge and address this issue in their ongoing studies. The findings of this study also reveal that the volume of empirical studies employing experiment, survey, and content analysis has steadily increased in the international advertising research. The results are consistent across all of the journals this study analyzed as well as past findings (Taylor 2005). We can, therefore, imply that scholars in the field have focused more on measurable and observable methods to explain or predict international advertising phenomena over the past 50 years.

Analysis exhibited low response rates in about half of the international advertising studies that employed a survey. This result can be connoted in a different way based on the perspectives in relation to response rates. In fact, the issue of response rates for surveys has been controversial among scholars. Some scholars (Aday 1996; Babbie 1990) suggest that low response rates can have detrimental effects on the accuracy of survey results and the validity of the study. On the other hand, other scholars (Visser et al. 1996) have claimed that low response rates could also yield more accurate measurements than surveys with higher response rates. As such, we can say that response rates could present some limitations in assessing the accuracy of a survey and in questioning its validity. Future studies, however, are encouraged to address the issue in a clearer manner.

In content analysis studies of international advertising, about 36% of studies employed simple agreement to provide inter-coder reliability, and about one-third of researchers did not report their inter-coder reliability. The inter-coder reliability is considered an important component of the content analysis study because when it is not properly established, the data and interpretations of the data cannot be considered valid (Neuendorf 2002). In recent years, however, content analysis studies of international advertising have increasingly utilized varied formula of inter-coder reliability that can assess greater rigors of coding schemes, operational definition, and research quality.

The analysis of statistical methods shows that many international advertising studies have used basic descriptive statistical analyses, including frequency, mean, and correlation. However, recent studies of international advertising tend to employ more advanced statistical analysis, such as structural equation modeling. This finding suggests that scholars have strived to achieve enhanced statistical rigor for international advertising research by employing more advanced inferential statistical analyses.

Limitations should be noted in interpreting the findings of this study. Unlike the previous study (Zou 2005) that excluded articles investigating advertising in a single country, the current study included articles that examined advertising issues not only across two or more nations, but also in a single country outside the USA. As Zou (2005) pointed out, the criteria for article selection the current study employed might be problematic since the research focused on advertising issues in the USA is deemed an international advertising research from a foreign reader's standpoint. Thus, the US-oriented perspective of international advertising might complicate the definition of international advertising and lessen the validity of article selection. Despite the limitation, it cannot be denied that the

USA has been a prime venue for international advertising research and practice (Miracle 2014). Further, the knowledge of the field could be improved with the broader scope in selecting articles on international advertising research. Lastly, having analyzed 16 journals in the fields of advertising, communication, and marketing, this study and its findings reside at the level of a low magnitude. As such, future studies should include a greater variety of journals and disciplines (e.g., the field of business) to yield more comprehensive examination of extensive trends and patterns in international advertising research. Doing so would allow for better judgment of their scholarly efforts in the field.

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