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Bibliometric Analysis of the Top 100 Most-Cited Articles in Advertising

Reklamcılık Alanında En Çok Atıf Alan İlk 100 Makalenin Bibliyometrik Analizi

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Abstract

This study analyzes the academic development of advertising literature by evaluating the 100 most-cited articles using bibliometric methods. The primary aim of the study is to systematically examine prominent themes, research methodologies, and general trends in the literature, thereby presenting the current state of the field and its developmental directions. The study highlights how advertising has been shaped by contemporary topics by examining the role of cultural dynamics and ethical considerations in shaping advertising approaches. Bibliometric methods enabled a comprehensive assessment of thematic and methodological patterns among the most-cited studies, as well as the identification of knowledge gaps in literature. The findings reveal that advertising is not merely a theoretical field but rather a dynamic discipline that rapidly adapts to technological innovations and societal transformations. The study also indicates an increase in interdisciplinary interactions and methodological innovations to the field. The significance of this study lies in its provision of a comprehensive evaluation of advertising literature, establishing a strategic framework for researchers and practitioners. This analysis aims to contribute to the deepening of knowledge in advertising as a scientific discipline. Concrete recommendations have been developed for the future research directions of the advertising field.

Keywords: Advertising, Scopus, Bibliometric Analysis, Citation Analysis, Theme Analysis

Öz

Bu çalışma, reklamcılık literatüründeki akademik gelişimi kapsamlı bir şekilde analiz etmek amacıyla, en çok atıf alan 100 makaleyi bibliyometrik yöntemler kullanarak değerlendirmektedir. Çalışmanın temel amacı, literatürde öne çıkan temaları, araştırma yöntemlerini ve genel eğilimleri sistematik olarak incelemek, bu sayede alanın mevcut durumunu ve gelişim yönlerini ortaya koymaktır. Reklamcılığın dijitalleşme, sosyal medya reklamcılığı, yapay zekâ uygulamaları ve sürdürülebilirlik gibi çağdaş konularla nasıl şekillendiği ele alınırken, kültürel bağlamların ve etik değerlerin reklam stratejileri üzerindeki etkileri analizden elde edilen bulgularla vurgulanmıştır. Araştırmada performans analizi, atıf analizi ve içerik analizi gibi bibliyometrik yöntemler kullanılmıştır. Bu yöntemler, en çok atıf alan çalışmaların tematik ve yöntemsel dağılımlarını değerlendirmenin yanı sıra literatürdeki bilgi boşluklarının tespit edilmesine olanak sağlamıştır. Ulaşılan sonuçlar, reklamcılığın yalnızca teorik bir alan olmadığını, aksine teknolojik yenilikler ve toplumsal dönüşümlere hızla uyum sağlayan dinamik bir disiplin olduğunu göstermektedir. Ayrıca, literatürde disiplinlerarası etkileşimlerin arttığı, metodolojik yeniliklerin ise alana önemli katkılar sunduğu görülmüştür. Çalışmanın önemi, reklamcılık literatürüne dair kapsamlı bir değerlendirme sunarak, araştırmacılar ve uygulayıcılar için stratejik bir çerçeve oluşturmasında yatmaktadır. Bu analiz bir bilim dalı olarak reklamcılık alanında bilginin derinleşmesine katkı sağlama amacını taşımaktadır. Böylece, reklamcılık alanının gelecekteki araştırma yönelimlerine dair somut öneriler geliştirilmiştir.

Anahtar Kelimeler: Reklamcılık, Scopus, Bibliyometrik Analiz, Atıf Analizi, Tema Analizi

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Introduction

Advertising is not merely a communication tool in today's world; it is also recognized as a dynamic domain reflecting economic, social, and technological transformations. Developments such as digitalization, the widespread use of social media platforms, and the rise of innovative technologies like artificial intelligence (AI) have significantly reshaped the theoretical and practical dimensions of advertising. This evolution has generated new research questions and strategies in both academic literature and industry practices. However, a comprehensive evaluation of this rapidly expanding body of literature is critical for identifying major trends, significant contributions, and persisting knowledge gaps within the field. Understanding how advertising research evolves through bibliometric analysis provides crucial insights into the theoretical advancements and methodological shifts within the discipline. This study aims to provide a foundation for deepening the existing body of knowledge and enhancing the understanding of the dynamic nature of advertising. To this end, it seeks to bridge the gap between established theoretical frameworks and emerging research directions by mapping the most influential works in the field. Accordingly, the study systematically analyzes the 100 most-cited articles in advertising literature, with a focus on identifying dominant themes and methodological approaches. Key topics addressed include digitalization, ethical advertising, influencer marketing, cultural contexts, and advertising effectiveness. In addition, the academic impact of the journals publishing these articles and the scholarly contributions of these works are examined in detail. This analysis not only evaluates the current academic knowledge base but also aims to offer practical insights and recommendations for both industry professionals and researchers. The findings suggest that approaching advertising literature from an interdisciplinary perspective within a broader analytical framework may contribute meaningfully to the future development of the field.

The significance of this study lies in its comprehensive evaluation of the most-cited articles in advertising literature, offering a nuanced understanding of academic developments and trends in the field. While existing research has extensively explored topics such as digitalization, social media advertising, AI applications, and sustainability, few studies provide a thorough analysis of how these themes have evolved over time, their academic impact, and the gaps in current knowledge (Adalı G. et al., 2024; J. Kim & McMillan, 2008; Pasadeos, 1985; Valenzuela-Fernández et al., 2023; Wilson, 2024; Yoon, 2019). By conducting a bibliometric analysis of the 100 most-cited articles, this study addresses these gaps and contributes a unique perspective to the literature. Furthermore, its focus on contemporary issues, such as digital advertising and ethical considerations, distinguishes it from similar works (Aylsworth, 2020; Baek, 2023; Rodgers & Nguyen, 2022). The methodological framework includes performance analysis, co-citation analysis, and content analysis, with data sourced from internationally recognized academic database Scopus index. However, the scope of the study is limited to articles that rank among the top 100 most-cited publications in the field of advertising within the Scopus index. These boundaries, while necessary for consistency, also delineate the scope of the research. Ultimately, the study aims to provide a strategic roadmap for future research and to deepen the understanding of the dynamic and interdisciplinary nature of advertising literature.

1. Literature Review

The expanding scope of advertising research, its interdisciplinary nature, and its adaptability to various contexts have underscored the importance of a comprehensive literature review.

In this regard, the literature section not only analyzes the existing body of research to establish the context of this study but also identifies knowledge gaps and highlights its unique contributions.

The study by Pasadeos, which analyzed citation patterns in advertising articles between 1981 and 1983, plays a significant role in understanding the theoretical and practical development of the field (Pasadeos, 1985). This research revealed that business and psychology disciplines contributed most significantly to academic publications in advertising, with more than half of the citations originating from these fields. Furthermore, it identified *Journal of Marketing Research* and *Journal of Advertising Research* as historically the most cited journals, while highlighting the growing influence of *Journal of Advertising* and consumer research-oriented publications over time. These findings provide a foundational understanding of the dynamic nature of academic publishing in advertising (Pasadeos, 1985).

Kim and McMillan's study on internet advertising conducted a bibliometric analysis of citations in leading advertising journals from 1996 to 2003. This research identified the most influential authors, articles, and co-citation networks in the field, shedding light on the accumulation of knowledge in internet advertising. The study is particularly important for understanding the impact of digitalization on advertising literature and identifies thematic trends and knowledge gaps within the domain, forming a basis for future research directions. The principal finding of this study is that the concept of interactivity holds a central position in Internet advertising research, as evidenced by the prominence of highly cited authors and publications that focus on interactivity, the emergence of interactivity-centered scholarly clusters through co-citation analysis, and the theoretical foundations of the field rooted in both marketing and communication disciplines (J. Kim & McMillan, 2008).

Eisend examined the use of meta-analysis as a method to strengthen the theoretical foundations of advertising research. The study emphasized how meta-analyses integrate contradictory findings to enhance theoretical consistency and advance knowledge. This methodological approach underscores the importance of systematic reviews in advertising research (Eisend, 2017). Another study by Eisend explored international diversity in authorship, emphasizing contributions from different geographies and cultures despite the dominance of North America in advertising literature. The impact of diversity on research performance and citation rates further highlights the significance of interdisciplinary collaboration (Eisend, 2017b).

The contributions of Yoon and Voutsas focus on digital game advertising and the role of sarcastic humor in advertising, respectively. Yoon's research analyzed the state, themes, and future directions of advertising within digital games, showcasing the integration of advertising into digital platforms (Yoon, 2019). Meanwhile, Voutsas examined the impact of sarcastic humor on target audiences and explored the ethical dimensions of such advertisements. The interplay between humor, cultural context, and perceived comedic value provides insights into innovative advertising strategies (Voutsas, 2024).

Wilson's bibliometric analysis of out-of-home advertising explored the multidimensional nature and thematic trends of the field. The study underscored the academic and industrial significance of outdoor advertising (Wilson, 2024). Additionally, the retrospective analysis by Donthu and colleagues of 50 years of *Journal of Advertising* examined the journal's leadership role in advertising research and its impact on knowledge production. By combining

bibliometric analysis with natural language processing, the study evaluated the journal's contributions over time (Donthu et al., 2022).

The literature on advertising also encompasses socially impactful topics such as ethical advertising and corporate social responsibility. Hayes, Holiday, and Park analyzed the role of corporate social responsibility in advertising strategies and identified knowledge gaps in this area. This study examines the role of corporate social responsibility within the advertising strategic planning process, identifies fragmented insights across six planning stages, and proposes a comprehensive research agenda to facilitate the systematic integration of CSR into advertising scholarship. (Hayes et al., 2022). Similarly, Hartmann, Marcos, and Apaolaza examined the historical development of sustainability-themed advertising and highlighted underexplored topics in this domain, providing a critical foundation for understanding advertising's societal impacts. This study provides a historical analysis of research on corporate social responsibility (CSR) advertising, revealing its development across eight key thematic areas. The findings highlight the influence of CSR advertising on corporate reputation, stakeholder attitudes—particularly those of consumers and employees—social media dynamics, motive attribution, company-cause fit, types of advertising appeals, as well as issues of authenticity and skepticism (Hartmann et al., 2023).

Nelson, Ham, and Ahn explored the knowledge flow in advertising research, analyzing its connections with other disciplines. The findings highlighted the multifaceted nature of advertising literature and its significant influence from fields such as consumer research and communication (Nelson et al., 2017). Finally, the bibliometric analysis by Valenzuela-Fernández, Munoz Quezada, and Merigo identified the most influential journals in advertising and assessed their position within the literature over a 25-year period. This study provides a valuable resource for understanding the theoretical and practical evolution of advertising research. This study identifies the most influential academic journals in advertising research, highlighting the prominence of the *Journal of Advertising*, *Journal of Advertising Research*, and *International Journal of Advertising* based on publication volume and citation metrics. The findings indicate a marked increase in advertising-related publications since the mid-2000s, paralleling the rise of digital media. Through bibliometric analyses, the study maps the structural relationships within the field, offering insights into patterns of influence and citation among journals. It further emphasizes the interdisciplinary nature of advertising research, noting its central position within the business sciences and its connections to disciplines such as psychology, communication, law, and economics. (Valenzuela-Fernández et al., 2023).

This literature review underscores the breadth, thematic diversity, and interdisciplinary interactions within advertising research while identifying critical knowledge gaps and areas for future exploration.

2. Methodology

The methodological framework of this research combines bibliometric analysis to examine the thematic and methodological trends in advertising literature, particularly focusing on the most-cited articles in the field. Bibliometric analyses including citation analysis and co-citation analysis are valuable to illuminate 'the processes of written scholarly communication and the nature and course of development of a discipline,' by measuring and analyzing written communication (Borgman, 2000). This method was chosen due to its ability to systematically map the academic knowledge flow in advertising research and identify developmental trends within the field. By employing bibliometric analysis, this study aims to uncover the intellectual

structure of advertising literature and provide a foundation for future research. Bibliometric analysis systematically evaluates publication and citation data obtained from academic databases such as Web of Science (WoS) and Scopus. This method allows for identifying conceptual structures, academic impacts, and trends in the literature (Eisend, 2017a; Wilson, 2024).

In the data collection process, the 100 most-cited articles published in advertising research were identified. These articles were analyzed using performance analysis, co-citation analysis, and content analysis. Performance analysis assessed the quantitative impacts of publications (Donthu et al., 2022), while co-citation analysis facilitated the visualization of key themes and academic collaborations within the literature (Yoon, 2019). Content analysis was conducted to elaborate on the prominent thematic trends in the selected articles (Adalı G. et al., 2024).

The dataset was curated using specific inclusion and exclusion criteria. The scope of the study is limited to articles that rank among the top 100 most-cited publications in the field of advertising within the Scopus index. These criteria were designed to ensure the quality and consistency of the dataset.

Visualization tools such as VOSviewer and Bibliometrix were employed to create literature maps and illustrate relationships among key themes. These tools were particularly useful in identifying emerging themes and methodological diversity within advertising literature (Wilson, 2024). Given that the study was conducted by a single researcher, a systematic approach was adopted throughout the data analysis process to enhance reliability. Particular attention was paid to ensuring methodological consistency during the stages of coding, theme development, and interpretation. Furthermore, the analysis process was thoroughly documented, and the findings were contextualized through comparison with relevant literature to strengthen the validity of interpretations. The research focuses on the following questions:

1. What themes and topics are addressed in the most-cited articles in advertising literature? How have these themes evolved over time?
2. What methodological approaches are commonly employed in highly cited advertising research, and how prevalent are quantitative and qualitative methods? What is the interplay between these methodological approaches?
3. Which academic journals publish the most-cited articles in advertising, and how do these journals contribute to the theoretical and practical development of the field?
4. How are contemporary issues, such as digitalization, AI, sustainability, and ethical advertising, reflected in advertising literature? What role do these issues play within the broader trends of the field?
5. What are the existing knowledge gaps in advertising literature, and what opportunities do these gaps present for future research?
6. What is the significance of cultural contexts and cross-cultural studies in advertising literature?
7. In what ways are the long-term impacts of AI, digital advertising, and social media strategies underexplored in advertising research?
8. Based on citation analysis, what patterns of interdisciplinary interaction can be observed within advertising literature?

The dataset for this study was obtained from the Scopus database in .csv (comma-separated values) format. The files extracted from Scopus include bibliographic metadata such as

publication titles, publication years, citation counts, author affiliations, and source titles, which collectively facilitate a comprehensive bibliometric analysis. The population of the study consists of all academic publications indexed in Scopus under the subject area of advertising, identified through keyword searches and subject classifications related to the field.

In the initial phase, the 100 most-cited articles were selected for in-depth analysis. During the data preprocessing stage, records with incomplete or missing information—such as those lacking author names—or attributes irrelevant to the bibliometric scope, such as editor or sponsor details, were excluded. The final dataset was limited to journal articles to ensure consistency and analytical focus.

The bibliometric analysis was conducted using variables including author names, article titles, publication years, source titles, citation counts, affiliations, author keywords, index terms, document language, document type, references, and the electronic identifier (EID) of each record. Furthermore, institutional affiliation data was used to extract country names, enabling an assessment of the geographical distribution of scholarly contributions in the advertising research landscape. This structured dataset forms the basis for evaluating scholarly productivity and citation impact within the domain of advertising studies.

Each selected article was analyzed in detail, focusing on titles, abstracts, and keywords to identify prominent themes within advertising literature. These themes included ethical advertising, digitalization, consumer behavior, mobile advertising, social media strategies, and environmental sustainability. The methodologies employed in these articles were categorized into qualitative and quantitative techniques, forming a methodological framework. The research methodologies included experimental studies, meta-analyses, content analyses, and theoretical framework development. Each methodology was examined for its contributions to the literature.

The publishing journals were analyzed to understand the dynamics of the literature, with attention paid to the relationship between citation counts and the journals' thematic focus. The tendency of certain journals to publish articles related to specific themes or methodologies was also investigated.

One limitation of this study is its exclusive reliance on citation counts, which may exclude articles with significant theoretical or practical contributions but low citation numbers. Additionally, the focus on English-language publications excludes significant research published in other languages. Despite these limitations, the findings provide valuable insights into the general trends of advertising literature.

The bibliometric analysis approach aims to assess the current body of knowledge in advertising research and provide a guiding framework for future studies. This systematic analysis offers a foundation for understanding the evolution of themes and methodologies in advertising literature over time, delivering practical insights for both academic research and applied advertising strategies (Eisend, 2009, 2017b; J. Kim & McMillan, 2008; Valenzuela-Fernández et al., 2023).

3. Findings

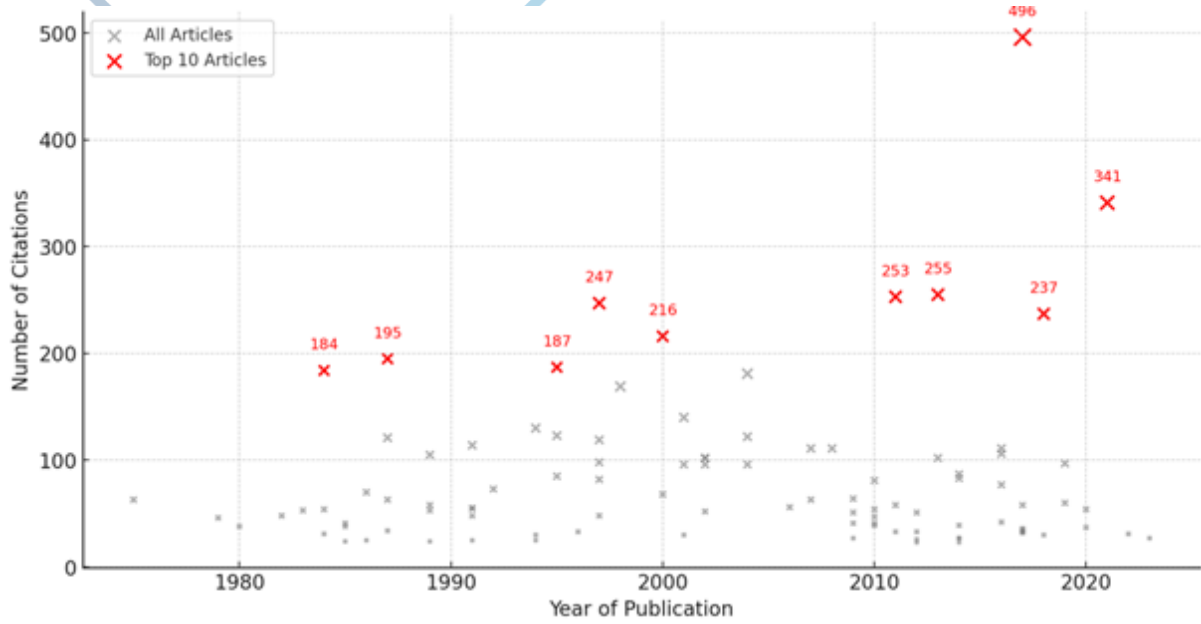


Figure 1. Citations per article by year

The graph illustrates the publication trends of all articles over the years, with detailed data emphasizing the top ten most-cited articles. The bibliometric methodology facilitates an understanding of the impact each article has had based on its year of publication and citation count. While all articles are represented with the letter "o," the data for the top ten most-cited articles are clearly highlighted within the graph.

The most-cited article, "Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent" (Evans et al., 2017) stands out with 496 citations. This study investigates how the language used in influencer advertising disclosures affects consumer perceptions, attitudes, and behavioral intentions. By examining how consumers perceive these advertisements and the impact on purchasing behaviors, the study has made a significant contribution to the social media advertising literature. Published in 2017, it underscores the growing academic interest in influencer marketing, a rising theme in digital advertising. The findings demonstrate that the use of clear and explicit disclosure language in Instagram influencer advertising enhances advertising recognition, but when such recognition is accompanied by recall of the disclosure, it can negatively influence brand attitudes and intention to share the content.

The second most-cited article is "Advertising in the Metaverse: Research Agenda" (J. Kim, 2021) with 341 citations. This work evaluates the future of advertising in the metaverse and explores how brands interact with consumers on virtual reality (VR) platforms. Emerging technologies like the metaverse and VR are drawing significant interest at both academic and practical levels. Kim's research serves as a foundational reference for theoretical frameworks and research agendas in this field.

The third-ranked article, "The Gamification of Advertising: Analysis and Research Directions of In-Game Advertising, Advergaming, and Advertising in Social Network Games" (Terlutter & Capella, 2013) has received 255 citations. This study presents a conceptual framework for analyzing advertising in digital games and investigates the effects of gamification strategies on brand loyalty. Its core finding is that advertising effectiveness in digital game environments is not solely determined by the presence of brand messages but is significantly influenced by

individual player characteristics, the structural attributes of both the game and the advertisement, social contextual factors, and the psychological responses elicited during gameplay. Published in 2013, the study offers theoretical and practical insights into innovative advertising formats such as in-game advertising and advergames, contributing substantially to the advancement of research in this emerging domain.

In fourth place, "Personification in Advertising" (Delbaere et al., 2011) has been cited 253 times. This study examines the effects of personification and anthropomorphism strategies in advertising, emphasizing their potential to enhance brand loyalty. Its core finding reveals that photorealistic visual metaphors depicting products engaged in human behavior effectively trigger anthropomorphic responses in consumers, which in turn lead to stronger emotional reactions, increased brand personality attributions, and more favorable brand evaluations. Highly relevant to creative strategy and branding processes, the study contributes significantly to the literature on the aesthetic and rhetorical dimensions of advertising.

The fifth most-cited article is "Consumer Eye Movement Patterns on Yellow Pages Advertising" (Lohse, 1997) with 247 citations. This study examines how consumers visually perceive advertisements and how such perceptions influence advertising effectiveness. Research focusing on visual attention and perception has played a pivotal role in advancing measurement and evaluation in advertising. The core finding of this study reveals that advertisement features—such as size, color, and informational content—significantly affect whether and for how long consumers engage with an ad. Moreover, consumers tend to spend considerably more time viewing advertisements for businesses they ultimately choose, underscoring the predictive value of visual attention in advertising-related decision-making.

The sixth-ranked article, "Misleading Consumers with Green Advertising? An Affect–Reason–Involvement Account of Greenwashing Effects in Environmental Advertising" (Schmuck et al., 2018) has been cited 237 times. This study examines the misleading effects of green advertising and their implications for consumer perceptions. Falling under the themes of ethical advertising and corporate responsibility, the study highlights growing academic interest in sustainability and greenwashing. Its core finding indicates that false environmental claims are perceived by consumers as greenwashing, which negatively influences attitudes toward both the advertisement and the brand. However, the inclusion of nature-evoking imagery can elicit positive affective responses—referred to as virtual nature experiences—that may partially counterbalance the negative impact of perceived deception.

"Advertising Attitudes and Advertising Effectiveness" (Mehta, 2000) ranks seventh with 216 citations. This article explores the impact of advertising on consumer attitudes and effectiveness, providing theoretical frameworks in this context. Such studies have laid a critical foundation for understanding the measurable dimensions of advertising. The study's central finding is that individuals with more favorable general attitudes toward advertising are more likely to recall advertisements and be persuaded by them, demonstrating that general advertising attitudes significantly influence both attention and buying interest.

The eighth most-cited article is "Cultural Differences and Advertising Expression: A Comparative Content Analysis of Japanese and U.S. Magazine Advertising" (Hong et al., 1987) with 195 citations. This study uses content analysis to examine cultural differences in advertising between Japan and the United States. It has made significant contributions to cross-cultural advertising literature and offers insights into how international marketing strategies can be shaped, revealing that Japanese magazine advertisements tend to employ

more emotional and less comparative appeals than American ones, while being at least equally informative—contrary to common assumptions.

"Green Advertising and the Reluctant Consumer" (Zinkhan & Carlson, 1995) is ninth with 187 citations. This work analyzes the relationship between green advertising and consumer behavior, examining the role of sustainability-themed advertising in consumer decision-making processes. Its core finding reveals that although consumers increasingly express concern for environmental issues, green consumers tend to be skeptical of advertising and corporate motives, which creates a paradox for marketers aiming to appeal to this segment. Studies like this emphasize the importance of environmental awareness in advertising strategies.

Finally, "Negative Political Advertising: Some Empirical Findings" (Merritt, 1984) ranks tenth with 184 citations. This article investigates the effects of negative political advertising on voter behavior. Its key finding reveals that negative political advertisements tend to generate negative affect not only toward the targeted opponent but also toward the sponsoring candidate, suggesting that such strategies may backfire—particularly for minority party candidates—by reinforcing existing partisan predispositions rather than attracting undecided voters.

These highlighted studies illustrate the varying degrees of attention received by different themes within advertising literature and their impact in academic circles. Notably, themes such as emerging technologies, ethical responsibility, and cultural differences continue to attract significant scholarly interest.

Table 1. Top 10 Most-Cited Articles

Author(s)	Article Title	Journal	Year	Volume	Issue	Start Page	End Page	Citation Count
Nathaniel J. Evans, Joe Phua, Jay Lim, Hyoyeun Jun	Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent	Journal of Interactive Advertising	2017	17	2	138	149	496
Jooyoung Kim	Advertising in the Metaverse: Research Agenda	Journal of Interactive Advertising	2021	21	3	141	144	341
Ralf Terlutter, Michael L. Capella	The Gamification of Advertising: Analysis and Research Directions of In-Game Advertising, Advergaming, and Advertising in Social Network Games	Journal of Advertising	2013	42	2	95	112	255
Marjorie Delbaere, Edward F. McQuarrie, Barbara J. Phillips	Personification in Advertising	Journal of Advertising	2011	40	1	121	130	253

Gerald L. Lohse	Consumer Eye Movement Patterns on Yellow Pages Advertising	Journal of Advertising	1997	26	1	61	73	247
Desirée Schmuck, Jörg Matthes, Brigitte Naderer	Misleading Consumers with Green Advertising? An Affect–Reason–Involvement Account of Greenwashing Effects in Environmental Advertising	Journal of Advertising	2018	47	2	127	145	237
Abhilasha Mehta	Advertising Attitudes and Advertising Effectiveness	Journal of Advertising Research	2000	40	3	67	72	216
Jae W. Hong, Aydin Muderrisoglu, George M. Zinkhan	Cultural Differences and Advertising Expression: A Comparative Content Analysis of Japanese and U.S. Magazine Advertising	Journal of Advertising	1987	16	1	55	68	195
George M. Zinkhan, Les Carlson	Green Advertising and the Reluctant Consumer	Journal of Advertising	1995	24	2	1	6	187
Sharyne Merritt	Negative Political Advertising: Some Empirical Findings	Journal of Advertising	1984	13	3	27	38	184

These articles (Delbaere et al., 2011; Evans et al., 2017; Hong et al., 1987; J. Kim, 2021; Lohse, 1997; Mehta, 2000; Merritt, 1984; Schmuck et al., 2018; Terlutter & Capella, 2013; Zinkhan & Carlson, 1995) provide significant contributions to understanding the multifaceted dimensions, strategic aspects, and societal impacts of advertising. Many of these studies (Delbaere et al., 2011; Hong et al., 1987; J. Kim, 2021; Schmuck et al., 2018; Zinkhan & Carlson, 1995) highlight that advertising is not merely a commercial tool but also a medium imbued with societal and cultural meanings, reflecting transformations in themes such as digitalization, social media, and environmental responsibility.

Martin Eisend has made notable contributions to advertising literature, with two of his works included among the top 100 articles. His first study, "The Third-Person Effect in Advertising: A Meta-Analysis" offers a comprehensive meta-analysis of the third-person effect phenomenon in advertising (Eisend, 2017b). This research examines individuals' tendency to perceive advertisements as having a greater impact on others than on themselves. The study identifies contexts in which this perception is more pronounced and explains how it can be considered in advertising strategies. Notably, it emphasizes that individuals may develop different attitudes toward advertising messages due to these perceptions. Such analyses are crucial for understanding the indirect effects of advertisements on audience perceptions.

Eisend's second work, "A Meta-Analysis of Humor in Advertising" systematically investigates the effects of humor in advertising (Eisend, 2009). The study evaluates how humor influences consumers' recall of advertising messages, perceptions, and attitudes toward brands. The findings indicate that humor generally has positive effects, though these effects can vary depending on factors such as the advertising context, audience characteristics, and the type

of humor employed. This work details the critical considerations for using humor as an effective advertising tool, offering practical insights into its strategic application.

These studies by Eisend exemplify the broader scope of advertising research, which explores both the psychological mechanisms and practical implications of advertising strategies, contributing to a deeper understanding of its role in contemporary society.

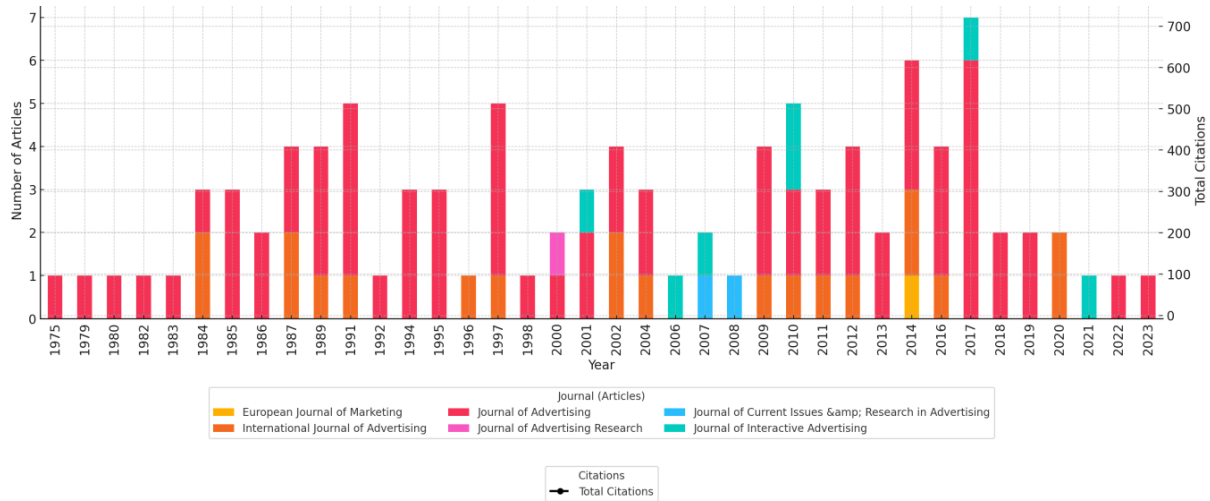


Figure 2. Number of articles and total citations per year by journal

The graph presents a comparative analysis of the number of articles published across different academic journals over the years and the total citations these articles have received. The primary axis represents the number of articles using color-coded bars, while the secondary axis illustrates the total citation counts using a black dashed line. This dual representation allows for both quantitative and qualitative assessments of the journals' contributions to the literature over time.

An examination of the journals reveals that the *Journal of Advertising* stands out with a total of 69 articles, garnering 5534 citations, positioning it as a leading publication in terms of both article and citation counts. *The International Journal of Advertising* has published 20 articles, receiving a total of 1071 citations. Notably, the *Journal of Interactive Advertising* has published only 7 articles, yet these articles have collectively achieved 1272 citations, highlighting the journal's high average citations per article. Meanwhile, the *Journal of Advertising Research* has contributed 1 article with 216 citations, and the *Journal of Current Issues & Research in Advertising* has published 2 articles with a total of 174 citations. The *European Journal of Marketing* has published only one article, which received 27 citations.

A temporal analysis indicates that the *Journal of Advertising* experienced a steady increase in the number of articles published starting in the late 1980s. This trend stabilized at high levels in the mid-1990s, followed by a slight decline in the early 2000s. Despite the reduction in the number of articles, the total citation counts increased during this period. Both the number of articles and citation counts saw a resurgence in the mid-2010s. Similarly, the *International Journal of Advertising* demonstrated a significant rise in citation counts during the 2000s, despite a relatively low number of publications, indicating that the articles published during this period had a notable academic impact.

Other journals showed varying performance trends. The *Journal of Interactive Advertising* gained prominence during the 2010s, excelling in both the number of articles and citation

performance. *The Journal of Current Issues & Research in Advertising* exhibited a relatively strong publication performance in 2007 and 2008. Conversely, the single article published by *European Journal of Marketing* had limited citation impact.

Overall, the journals featured in the graph have each contributed to the academic literature during specific periods, supporting the development of the field. It is evident that citation counts are not always proportional to the number of articles published. In some years, a small number of articles received a disproportionately high number of citations, indicating their significant influence on the literature. The graph provides a comprehensive tool for analyzing the historical performance of journals and evaluating their contributions to advertising research.

3.1. Formation of Themes

The formation of themes was based on a careful examination of article titles and abstracts to ensure alignment with the core research areas in advertising literature. Each article's topics were categorized by associating them with theoretical and practical approaches prevalent in the field. Keywords appearing in titles and abstracts were grouped according to commonly addressed themes in advertising research. For example, terms such as digital platforms, social media, and influencer marketing were consolidated under the theme of digital advertising. Similarly, concepts like cultural values, cross-cultural norms, and globalization were grouped under the theme of cultural advertising.

Smaller and more specific themes were merged into broader categories to ensure thematic coherence and provide a holistic perspective. This approach ensured that each theme encompassed at least three articles, facilitating a comprehensive distribution of the dataset. For instance, areas like interactive advertising and in-game advertising were grouped under the broader theme of emerging advertising technologies. Likewise, political advertising and crisis advertising were integrated into a broader category, offering a more expansive view of these subfields.

The scope of the themes was not limited to categorizing the articles but also aimed to create a framework that reflects the dynamic nature of advertising literature. Each theme was structured to represent the fundamental areas frequently explored in advertising research. The principles of inclusivity and comprehensiveness were prioritized in the thematic structuring process, ensuring that all articles in the dataset were appropriately categorized. This systematic approach provided a thematic framework that captures the evolving focus areas within advertising research, offering valuable insights into the theoretical and practical dimensions of the field.

Table 2. Themes, articles and citations

Theme	Number of Articles	Citations
Advertising Effectiveness and Metrics	13	1066
Creative Strategies and Branding	8	356
Cultural and Cross-Cultural Advertising	8	319
Demographics and Target Audiences	12	1204
Digital and Social Media Advertising	9	1199
Emerging Advertising Technologies	41	3044

Ethical Advertising and Corporate Responsibility	9	1083
Total	100	8271

The table presents the distribution of the number of articles published and the citations received for various themes in advertising research. These figures highlight the significance of certain themes in terms of both the volume of published research and the academic and practical impact of these studies. The data not only reflect the academic interest in these topics but also underline the value of these studies for industry applications.

The theme of ‘Emerging Advertising Technologies’ is particularly prominent, with 41 articles and 3044 citations. This theme encompasses cutting-edge topics such as AI, virtual reality, and augmented reality, demonstrating the substantial academic interest in the impact of these technologies on advertising strategies. These technology-driven studies are critical in shaping the digital transformation and future of advertising. The increasing integration of digital tools and new technologies into advertising strategies has become a key priority at both academic and industrial levels.

Another noteworthy theme ‘Demographics and Target Audiences’ includes 12 articles with 1204 citations, reflecting significant academic attention to tailoring advertising strategies based on target audiences. This theme focuses on consumer segmentation and personalized advertising strategies. Detailed analyses of consumer behavior and demographic data enable advertisements to reach target audiences more effectively and efficiently. Research in this area provides vital insights for brands aiming to connect with the right audiences.

The theme of ‘Advertising Effectiveness and Metrics’, comprising 13 articles with 1066 citations, holds an essential place in the field. This indicates the importance of research on metrics and evaluation methods for measuring advertising success. Accurate measurement of advertising effectiveness helps advertisers develop more impactful strategies and calculate return on investment (ROI) (Gefen et al., 2003; Ha, 2008; Wuisan & Handra, 2023). These studies highlight the increasingly analytical nature of advertising and the growing importance of data-driven decision-making.

‘Digital and Social Media Advertising’, and ‘Ethical Advertising and Corporate Responsibility’ are also prominent themes, with 9 articles and 1199 citations, and 9 articles and 1083 citations, respectively. While the importance of digital platforms and social media advertising continues to grow, there is also a rising academic interest in topics such as ethical responsibilities and environmental sustainability in advertising. Social media advertising allows brands to connect directly and personally with consumers, while ethical advertising helps brands fulfill social responsibilities and build consumer trust (Hartmann et al., 2023; Hayes et al., 2022; Nelson et al., 2017; Terlutter & Capella, 2013). These studies illustrate how advertising is evolving not only as a commercial tool but also as a vehicle for social responsibility.

Each of the themes titled ‘Creative Strategies and Branding’, and ‘Cultural and Cross-Cultural Advertising’ represented by 8 articles, has slightly fewer publications but still achieves 356 and 319 citations, respectively. These themes explore the role of creative advertising content and cultural differences in shaping advertising strategies. The design of creative advertising content can strengthen the emotional connection between brands and consumers (Hirschman, 1989; B. H. Kim Han, S. ., & Yoon, S., 2010), while cultural values and norms help

us understand how brands position themselves in global markets and the importance of localization strategies (Ham et al., 2023; Hong et al., 1987; Rosengren, 2014; Voutsas, 2024). These themes delve deeper into the impacts of cultural diversity and creative approaches in advertising.

Overall, the data reveal that advertising research predominantly focuses on emerging advertising technologies, target audience analysis, and advertising effectiveness, while digitalization and ethical responsibilities are becoming increasingly significant. These themes reflect the dynamic evolution of advertising as it adapts to new technologies, societal demands, and cultural contexts.

3.2. Findings on Themes

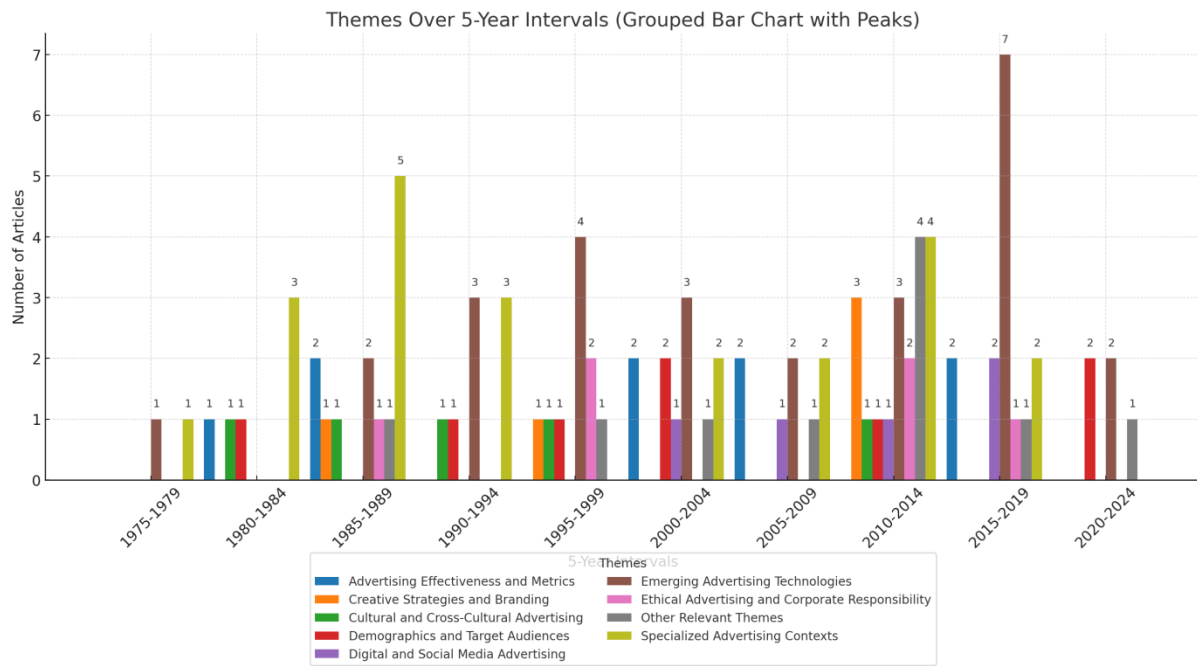


Figure 3. The distribution of themes in advertising literature across five-year periods

Figure 3. illustrates the distribution of themes in advertising literature across five-year periods. Each theme is represented by a specific color and visualized through the number of publications in different periods. This approach clearly demonstrates how themes have evolved over time and highlights the periods during which they garnered the most research attention. The peak values numerically represent the themes that were most prominent in each period.

During the 1975–1979 period, the themes ‘Emerging Advertising Technologies’ and ‘Specialized Advertising Contexts’ stood out. In this period, John A. Miller and Robin Waller's study, "Health Care Advertising: Consumer vs. Physician Attitudes" examined the impact of advertising on consumer and professional perceptions in the healthcare sector (Miller & Waller, 1979). This study received a total of 46 citations. This study investigates the differences in attitudes toward health care advertising between consumers and physicians. Its key finding reveals a substantial divergence: while consumers generally support and seek informative advertising about medical services, physicians tend to strongly oppose such advertising, perceiving it as a threat to professional dignity and as potentially misleading for patients. Similarly, Kelly and Solomon's study, "Humor in Television Advertising" analyzed the use of

humor in TV advertisements and discussed its effects on consumer perception (Kelly & Solomon, 1975). This study received 63 citations. This study analyzes the use of humor in television advertising through a content analysis of over 2,000 commercials. Its key finding reveals that humorous advertisements are significantly more likely to feature animation and utilize both visual and audio cues compared to non-humorous ones, while showing no meaningful differences in the number of actors or product handling—indicating that humor is integrated primarily as a stylistic and communicative device rather than a structural one.

In the 1980–1984 period, the themes ‘Advertising Effectiveness and Metrics’, ‘Cultural and Cross-Cultural Advertising’, and ‘Demographics and Target Audiences’ gained prominence. Alan R. Wiman's study, "Parental Influence and Children's Responses to Television Advertising" examined children's reactions to advertising in the context of parental influence (Wiman, 1983), receiving 53 citations. Its core finding reveals that greater parental control over children's TV viewing is associated with more critical attitudes toward advertising, enhanced understanding of its persuasive nature, and fewer purchase requests—while frequent parent-child interaction, somewhat unexpectedly, correlates with higher levels of purchase requests and greater divergence in advertising attitudes between parents and children. Greg Harris's study, "The Globalization of Advertising" discussed standardization and customization strategies in the context of globalization in international advertising (Harris, 1984), earning 31 citations. The key finding of this study is that the four main arguments supporting global standardization of brand advertising are largely unconvincing, and that there is rarely any economic justification for pursuing advertising standardization on a global scale. Additionally, as discussed in earlier sections regarding its key findings, Sharyne Merritt's study titled *"Negative Political Advertising: Some Empirical Findings"* examined the effects of negative political advertising on target audiences and, with 184 citations, became one of the most prominent studies of its time (Merritt, 1984), making it one of the most notable studies of the period with 184 citations.

Between 1985 and 1989, several key themes were extensively examined in the advertising literature, including ‘Creative Strategies and Branding’, ‘Cultural and Cross-Cultural Advertising’ and ‘Ethical Advertising and Corporate Responsibility’. Notable contributions to these areas include "Cultural Differences and Advertising Expression: A Comparative Content Analysis of Japanese and U.S. Magazine Advertising" which as discussed in earlier sections regarding its key findings, has accumulated 195 citations (Hong et al., 1987).

The early effects of digitalization began to appear in the advertising literature during the 1990–1994 period. "The Death of Advertising" (Rust & Oliver, 1994), with 130 citations, examined the decline of traditional advertising methods in the face of evolving digital strategies. The key finding of this study is that traditional mass media-based advertising is becoming obsolete due to technological advancements, media and market fragmentation, and empowered consumers, and is being replaced by individualized, information-driven, and interaction-oriented forms of "21st Century Marketing." Similarly, "Cognitive Age: A Useful Concept for Advertising?" (Stephens, 1991), which received 114 citations, explored how demographic factors such as age influence consumer engagement with advertising in a changing technological landscape. The main finding of the study indicates that cognitive age offers a more robust explanatory framework than chronological age for understanding older adults' attitudes toward advertising and consumption, particularly in relation to behaviors such as trying new brands, seeking information, and exercising caution in purchase decisions.

In the 1995–1999 period, the themes ‘Creative Strategies and Branding’, ‘Digital and Social Media Advertising’ and ‘Emerging Advertising Technologies’ came to the forefront. The study "Green Advertising and the Reluctant Consumer" explored the challenges of marketing eco-friendly products (Zinkhan & Carlson, 1995), as discussed in earlier sections regarding its key findings receiving 187 citations. The study "Socialization and Adolescents' Skepticism toward Advertising" focused on how adolescents perceive advertising in the digital age (Mangleburg & Bristol, 1998), earning 169 citations. The key finding of this study is that adolescents' skepticism toward advertising is significantly influenced by socialization factors—particularly concept-oriented family communication, susceptibility to informational peer influence, and the extent of television viewing—and that these effects are largely mediated by teens' level of marketplace knowledge. Additionally, the study "Green Advertising: Salvation or Oxymoron?" examined the effectiveness of green advertising strategies (Kilbourne, 1995), with 123 citations. The central finding of this study is that the concept of green advertising, often treated as a unidimensional construct in marketing literature, must be understood through a dual-axis framework involving both political orientation and human-nature positionality, and that truly ecological advertising must address not only surface-level environmental concerns but also call for broader socio-cultural transformation.

During the 2000–2004 period, the themes ‘Emerging Advertising Technologies’ and ‘Digital and Social Media Advertising’ gained prominence with the acceleration of digitalization. The study as discussed in earlier sections regarding its key findings "Advertising Attitudes and Advertising Effectiveness in the Digital Era" explored the evolving relationship between consumer attitudes and digital advertising effectiveness (Mehta, 2000), earning 216 citations. Additionally, "Television and Web Advertising Synergies" examined the combined effects of television and web advertising (Chang & Thorson, 2004), receiving 181 citations. The key finding of this study is that television–web advertising synergies, compared to repeated exposures from a single source, generate significantly greater attention, more positive cognitive responses, and higher perceived message credibility, engaging audiences through central processing routes that indirectly influence brand attitudes and purchase intentions.

From 2005–2009, studies related to digital platforms and new technologies gained momentum. Under the theme ‘Emerging Advertising Technologies’, the study "Attitude Toward Location-based Advertising" examined consumer reactions to location-based advertising (Bruner & Kumar, 2007), receiving 111 citations. The key finding of this study is that consumer attitudes toward location-based advertising (LBA)—which delivers geographically customized messages via mobile devices—are shaped by perceptions of usefulness, entertainment, and innovation, but excessive or unsolicited messaging can lead to negative evaluations, highlighting the need for permission-based, carefully managed, and context-sensitive LBA strategies.

During the 2010–2014 period, social media advertising and ethical advertising became prominent themes in the literature. Under the theme ‘Digital and Social Media Advertising’, the study "The Gamification of Advertising: Analysis and Implications" explored how gamification influences consumer engagement with advertisements (Terlutter & Capella, 2013), receiving 255 citations. Under the theme ‘Ethical Advertising and Corporate Responsibility’, "Personification in Advertising" examined the impact of anthropomorphized advertisements on consumer perception (Delbaere et al., 2011), earning 253 citations. The key findings of both studies have been discussed in earlier sections of the study.

From 2015–2019, the themes ‘Emerging Advertising Technologies’ and ‘Ethical Advertising and Corporate Responsibility’ dominated the literature. The study "Disclosing Instagram Influencer Advertising: The Effects of Transparency on Consumer Reactions" examined the impact of transparency in influencer marketing (Evans et al., 2017), earning 496 citations. Additionally, "Misleading Consumers with Green Advertising? A Review of Greenwashing and Its Implications" analyzed the implications of greenwashing in advertising (Schmuck et al., 2018), receiving 237 citations. Also the key findings of both studies have been discussed in earlier sections of the study.

In the 2020–2024 period, the themes ‘Emerging Advertising Technologies’ and ‘Demographics and Target Audiences’ were prominent. The study "Advertising in the Metaverse: Research Agenda" focused on the evolving landscape of advertising in virtual environments (J. Kim, 2021), has been discussed in earlier sections of the study earning 341 citations. Additionally, "Advertising and COVID-19" examined the impact of the pandemic on advertising strategies and consumer behavior (Taylor, 2020), receiving 54 citations. The key finding of this study is that the COVID-19 pandemic has had profound economic and strategic impacts on the advertising industry, requiring advertisers to rapidly adapt by employing a range of approaches—including corporate social responsibility appeals, emotionally driven content, AI-powered personalization, digital media platforms, and home-based influencer strategies—to remain effective in an evolving media landscape.

3.3. General Trends Over the Periods

In the 1975–1979 period, studies focused on the integration of technological innovations and the impact of advertising in specific contexts, such as healthcare. By the 1980–1984 period, research (Kelly & Solomon, 1975; Miller & Waller, 1979) concentrated on the effectiveness of advertising and its role in cultural contexts, including cross-cultural differences and their implications for international marketing strategies. From 1985–1989, thematic diversity expanded to include branding, consumer loyalty, and ethical responsibilities.

The 1990–1994 period marked the emergence of digitalization, emphasizing data-driven approaches and consumer-focused strategies. By 1995–1999, digital advertising and creative strategies had gained traction, with early studies (Lohse, 1997; Mangleburg & Bristol, 1998) on social media and branding for younger audiences. The 2000–2004 period saw rapid digitalization and innovative applications of technologies like virtual reality.

From 2005 onward, themes related to ethical responsibility and digital platforms became central. The 2010–2014 period emphasized the rise of social media and influencer marketing, while 2015–2019 focused on AI-driven personalization and sustainability. In the 2020–2024 period, AI applications and advanced consumer segmentation strategies defined the direction of advertising research.

Currently, advertising literature continues to center on digitalization and social responsibility, combining technological advancements and societal expectations to shape innovative strategies.

3.4. Methodological Preferences in Advertising Studies

Advertising studies demonstrate significant methodological diversity and innovation in research designs. Most studies (Adalı G. et al., 2024; Eisend, 2009, 2017b; Hong et al., 1987) employ approaches tailored to their topics, including experimental designs, content

analysis, surveys, conceptual analyses, and meta-analyses. Additionally, modern research (Eisend, 2017b, 2016; J. Kim & McMillan, 2008; Terlutter & Capella, 2013) increasingly incorporates technological advancements into methodologies. For the articles listed below, key findings that have already been presented in earlier sections of this study will not be reiterated.

In "Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent" (Evans et al., 2017), an experimental design was used to examine the effects of disclosure language in Instagram influencer advertising on consumer perceptions and behaviors. The study focused on understanding the ethical and perceptual aspects of social media advertising. The key finding of this study is that clear disclosure language such as "Paid Ad" significantly enhances advertising recognition in Instagram influencer posts, but when such recognition is accompanied by disclosure memory, it leads to negative effects on brand attitude and the intention to share the content.

The study titled "Advertising in the Metaverse: Research Agenda" (J. Kim, 2021) explored the evolution of advertising in the metaverse using a conceptual analysis framework. This study outlined future research questions and opportunities related to metaverse advertising.

In "The Gamification of Advertising: Analysis and Research Directions of In-Game Advertising, Advergaming, and Advertising in Social Network Games" (Terlutter & Capella, 2013), the effects of in-game advertising on consumer perceptions were analyzed using literature review and conceptual framework methodologies. This research aimed to understand diverse strategies targeting consumers in the digital gaming context.

The paper titled "Personification in Advertising" (Delbaere et al., 2011) examined the effects of personification strategies in advertising through qualitative analysis. The study offered insights into how consumers respond to personalized messages.

Lohse's study titled "Consumer Eye Movement Patterns on Yellow Pages Advertising" (Lohse, 1997) employed eye-tracking technology to measure consumer responses to Yellow Pages advertisements. This methodology proved effective for analyzing visual attention processes.

In "Misleading Consumers with Green Advertising? An Affect-Reason-Involvement Account of Greenwashing Effects in Environmental Advertising" (Schmuck et al., 2018), an experimental design was used to examine consumer perceptions of green advertising. The study aimed to measure the misleading effects of greenwashing.

Another empirical paper titled "Advertising Attitudes and Advertising Effectiveness" (Mehta, 2000) explored the impact of consumer attitudes on advertising effectiveness using survey methodology, a suitable approach for collecting quantitative data on consumer behavior.

The cross-cultural study titled "Cultural Differences and Advertising Expression: A Comparative Content Analysis of Japanese and U.S. Magazine Advertising" (Hong et al., 1987) compared cultural differences using content analysis. This methodology is frequently used to assess cultural context differences in advertising.

Another study titled "Television and Web Advertising Synergies" (Chang & Thorson, 2004) analyzed the combined effects of television and web advertising. The study utilized both experimental and survey methods to measure the synergistic effects of these media types.

Modern advertising research exhibits increasing methodological complexity, often combining multiple approaches. Experimental designs, content analysis, and survey studies are

frequently integrated, with quantitative methods supported by qualitative approaches. Furthermore, the integration of big data and AI into advertising research has introduced new methodologies. For instance, "Special Section Introduction: Artificial Intelligence and Advertising" (Li, 2019) conducted a comprehensive literature review on AI and advertising, enabling deeper analyses in the field. This study offers a comprehensive literature review on the integration of AI in advertising processes, proposing a new conceptual framework that defines "intelligent advertising" as the third phase of digital advertising—characterized by consumer-centered, data-driven, and algorithm-mediated communication—and outlines future research directions to further develop this emerging domain.

In conclusion, the methodologies employed in advertising research have continually evolved to reflect theoretical advancements and technological progress in the field. Approaches such as experimental methods, content analysis, surveys, and meta-analyses remain essential tools for understanding the multifaceted nature of advertising. This methodological diversity enhances the comprehensiveness and effectiveness of advertising studies.

Discussion and Conclusion

This study aimed to analyze the 100 most-cited articles in advertising literature to uncover key trends, thematic shifts, and methodological approaches. The findings reveal how advertising research has evolved in response to societal and technological transformations. By addressing themes such as digitalization, AI, sustainability, and cross-cultural advertising, the study provides a comprehensive overview of the field's current state and highlights areas requiring further exploration.

The bibliometric analysis underscores the growing significance of themes like 'Emerging Advertising Technologies' and 'Ethical Advertising', reflecting the increasing academic interest in issues such as AI, virtual reality, and corporate social responsibility. Notably, studies on social media advertising and influencer marketing (Baek, 2023; Byun & Ahn, 2023; Evans et al., 2017; Hartmann et al., 2023; Terlutter & Capella, 2013) demonstrated high citation performance, emphasizing their relevance in both academic and practical contexts. These findings align with prior research indicating the interdisciplinary nature of advertising literature and its ability to adapt to changing societal needs.

Despite its comprehensive scope, this research has certain limitations. It focuses exclusively on English-language publications, which may overlook region-specific advertising practices and cultural influences. Furthermore, the reliance on citation counts as a primary metric may not fully capture the qualitative value of a study, as high citation rates can also reflect criticism or methodological issues. Additionally, while this study provides quantitative insights, there is a need for further integration of qualitative analyses to explore theoretical underpinnings in greater depth.

The findings highlight several underexplored areas in advertising literature. For instance, the long-term effects of technologies like AI and augmented reality on consumer behavior remain insufficiently studied. The cultural implications of influencer marketing also warrant closer examination, particularly in emerging markets where digital adoption is rapidly increasing. Furthermore, issues related to data privacy and transparency in social media advertising require more in-depth investigation to understand their impact on consumer trust.

Future studies should focus on longitudinal analyses of advertising research to track how themes evolve over time. Additionally, integrating machine learning and AI in bibliometric

studies can provide deeper insights into hidden patterns and emerging research trends in advertising. The contribution of the current study lies in its ability to identify thematic gaps and suggest pathways for future research. For example, sustainability-focused advertising has been extensively studied in terms of consumer perceptions, but its influence on long-term purchasing behavior and brand loyalty remains an open question (Schmuck et al., 2018). Similarly, while the literature on digitalization emphasizes the effectiveness of social media platforms, there is a lack of empirical research on the ethical concerns associated with these strategies.

Future research should adopt a more interdisciplinary approach by integrating perspectives from sociology, psychology, and information sciences. For instance, sociological studies could provide deeper insights into how advertising reflects and shapes societal values, while advancements in AI and data analytics could offer new tools for understanding consumer behavior. Additionally, cultural studies could enhance the understanding of localized advertising strategies and their role in global campaigns.

In conclusion, this study provides a systematic overview of advertising literature, offering valuable insights into its thematic and methodological evolution. By addressing current gaps and proposing future research directions, it contributes to the development of a more comprehensive and interdisciplinary understanding of advertising as both an academic discipline and a practical field. These findings underscore the importance of exploring new technologies, ethical advertising practices, and cultural contexts to ensure that future advertising strategies remain relevant and impactful in a rapidly changing global landscape.

Declarations

- * **Ethics Committee Approval:** The study was conducted using data obtained from open sources. For this reason, Ethics Committee Approval was not received.
- * **Publication Ethics:** This study was prepared in accordance with the rules specified in the “Higher Education Institutions Scientific Research and Publication Ethics Directive”. In addition, the article was scanned with plagiarism detection software (Turnitin / iThenticate) and no plagiarism was detected.
- * **Author Contribution Rate:** Not Applicable
- * **Conflict of Interest:** There is no direct or indirect financial, commercial, legal, or professional relationship or conflict of interest involved in the study.
- * **Academic Financial Support:** The study did not receive support from any academic financial support organization.
- * **Author Declaration:** The study was neither produced from a thesis, nor presented at a congress, symposium, or conference.

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