

The Leading Authors and the Streams of Advertising Research

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ABSTRACT

This study employs primarily citation analysis to investigate who are the leading authors of advertising research based on author's citation frequency and the leading articles. Then we examine the subjects that the leading authors and the leading articles discussed to see what is the mainstream of advertising research. Articles published in Journal of Advertising, Journal of Advertising Research, Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Advances in Consumer Research, Harvard Business Review, Public Opinion Quarterly, Journalism Quarterly, Marketing Science and Management Science in the years 1990-1997 included in SSCI and their references were selected as the data base of this study. In the study, some of the more important findings are as follows. First, almost every leading authors probe into consumer attitude and consumer behavior, so consumer attitude and consumer behavior are the mainstreams of advertising research. Second, the research of 1980s made a great impact on the advertising research of 1990s. Third, Journal of Consumer Research plays a very important role in advertising and directs advertising research. Forth, no matter based on authors' or articles' citation frequency, Petty, R. E., Mackenzie, S. B. and Mitchell, A. A. are all the leading authors in the field of advertising research.

Keywords: citation analysis, advertising research, leading authors, streams

INTRODUCTION

Advertising academics, students, and practitioners all must have a clear comprehension and appreciation of advertising research. Understanding who are the leading authors and the streams of research also can help us to have such a comprehension. Besides the leading articles, such a comprehension necessitates not only who are the leading authors of advertising research but also what topics they specialize in. The appreciation benefits the efficient development and application within the field. However, at present, there are few studies that can help us to do such comprehension and appreciation of advertising research. Therefore, this is a very important study because it derives such results of contemporary advertising research.

This study primarily uses citation data and analysis. Cronin (1981) described citations as follows:

Metaphorically speaking, citations are frozen footprints in the landscape of scholarly achievement; footprints which bear witness to the passage of ideas. From footprints it is possible to deduct direction; from the configuration and depth of the imprint it should be possible to construct a picture of those who have passed by, whilst the distribution and variety furnish clues as to whether the advance was orderly and purposeful.

The information collected from citations is very worthy to academics and students. Through citation analysis, academics and students can realize who are the leading authors and the streams of advertising research. It is able to help all of us to have a further understanding of the overall field of advertising research. Moreover, the greater comprehension is beneficial to the development of advertising knowledge as a result of that academics and students can easier to enter the field of advertising research.

Citation analysis has been widely employed to empirically investigate the structure of discipline and scholarly activities in many social and natural sciences. (Garfield, 1979) Several scientists consider citation analysis to be the most objective available for assessing the impact of journal articles, institutions, and individuals (Brown and Gardner, 1985). And leading articles should be cited very frequently. Therefore, citation analysis should be a very appropriate method for this study.

Citation analysis has been used in many fields, such as economics (Billings and Viksnins, 1972; Skeels and Taylor, 1972); consumer research (Mittelstaed, 1990; Leong, 1989; Cote, Leong and Cote, 1991; Zinkhan, Roth and Saxton, 1992); accounting (Brown and Gardner, 1985); communication (So, 1988; Rice, Borgman and Reeves, 1988); marketing (Hamelmann and Mazze, 1973; Goldman, 1979; Robinson and Adler, 1981; Jobber and Simpson, 1988; Lin, 1995); management information system (Culnan, 1986); and advertising (Lin, 1997). However, citation analysis is not still popularly being employed in the field of advertising research. At present, there are still fewer advertising studies employing citation analysis.

Muncy (1991) investigated the citation patterns of *Journal of Advertising* in the year 1988 based on the citation report of SSCI. From his study, *Journal of Advertising* relies heavily on the disciplines of consumer behavior, marketing, and advertising. In terms of influencing other fields, *Journal of Advertising* have large impact on the fields of advertising, consumer research and marketing. Therefore, the same three fields which *Journal of Advertising* cite most frequently are also the three fields in which *Journal of Advertising* is most frequently cited.

From the above literature, we have the following findings. First, in the field of advertising research, citation analysis is not common and there are still fewer studies that can help us to have an idea of the leading authors and the streams of advertising research. Second, the number of journals covered in previous studies was few. For instance, in the study of Goldman (1979), he investigated only two journals, *Journal of Marketing Research* and *Journal of Marketing*. And some research about the development of consumer research covered only one journal, *Journal of Consumer Research* (e.g. Leong, 1989; Cote, Leong & Cote; Zinkhan, Roth & Saxton, 1992). Some studies about the communication patterns of advertising also included only one journal, *Journal of Advertising* (Muncy; 1988). But, to trace the development or communication patterns of a field based on only one or two journals is not reasonable enough. Consequently, increasing the number of investigated journals is necessary to make our study.

Therefore, the primary purposes of this study are as follows: (1) to identify who are the leading authors and articles in the field of advertising. (2) to investigate the leading authors' articles to see what subjects these leading authors specialize in. (3) to study what subjects the leading articles probe into to get the streams of advertising research (4) to include eleven journals that comprised of most of articles about advertising research, not just one or two leading journals, in order to get a complete understanding.

METHOD AND DATA

This present study employs primarily citation analysis to identify the leading authors and articles. We also make use of ABI/INFORM, the leading electronic business database to see the subjects that each article probes into and investigate the mainstreams of advertising research in the period of 1990-1997.

Using the search term “advertising” to scour SSCI identified articles published during the years 1990-1997. These obtained articles in the way and their references are the database in the study. In order to get a more complete understanding, we elected eleven journals that include absolutely most of advertising researches from 1990 to 1997 as the samples of this study, not limited the sample to only one or two journals. The three selection criteria for journals are employed. First, the journal had to be included in SSCI from 1990 to 1997. Second, advertising is an important part of marketing, so marketing-related journals that contain a lot of advertising research are included in the study. Three, the purpose of advertising is to communicate with the consumers and advertising is often used as a media of mass communication, so journals about mass communication and discussing advertising frequently are chosen. Thus, there are 668 articles published in the selected journals and their references that come from the selected Journals were extracted as data. The eleven selected journals are in the following: Journal of Advertising, Journal of Advertising Research, Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Advances in Consumer Research, Harvard Business Review, Public Opinion Quarterly, Journalism Quarterly, Marketing Science and Management Science. For the sake of convenience, in the study, we abbreviate them JA, JAR, JM, JMR, JCR, ACR, HBR, POQ, JQ, MrS, and MnS in turn.

RESULT

3.1. The Leading Authors and Their Articles

Summing up the citation frequency of each author, we can get an idea of who are the leading authors depicted in Table 1. By using ABI/INFORM to see every article's subject that each article of these leading authors probe into. The content of the articles published in 1960s that both ABI/INFORM and SSCI do not collect were analyzed to see what subjects they discussed. For saving the space, every leading author's representative articles with eight citation frequencies, namely, which were cited one time per year on the average during the selected years and their discussing subjects are depicted in table 2.

Table 1. The Citation Frequency of Each Leading Author

Rank	Leading Author	Citation Frequency
1	Holbrook M. B.	82
2	Mackenzie S. B.	77
3	Mitchell A. A.	67
4	Aaker D. A.	66
5	Stern B. B.	64
6	Shimp T. A.	62
7	Pollay R. W.	55
8	Krugman H. E.	54
9	Batra R.	49
10	Edell J. A.	48
	Petty R. E.	48

Table 2. The Representative Articles of Each Leading Author

Leading Author
Document Title (Citation Frequency, Journal, Year) <i>Subject Terms :</i>
Holbrook M. B.
Beyond Attitude Structure: Toward the Informational Determinants of Attitude (10, JMR, 1978) <i>Subject Terms: Marketing; Marketing Research; Consumer Attitudes; Attitudes; Structure; Advertisements; Information Processing; Studies; Regression Analysis</i>
The Experiential Aspects of Consumption : Consumer Fantasies, Feeling, and Fun (11, JCR, 1982) <i>Subject Terms: Market Research; Information Processing; Decision Making; Consumer Behavior; Cognitive; Choices</i>
Assessing the Role of Emotions as Mediators of Consumer Responses to Advertising (18, JCR, 1987) <i>Subject Terms: Television Advertising; Studies; Statistical Analysis; Models; Messages; Measures; Emotions; Consumers; Consumer Behavior; Consumer Attitudes</i>
Mirror, Mirror, on the Wall, What's Unfair in the Reflections on Advertising? (9, JM, 1987) <i>Subject Terms: Truth in Advertising; Social Responsibilities; Market Segmentation; Audiences; Advertising Techniques; Advertising</i>

Table 2. The Representative Articles of Each Leading Author (cont.)

Mackenzie S. B.
<p>The Role of Attitude Toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations (31, JMR, 1986)</p> <p><i>Subject Terms: Consumer Attitudes; Advertisements; Effectiveness; Tests; Market Research; Models; Consumer Behavior; Brand Preferences; Statistical Analysis</i></p> <p>The Role of Attention in Mediating the Effect of Advertising on Attribute Importance (11, JCR, 1986)</p> <p><i>Subject Terms: Studies; Statistical Analysis; Product Choice; Models; Market Research; Hypotheses; Effects; Consumer Behavior; Advertising</i></p> <p>An Empirical Examination of the Structural Antecedents of Attitude Toward the Ad in an Advertising Pretesting Context (31, JM, 1989)</p> <p><i>Subject Terms: Testing; Statistical Analysis; Consumer Attitudes; Consumer Advertising; Brand Image; Marketing; Market Research; Consumer Behavior; Advertising</i></p>
Mitchell A. A.
<p>Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude (38, JMR, 1981)</p> <p><i>Subject Terms: Attitudes; Theory; Market Research; Consumer Attitudes; Brand Preferences; Advertising; Effects; Studies</i></p> <p>The Effect of Verbal and Visual Components of Advertisements on Brand Attitudes and Attitude Toward the Advertisement (18, JCR, 1986)</p> <p><i>Subject Terms: Studies; Statistical Analysis; Market Research; Consumer Attitudes; Brands; Advertising; Advertisements</i></p>
Aaker D. A.
<p>Are you Overadvertising? (11, JAR, 1982)</p> <p><i>Subject Terms: Studies; Over; Market Saturation; Market Research; Advertising to Sales Ratio; Advertising</i></p> <p>Causes of Irritation in Advertising (10, JM, 1985)</p> <p><i>Subject Terms: Television Advertising; Studies; Statistical Analysis; Responses; Manyproducts; Copy; Commercials; Audiences</i></p> <p>Warmth in Advertising: Measurement, Impact, and Sequence Effects (16, JCR, 1986)</p> <p><i>Subject Terms: Television Advertising; Studies; Statistical Analysis; Perceptions; Market Research; Hypotheses; Emotions; Effects; Commercials</i></p>
Stern B. B.
<p>Literary Criticism and Consumer Research: Overview and Illustrative Analysis (13, JCR, 1989)</p> <p><i>Subject Terms: Theory; Messages; Market Research; Literature; Criticism; Consumer Behavior; Analysis; Advertising; Advertisements</i></p> <p>Other-Speak: Classical Allegory and Contemporary Advertising (8, JA, 1990)</p> <p><i>Subject Terms: Theory; Studies; Effectiveness; Advertising; Research; Language; Consumer Behavior</i></p>

Table 2. The Representative Articles of Each Leading Author (cont.)

Shimp T. A.
The Effects of Comparative Advertising Mediated by Market Position of Sponsoring Brand (11, JA, 1978) <i>Subject Term :Trends; Studies; Sponsors; Marketing; Market Research; Manycompanies; Magazines; Fast Food Industry; Consumers; Comparative Analysis; Comparative Advertising; Brand Names; Brand Image; Brand Identification; Brand Differentiation; Advertisements</i>
Attitude Toward the Ad as a Mediator of Consumer Brand Choice (23, JA, 1981) <i>Subject Terms: Theory; Research; Influence; Consumer Behavior; Consumer Attitudes; Choices; Brands; Advertising; Advertisements</i>
Pollay R. W.
The Subsiding Sizzle: A Descriptive History of Print Advertising, 1900-1980 (9, JM, 1985) <i>Subject Terms: Trends; Studies; Statistical Analysis; Magazines; Copy; Consumer Behavior; Changes; Advertising</i>
The Distorted Mirror: Reflections on the Unintended Consequences of Advertising (24, JM, 1986) <i>Subject Terms: Role Models; Psychological Aspects; Manypeople; Impacts; Criticism; Consumer Behavior; Behavior Modification; Advertising; Social Sciences; Humanities; Advertising</i>
Krugman H. E.
The Impact of Television Advertising: Learning Without Involvement. (27, POQ, 1965) <i>Subject Terms: Impact; Television Advertising; Learning; Involvement; Consumer Behavior</i>
Why Three Exposures may be Enough (11, JAR, 1972) <i>Subject Terms: Television Advertising; Exposure; Consumer Behavior</i>
Batra R.
Situational Effects of Advertising Repetition: The Moderating Influence of Motivation, Ability and Opportunity (12, JCR, 1986) <i>Subject Terms: Studies; Statistical Analysis; Motivation; Market Research; Hypotheses; Effectiveness; Consumer Behavior; Attitudes; Advertising; Ability</i>
Affective Responses Mediating Acceptance of Advertising (21, JCR, 1986) <i>Subject Terms: Studies; Statistical Analysis; Responses; Market Research; Consumer Attitudes; Advertising; Acceptance</i>
Edell J. A.
The Information Processing of Pictures in Print Advertising (20, JCR, 1983) <i>Subject Terms: Variance Analysis; Studies; Photographs; Models; Information Processing; Hypotheses; Consumer Behavior; Advertising</i>
The Power of Feelings in Understanding Advertising Effects (20, JCR, 1987) <i>Subject Terms: Television Advertising; Studies; Regression Analysis; Emotions; Consumer Attitudes; Commercials</i>
Petty R. E.
Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement (47, JCR, 1983) <i>Subject Terms: Studies; Statistical Analysis; Recall; Market Research; Endorsements; Effectiveness; Consumer Behavior; Consumer Attitudes; Advertising</i>

According to Table 1 and Table 2, we have the following findings. First, Holbrook M. B. et al. are the leading authors in the field of advertising. From the subjects these eleven leading authors study depicted in Table 2. It is very obvious that consumer attitude and consumer behavior are the mainstreams of advertising research in the selected studying period. The likely reason for the result is that advertising is to affect consumer attitude and consumer behavior. In the research of Muncy (1988), the most common topical areas studied are consumer behavior, too. So, the mainstreams of advertising research did not change in 1990s obviously. Except consumer attitude and consumer behavior, other aspects of advertising research are fewer to discuss, so further studies about other subjects will be needed and encouraged.

Second, the representative articles of these leading authors were published in Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Advertising Research and Journal of Advertising. Especially, a larger proportion of the representative articles were published in Journal of Consumer Research. Therefore, Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Advertising Research and Journal of Advertising direct the field of advertising research and play very important roles in advertising research, especially Journal of Consumer Research. Moreover, one of Krugman H. E.'s representative articles was published in Public Opinion Quarterly. Although it is an older article that was published in 1965, it was cited very frequently until 1990s. It should be a very important article and very worthy of studying.

Third, most representative articles of these leading authors were published in 1980s. It shows that the studies of 1980s have a greater impact on 1990-1997 advertising research.

Forth, the citation frequency of the representative article of Petty R. E., "Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement" is forty-seven and more than that of any other articles. The citation frequency of the article is almost equal to the total citation frequency of Petty R. E.. Comparing to the other leading authors, Petty R. E. has fewer articles of advertising, but he has an article that was cited most frequently and no others surpassed. Consequently, it is necessary to assess more objectively the leading

authors of advertising research based on the viewpoint of the leading articles. Therefore, it is a very substantial contribution Petty R. E. made to the advertising research.

3.2. The Leading Articles and the Streams of Advertising Research

Summing up the citation frequency of each article, we can get what are the leading articles. Then we examine what subjects they probe into. The content of an article that was published in 1960s were analyzed to check what subjects it discussed owing to both ABI/INFORM and SSCI do not collect. The leading articles and their discussing subjects are depicted in table 3.

Table 3. The Leading Articles and Their Discussing Subjects

Rank (citation frequency)	Document Title (Author, Journal, Year) <i>Subject Terms :</i>
1 (47)	Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement (Petty R. E., JCR, 1983) <i>Subject Terms : Studies; Statistical Analysis; Recall; Market Research; Endorsements; Effectiveness; Consumer Behavior; Consumer Attitudes; Advertising</i>
2 (37)	Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude? (Mitchell A. A., JMR, 1981) <i>Subject Terms : Attitudes; Theory; Market Research; Consumer Attitudes; Brand Preferences; Advertising; Effects; Studies</i>
3 (31)	The Role of Attitude Toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations (Mackenzie S. B., JMR, 1986) <i>Subject Terms : Consumer Attitudes; Advertisements; Effectiveness; Tests; Market Research; Models; Consumer Behavior; Brand Preferences; Statistical Analysis</i>
	An Empirical Examination of the Structural Antecedents of Attitude Toward the Ad in an Advertising Pretesting Context (Mackenzie S. B., JM, 1989) <i>Subject Terms : Testing; Statistical Analysis; Consumer Attitudes; Consumer Advertising; Brand Image; Marketing; Market Research; Consumer Behavior; Advertising</i>

Table 3. The Leading Articles and Their Discussing Subjects (cont.)

4 (25)	The Impact of Television Advertising: Learning Without Involvement. (Krugman H. E., POQ, 1965) <i>Subject Terms : Impact; Television Advertising; Learning; Involvement; Consumer Behavior</i>
	Content Analysis in Consumer Research (Kassarjian H. H., JCR, 1977) <i>Subject Terms : Studies; Research; consumer; Analysis</i>
5 (23)	The Distorted Mirror : Reflections on the Unintended Consequences of Advertising (Pollay R. W., JM, 1986) <i>Subject Terms : Role Models; Psychological Aspects; Manypeople; Impacts; Criticism; Consumer Behavior; Behavior Modification; Advertising; Social Sciences; Humanities; Advertising</i>
	Consumer Response to Television Commercials: The Impact of Involvement and Background Music on Brand Attitude Formation (Park C. W., JMR, 1986) <i>Subject Terms : Market Research; Brand Image; Brand Identification; Commercials; Music; Consumer Behavior; Studies; Mathematical Analysis; Statistical Analysis; Hypotheses; Television Advertising</i>
6 (21)	Attitude Toward the Ad as a Mediator of Consumer Brand Choice (Shimp T. A., JA, 1981) <i>Subject Terms : Theory; Research; Influence; Consumer Behavior; Consumer Attitudes; Choices; Brands; Advertising; Advertisements</i>
	Affective Responses Mediating Acceptance of Advertising (Batra R., JCR, 1986) <i>Subject Terms : Studies; Statistical Analysis; Responses; Market Research; Consumer Attitudes; Advertising; Acceptance</i>
7 (20)	The Information Processing of Pictures in Print Advertisements? (Edell J. A., JCR, 1983) <i>Subject Terms : Variance Analysis; Studies; Photographs; Models; Information Processing; Hypotheses; Consumer Behavior; Advertising</i>
	Measuring the Involvement Construct? (Zaichkowsky J. L., JCR, 1985) <i>Subject Terms : Studies; Statistical Analysis; Product Choice; Measurement; Market Research; Consumer Behavior; Brand Preferences</i>
8 (19)	The Power of Feelings in Understanding Advertising Effects (Edell J. A., JCR, 1987) <i>Subject Terms : Television Advertising; Studies; Regression Analysis; Emotions; Consumer Attitudes; Commercials</i>
	How Advertising Affects Sales: Meta-Analysis of Econometric Results (Assmus G., JMR, 1984) <i>Subject Terms : Advertising; Effects; Sales; Econometrics; Statistical Analysis; Economic models; Consumer Behavior; Elasticity; Market Research</i>

Table 3. The Leading Articles and Their Discussing Subjects (cont.)

9 (18)	Advertising Exposure, Loyalty, and Brand Purchase: A Two-Stage Model of Choice (Tellis G. J., JMR, 1988) <i>Subject Terms : Advertising; Effects; Consumer Behavior; Brand Loyalty; Product Choice; Statistical Analysis; Mathematical Analysis; Market Research</i>
	The Effect of Verbal and Visual Components of Advertisements on Brand Attitudes and Attitude Toward the Advertisement (Mitchell A. A., JCR, 1986) <i>Subject Terms : Studies; Statistical Analysis; Market Research; Consumer Attitudes; Brands; Advertising; Advertisements</i>
	Assessing the Role of Emotions as Mediators of Consumer Responses to Advertising (Holbrook M. B., JCR, 1987) <i>Subject Terms : Television Advertising; Studies; Statistical Analysis; Models; Messages; Measures; Emotions; Consumers; Consumer Behavior; Consumer Attitudes</i>
10 (17)	Information Processing from Advertisements : Toward an Integrative Framework (Macinnis D. J., JM, 1989) <i>Subject Terms : Stages; Responses; Psychology; Models; Market Research; Information Processing; Consumer Behavior; Advertisements; Research; Marketing; Information Industry; Advertising</i>
	The Effects of Music in Advertising on Choice Behavior: A Classical Conditioning Approach (Gorn G. J., JM, 1982) <i>Subject Terms : Television Advertising; Studies; Music; Market Research; Effects; Decision Marketing; Consumer Behavior; Consumer Attitudes; Commercials</i>
11 (16)	Warmth in Advertising: Measurement, Impact, and Sequence Effects (Aaker D. A., JCR, 1986) <i>Subject Terms : Television Advertising; Studies; Statistical Analysis; Perceptions; Market Research; Hypotheses; Emotions; Effects; Commercials</i>
	The Impact of Comparative Advertising on Perception and Attitude: Some Positive Findings (Gorn G. J., JCR, 1984) <i>Subject Terms : Responses; Perceptions; Market Research; Impacts; Consumer Attitudes; Comparative Advertising; Cognitive</i>
	Product Categorization and Inference Making: Some Implications for Comparative Advertising (Sujan M., JCR, 1987) <i>Subject Terms : Studies; Statistical Analysis; Comparative Advertising; Classification; Characteristics; Category; Brands; Advertisements</i>
	The ARF Copy Research Validity Project (Haley R. I., JAR, 1991) <i>Subject Terms : Validity; Studies; Copy; Market Research; Demographics; Advertising</i>
	Competitive Interference and Consumer Memory for Advertising (Burke R. R., JCR, 1988) <i>Subject Terms : Recall; Memory; Implications; Hypotheses; Experiments; Effects; Competitive; Causes; Brand names; Advertising</i>

Table 3. The Leading Articles and Their Discussing Subjects (cont.)

12 (15)	<p>Consumer Research and Semiotics: Exploring the Morphology of Signs, Symbols, and Significance (Mick D. G., JCR, 1986)</p> <p><i>Subject Terms : Theory; Symbols; Market Research; Consumer Behavior; Communication</i></p>
13 (14)	<p>Culture and Consumption: A Theoretical Account of the Structure and Movement of the Culture Meaning of Consumer Goods (Mccracken G., JCR, 1986)</p> <p><i>Subject Terms : Studies; Market Research; Culture; Consumer Goods; Consumer Behavior</i></p>
	<p>Understanding Jingles and Needle drop: A Rhetorical Approach to Music in Advertising (Scott. L. M., JCR, 1990)</p> <p><i>Subject Terms : Advertising; Music; Consumer Attitudes; Consumer Behavior; Recall; Effectiveness</i></p>
	<p>Associative Positioning Strategies Through Comparative Advertising: Attribute Versus Overall Similarity Approaches (Droge. C., JMR, 1987)</p> <p><i>Subject Terms : Scaling; Models; Market Research; Comparative Advertising; Market Positioning; Product; Characteristics; Studies; Statistical Analysis</i></p>
	<p>Shaping the Route to Attitude Change: Central Versus Peripheral Processing Through Comparative Versus Noncomparative Advertising (Droge C., JMR, 1989)</p> <p><i>Subject Terms : Advertising; Market Research; Studies; Hypotheses; Statistical Analysis; Attitude</i></p>
14 (13)	<p>Picture-Based Persuasion Processes and the Moderating Role of Involvement (Miniard P. W., JCR, 1991)</p> <p><i>Subject Terms : Variance Analysis; Photographs; Participation; Market Research; Impacts; Consumer Attitudes; Comparative Studies; Brand Preferences</i></p>
	<p>Literary Criticism and Consumer Research: Overview and Illustrative Analysis (Stern B. B., JCR, 1989)</p> <p><i>Subject Terms : Theory; Messages; Market Research; Literature; Criticism; Consumer Behavior; Analysis; Advertising; Advertisements</i></p>
	<p>Attitude-Behavior Consistency: The Impact of Product Trial Versus Advertising (Smith R. E., JMR, 1983)</p> <p><i>Subject Terms : Consumer Attitudes; Predictions; Consumer Behaviors; Consistency; Hypotheses; Studies; Advertising</i></p>
	<p>Does Attitude Toward the Ad Affect Brand Attitude Under a Brand Evaluation Set?(Gardner M. P., JMR, 1985)</p> <p><i>Subject Terms : Advertising; Consumer Attitudes; Brands; Brand names; Studies; Statistical Analysis</i></p>

Table 3. The Leading Articles and Their Discussing Subjects (cont.)

14 (13)	Memory Factors in Advertising: The Effect of Advertising Retrieval Cues on Brand Evaluations (Keller K. L., JCR, 1987) <i>Subject Terms : Variance Analysis; Theory; Studies; Regression Analysis; Recall; Memory; Market Research; Evaluation; Brands; Advertisements</i>
	Who is the Celebrity Endorser? Culture Foundations of the Endorsement Process (Mccracken G., JCR, 1989) <i>Subject Terms : Studies; Models; Factors; Endorsements; Culture; Cultural; Credibility; Celebrities; Advertising</i>
15 (12)	Situational Effects of Advertising Repetition: The Moderating Influence of Motivation, Ability and Opportunity to Respond (Batra R., JCR, 1986) <i>Subject Terms : Studies; Statistical Analysis; Motivation; Market Research; Hypotheses; Effectiveness; Consumer Behavior; Attitudes; Advertising; Ability</i>
	Enhancing and Measuring Consumers' Motivation, Opportunity, and Ability to Process Brand Information from Ads (Macinnis D. J., JM, 1991) <i>Subject Terms : Recall; Motivation; Market Research; Impacts; Consumer Behavior; Consumer Advertising; Brands; Ability; Research; Advertising</i>

According to Table 3, every leading article is ranked by its citation frequency. The first rank of citation frequency is 47, which is more than any other leading articles. On the average, this article was cited almost six times per year. So, it has a very great impact on advertising field and is an extremely leading article in the field of advertising research. Apparently, the author, Petty, R. E. had made an especially great contribution to advertising research. Besides, Mackenzie, S. B. is also an unusually leading author in advertising field. In the third rank, there are two articles of Mackenzie, S. B. So, he also had been in an important position in the field of advertising. Moreover, Mitchell, A. A. also has two articles in Table 3. One is in the second rank (citation frequency is 37), and the other is in the ninth rank (citation frequency is 18). Therefore, Mitchell, A. A. is also a major author in advertising research.

According to the investigation of the previous section (in terms of authors' citation frequency), Holbrook M. B. and Aaker D. A. are in the first rank and in the fourth rank separately, but they seem not so primary according to the leading articles. It presents that the articles of Holbrook M. B. and Aaker D. A. do not have so great impact on advertising research like that of Petty, R. E., Mackenzie, S. B. and Mitchell, A. A.. Thus, we can find that some authors' total frequency is very high,

but their articles are not cited so frequently. That is why we identify the leading authors based on both the authors' and articles' citation frequency.

Besides, some scholars whose citation frequencies are not enough to be leading authors, like Kassarian H. H., Park C. W., Zaichkowsky J. L., Assmus G., Tellis G. J., Macinnis D. J. and Gorn G. J. et al.. They all have leading articles that were cited frequently. Therefore, all of them have made considerable contribution to the field of advertising research. Finally, no matter based on authors' or articles' citation frequency, Petty, R. E., Mackenzie, S. B. and Mitchell, A. A. all can be called the leading authors.

From table 3, consumer attitude and consumer behavior are the mainstreams of advertising research from 1990 to 1997. Comparing with the research of Muncy (1988), the most common topical area studied is consumer behavior, too. Therefore, the mainstreams of advertising research did not change in 1990s. We predict that they will continue to be the mainstreams of advertising field. The reason is that advertising is target to affect consumer attitude and consumer behavior. Moreover, a few leading articles focusing on discussing the subjects about brands, information processing, emotion and subjects about media like TV and magazine advertising. Therefore, except consumer attitude and consumer behavior, the studies about other aspects are needed and should be encouraged.

Furthermore, from Table 4, the frequency of the publication years of the leading articles in 1960-1969 amounts to one, that in 1970-1979 is also tantamount to one, that in 1980-1989 is equivalent to thirty-two and that in 1990-1997 is equal to four. The absolutely most publication years of the leading articles are in 1980-1989 and their frequency is approximately 85 percent. That is, the articles of 1980-1989 made a greatest impact on the advertising research of 1990s. The likely reason is that most of the 1990s' research is based on or follow the 1980s'. According to the finding, we can recognize that the research of 1990s has been developed from that of 1980s, not that of other publication years. It shows the influence of historical literature and the development of advertising research, so it is one of significant findings in the study.

Table 4. The Publication Years of The Leading Articles

Publication Years	Frequency
1960-1969	1
1970-1979	1
1980-1989	32
1990-1997	4

From the publication journals of the leading articles depicted in Table 5, we can discover that twenty-one articles were published in Journal of Consumer Research, nine articles were published in Journal of Marketing Research, and five articles were published in Journal of Marketing. And there was only one article published respectively in Journal of Advertising Research, Journal of Advertising and Public Opinion Quarterly. We can be aware of that there are approximately 80% leading articles published in Journal of Consumer Research and Journal of Marketing Research. It represents that most of the leading advertising articles come from these two journals. Both of them have a great effect on advertising research. In other words, Journal of Consumer Research and Journal of Marketing Research play extremely important roles in advertising research and they direct advertising research.

Table 5. The Publication Journals of the Leading Articles

Publication Journal	Frequency
Journal of Consumer Research	21
Journal of Marketing Research	9
Journal of Marketing	5
Journal of Advertising Research	1
Journal of Advertising	1
Public Opinion Quarterly	1

Moreover, these articles in table 3 all receive many citations. They are all essential and leading articles in the field of advertising. All of them are very worthy of studying. Academics, students, and practitioners perhaps can start to dig into the advertising field from examining them. From the above analyses, we can realize primarily what are the mainstreams of 1990s advertising research, what

journals direct this field, and who are the leading authors. These analyses all can help academics, students and practitioners to have a comprehension of advertising research. They are also very beneficial to the development of advertising knowledge, because they make it easier and clearer to study in the advertising field.

DISCUSSION

Because of the continuing development of advertising knowledge and the growth and decline of advertising researchers, it is necessary that regularly examine the development of advertising knowledge and who are the contemporary leading authors. For more objectively, we assess the leading authors based on authors' and articles' citation frequency. This study provides us an objective and quantitative means to realize the streams and leading authors in advertising. According to the result of previous analysis, we make the following conclusions. First, no matter based on which viewpoint, consumer attitude and consumer behavior are the mainstreams of advertising research. Except these two subjects, other aspects of advertising researches are fewer to be discussed and needed for the further development of advertising knowledge. Second, the research of 1980s made a greatest impact on the advertising research of 1990s. Third, Journal of Consumer Research plays a very important role in advertising field and it directs advertising research. Forth, no matter based on which viewpoints, authors' or articles' citation frequency, Petty, R. E., Mackenzie, S. B. and Mitchell, A. A. are all the leading authors in the field of advertising research.

The findings of the study extend our realization of the developing state of advertising research. They provide academics, practitioners and students not only with more objective views of the streams and who are the leading authors in advertising research but also with a short cut to dig into the field of advertising. In order to get a more complete comprehension, collecting more articles published in other journals about advertising or extending the period of database is necessary. Besides, some working papers that have ever been cited in the period of 1990-1997 are eliminated. Maybe it is the limitation of this study. The future researchers can take it into consideration.

For getting a better comprehension of advertising research, we should investigate the communication among these leading authors or articles in the further study. In addition, as another topic of further research, it may be beneficial to trace the co-citation among different articles and journals. Furthermore, to investigate the communication patterns between advertising and other disciplines is also beneficial. These studies are able to assist us to comprehend clearly how articles, authors, and journals in advertising field influence one another and the communication patterns between advertising and other disciplines.

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廣告領域之指標作者及研究主流

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摘要

本研究主要應用引證分析 (citation analysis)，計算作者及文獻之引證次數，以找出廣告研究的指標作者與指標文獻，再分別由指標作者的研究及指標文獻去探討 1990 至 1997 年期間廣告研究的主流。研究結果有助於後續研究者對廣告領域的認識與瞭解。本研究的資料取自 SSCI 資料庫，凡於 1990 至 1997 年期間刊登於 Journal of Advertising, Journal of Advertising Research, Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Advances in Consumer Research, Harvard Business Review, Public Opinion Quarterly, Journalism Quarterly, Marketing Science 與 Management Science 等十一本期刊的文獻及其參考文獻皆為本研究探討的樣本。本研究主要的發現有以下四點：

- (1) 消費者態度與消費者行為是 1990 至 1997 年期間廣告研究的主流。
- (2) 1980 年代的研究對 1990 至 1997 年期間的廣告研究有重要的影響。
- (3) Journal of Consumer Research 在廣告研究上扮演著極重要的角色。
- (4) 無論是從作者或文章的引證次數來看，Petty, R. E., Mackenzie, S. B. 與 Mitchell, A. A. 都是廣告研究領域之指標作者。

關鍵詞彙：引證分析，廣告研究，指標作者，研究主流

