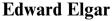


# Handbook of Research on International Advertising

Edited by

Shintaro Okazaki

Universidad Autónoma de Madrid, Spain



Cheltenham, UK • Northampton, MA, USA





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Published by Edward Elgar Publishing Limited The Lypiatts 15 Lansdown Road Cheltenham Glos GL50 2JA UK

Edward Elgar Publishing, Inc. William Pratt House 9 Dewey Court Northampton Massachusetts 01060 USA

A catalogue record for this book is available from the British Library

Library of Congress Control Number: 2011932885



ISBN 978 1 84844 858 2

Typeset by Servis Filmsetting Ltd, Stockport, Cheshire Printed and bound by MPG Books Group, UK







# Contents

Lis	out the editor t of contributors	vii ix xx	
	Foreword Preface		
PA	RT I LEADING THOUGHTS		
1	Best practices for cross-cultural advertising research: are the rules being followed?  Charles R. Taylor and C. Luke Bowen	3	
2	Understanding the role of culture in advertising Wei-Na Lee and Jinnie Jinyoung Yoo	20	
3	Adoption of global consumer culture: the road to global brands  Ayşegül Özsomer	42	
PA	RT II CULTURE		
4	Project GLOBE and cross-cultural advertising research: developing a theory-driven approach  Narda R. Quigley, Mary Sully de Luque and  Robert J. House	61	
5	Typologies of cultural dimensions and their applicability to international advertising	88	
6	Ralf Terlutter, Sandra Diehl and Barbara Mueller Culture and the mind: implications for art, design and advertisement Takahiko Masuda, Huaitang Wang, Kenichi Ito and Sawa Senzaki	109	
PA	RT III RESTROSPECTIVE		
7	Advertising and consumer culture in Old Shanghai Russell Belk and Xin Zhao	137	





Vİ	Handbook of research on international advertising	
8	Unearthing insights into the changing nature of Japanese advertising via the grounded theory approach Shintaro Okazaki and Barbara Mueller	158
9	Twenty years on: Retailer advertising during and since the fall of the Soviet Union: Tallinna Kaubamaja, "Estonia's Department Store"  Brent McKenzie	179
PA	RT IV RESEARCH METHOD	
10	International advertising research: conceptual and methodological issues	201
11	C. Samuel Craig and Susan p. Douglas Sampling in international advertising research Louisa Ha	231
12	Using partial least squares path modeling in advertising research: basic concepts and recent issues  Jörg Henseler, Christian M. Ringle and Marko Sarstedt	252
PA	RT V THE DIGIAL INFORMATION AGE	
13	International advertising theory and methodology in the digital information age <i>Carolyn A. Lin</i>	279
14	Online advertising: a cross-cultural synthesis  Yuping Liu-Thompkins	303
15	The role of e-WOM in international communication Salvador Ruiz, María Sicilia, Inés López and Manuela López	325
PA	RT VI CROSS-CULTURAL COMPARISON	
16	A comparative study of corporate reputation between China and developed Western countries  Yang Zhang and Manfred Schwaiger	353
17	Probability markers in Croatian and Belgian advertisements and tolerance for ambiguity <i>Ivana Bušljeta Banks and Patrick De Pelsmacker</i>	376
18	Social media usage and responses to social media advertising in emerging and developed economies  Shu-Chuan Chu and Sara Kamal	398



1	7	T
7	7	Y
	7	*

#### Contents vii

### PART VII SOCIAL INTERACTION

• •		
19	Raising the golden arches: advertising's role in the	400
	socialization of the world	423
	Jeffrey K. Johnson and Carrie La Ferle	
20	Transnational trust in advertising media	439
	Martin Eisend and Silke Knoll	
21	The relation between gender and cultural orientation and its	
	implications for advertising	455
	Ashok K. Lalwani and Sharon Shavitt	
PA	RT VIII IMC AND THE GLOBAL MARKET	
22	The importance and relevance of integrated marketing	
	communications: a global perspective	473
	Philip J. Kitchen and Marwa Tourky	7/3
23	1	
23	Analysis of the relationship between advertisers and	497
	advertising agencies in the global market	49 /
	Takada Hirokazu, Makoto Mizuno and Ling Bith-Hong	
Ind	av.	519
ıııu	t.Λ	212





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ix

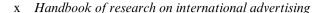






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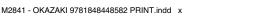
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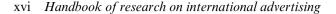
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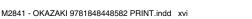
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Handbook of research on international advertising

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