The Handbook of International Advertising Research
Edited by Hong Cheng

As a driving force of globalization, international advertising is ubiquitous in many parts of the world today. Its practice and impact undoubtedly warrant more scholarly investigations. This timely and much-needed Handbook addresses a gap between the rapid growth in the output of scholarly research on international advertising and the pressing need for further high-quality research.

In this Handbook, international advertising is defined as a communication process, a business practice, and/or a social force that disseminates commercial or, sometimes, noncommercial messages to target audiences in one or more foreign countries. The book successfully offers:

• A summary of existing knowledge in international advertising, including theories tested or being formulated, and methodologies used or under development.
• A report of major findings on a variety of topics in international advertising research.
• Directions and recommendations for future research on international advertising.

With its broad scope and unique focus, this Handbook will undoubtedly become an indispensible guide for students and academics interested in systematic and in-depth reviews and critiques of the existing research on international advertising.

About the Editor
Hong Cheng is Professor and Director of the Richard T. Robertson School of Media and Culture (formerly the School of Mass Communications) at Virginia Commonwealth University, USA. His work includes Becoming a Media Savvy Student (co-authored with Guofang Wan, 2004); Advertising and Chinese Society: Issues and Impacts (co-edited with Kara Chan, 2009); and Social Marketing for Public Health: Global Trends and Success Stories (co-edited with Philip Kotler and Nancy Lee, 2011). He is a former head of AEJMC’s Advertising Division and International Communication Division, a current associate editor of Journalism and Mass Communication Quarterly, and the chair-elect of the National Education Executive Committee of the American Advertising Federation.
The Handbook of International Advertising Research
Handbooks in Communication and Media

This series aims to provide theoretically ambitious but accessible volumes devoted to the major fields and subfields within communication and media studies. Each volume sets out to ground and orientate the student through a broad range of specially commissioned chapters, while also providing the more experienced scholar and teacher with a convenient and comprehensive overview of the latest trends and critical directions.

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The Handbook of International Advertising Research, edited by Hong Cheng
In memory of my mother who always inspired me to pursue my dreams, including my endeavors in international advertising research.
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The past few decades witnessed increasing scholarly interest, effort, and advancement in international advertising research (La Ferle & Lee, 2012; Miracle, 1984; Moriarty & Duncan, 1990; Taylor, 2005; Taylor, Okazaki, & Mueller, 2012; Zinkhan, 1994). The number of articles published in leading academic journals (Taylor, 2005; Zou, 2005) and papers presented at major academic conferences in advertising, communication, and marketing, for example, have been obviously growing.

Nevertheless, the need for “more programmatic and systematic research” (Taylor, 2005, p. 10) on international advertising is much more urgent and appealing than ever before. The reason for this need is twofold: As a major driving force of globalization (Frith & Mueller, 2010), international advertising is becoming ubiquitous in many parts of the world today. Its practice and impact undoubtedly warrant more scholarly investigations. In the meantime, however, international advertising research is still underdeveloped in terms of theories and methodological approaches. These issues were pointed out by Miracle (1984) three decades ago, addressed by Taylor (2005) several years ago, and continuously echoed upon by other scholars (e.g., La Ferle & Lee, 2012; Taylor et al., 2012) today, partly because “many international studies [on advertising] started from scratch, ignoring advances made by other studies” (Taylor, 2005, p. 8).

This handbook addresses the gap between the rapidly growing output of scholarly research on international advertising and the pressing need for more high-quality research in this area. Specifically, the handbook (a) summarizes existing knowledge (including theories tested or being formulated, and methodologies used or under development) in international advertising; (b) reports major findings on a variety of topics in international advertising research; and (c) provides directions and recommends agendas for future research on international advertising. Forty-seven international advertising scholars, based in 12 countries or territories, contribute essays on extensive assessments of existent literature and in-depth critiques of current research. The handbook covers a broad range of topics and approaches, with due attention paid to both scholarly research on creativity and effects of international advertising and its related sociocultural, legal, regulatory, and ethical issues.
This volume is divided into eight parts, which consist of 28 chapters in total. While each part is devoted to a major aspect of international advertising research, every chapter is focused on a specific topic area in that aspect. Featuring the first two chapters in the handbook, Part I addresses historical and methodological underpinnings of international advertising research. In Chapter 1, Gordon E. Miracle reviews and evaluates “the historical literature on international advertising research.” His extensive, expert assessment covers the growth of international advertising, the evolution of international advertising knowledge, and the contributions of international advertising research to the knowledge base of advertising in general. In Chapter 2, Charles R. “Ray” Taylor and John B. Ford provide 11 guidelines for conducting international advertising research through an exploration of issues facing across-national researchers in terms of conceptualizing studies, as well as selecting appropriate theory bases, methods, and analytical techniques. While all these guidelines could direct cross-national studies of advertising involving countries where different languages are spoken, several of the guidelines are highly applicable to international advertising research in general.

Part II is devoted to a few major aspects of international advertising industry – its economic effects, transnational advertising agencies, account planning, as well as media planning, buying, and selling. In Chapter 3, John Philip Jones provides an extensive discussion on the economic effects of advertising, with a focus on “how research can untangle them.” He bases his arguments “exclusively on objective evidence” strongly documented in scholarly research and/or industry practice in numerous countries. In Chapter 4, Kwangmi Ko Kim presents an overview of the development of transnational advertising agencies and highlights their key and emerging markets in the world. She also assesses the state of TNA As research, including that on TNA As’ entry strategy and mode into new markets, as well as their strategies for operating in global markets. In Chapter 5, Padmini Patwardhan and Hemant Patwardhan assess prior and current research on advertising account planning all over the world, including that on the global adoption and growth of planning, the factors influencing adoption, client and agency personnel views of planning, and the effectiveness in planning. In Chapter 6, Yunjae Cheong addresses issues in advertising media planning research and two major approaches to the planning of media, labeled as the “media approach” and the “consumer and audience approach.” She predicts that with the changes in media technologies and audiences, these two approaches will be shifted to “an integrated approach as well as a global approach.”

Part III of the handbook is focused on research on international advertising audience and media. In Chapter 7, Marieke de Mooij presents “how cultural models can be used for explaining differences in consumer behavior, with major focus on the Hofstede model,” as well as how these models and related concepts (such as self and personality, motivation, emotion, and mental processes) can be applied to international advertising research. In Chapter 8, Katherine Frith and Kavita Karan focus on magazines, a widely used media class for international advertisers over the years. After an examination of the rapid growth of what they call “local country” editions of global magazines, they provide an extensive assessment of research on a number of issues related to international advertising and magazines, such as gender and racial representations and theories and methods applied to such research. In Chapter 9, Ran
Wei examines new media-related issues in international advertising research. He focuses his critique on the challenges facing international advertising researchers, in terms of theorization and methodology. He points out that “the primary challenge in international advertising research is to make sense of international advertising in the era of global media.” In Chapter 10, Petya Eckler and Shelly Rodgers provide a conceptualization of viral advertising, offer a definition of viral advertising, and initiate a discussion of its key characteristics. They also provide an historical perspective on viral advertising enriched with key industry examples.

Part IV is centered on international advertising creativity and strategy. In Chapter 11, Sheila L. Sasser concentrates on what she calls “a creative renaissance” in the world, fueled by “a coupling of technological and artistic innovations.” She introduces a number of “foundational scholars” in advertising creativity, particularly those in the United States, the United Kingdom, Israel, Scandinavia, and Spain. She highlights the advertising creativity collaborations in the Asia-Pacific region and in France. She also addresses gender-related creativity research in international advertising. In Chapter 12, Barbara J. Phillips and Edward F. McQuarrie introduce visual rhetoric, an interesting and important aspect of advertising delivery style. They address the issue of whether an international context would require new explanations of consumer response to pictures in advertising, since visual rhetorical theories have been largely texted in the cultural contexts of North America and Western Europe. They explore, in particular, to what extent those theories provide support for the idea that “global advertisers will be able to reach cross-market segments in different countries using the same ad pictures.” In Chapter 13, Stephen W. Marshall and Marilyn S. Roberts present an extensive and in-depth critical review of research on international advertising strategy, with much of their attention paid to the longtime standardization-versus-localization debate and related arguments, trends, and models. While acknowledging “previous studies have left specific beckons of guidance for future research,” they address many limitations of those studies and propose a number of suggestions for moving international advertising strategy research forward.

The two chapters in Part V are about research on international advertising content. In Chapter 14, Yuan Zhang focuses on cultural messages (often labeled as cultural appeals, cultural themes, or cultural values in different studies) carried in international advertisements. She organizes the studies under review into those “examining the overall value profile of international advertising,” those “focusing on select cultural messages” (e.g., materialism and consumerism; individualism versus collectivism), and those concentrating on “other types of cultural messages” such as the appeal of time concerns; the theme of work, leisure, urbanism, and wildness; and the theme of “harmony” versus “non-harmony.” She also discusses the prevalent research methods adopted in those studies. In Chapter 15, Ping Shaw, Martin Eisend, and Yue Tan look at research on gender-role portrayals in international advertising, paying particular attention to the findings in comparative studies across different cultures. While noticing “most gender-role variables in most countries are consistent,” they identify cases with different results, even when the countries involved in the studies were the same. They discover several possible reasons for those disparities and suggest remedies for enhancing the consistency in such cross-cultural studies.