

JOURNAL OF ADVERTISING

Volume 48, Number 5, 2019

CONTENTS

Special Issue: Advertising in Asia

Guest Editors: Chingching Chang, Wei-Na Lee, and Yuping Liu-Thompkins

From the Editor

- 415 From the Editor
Shintaro Okazaki

Introduction

- 417 Advertising in Asia: Theories and Implications for Practice
Chingching Chang, Wei-Na Lee, and Yuping Liu-Thompkins

Articles

- 437 Up-Down versus Left-Right: The Effect of Writing Direction Change in East Asia on Consumers' Perceptions and Advertising
Xun Deng, Bing Han, and Liangyan Wang
- 457 Content Order in Advertising and Thinking Styles: A Cross-Cultural Study of the United States and South Korea
Jung Min Jang and Sohyoun Shin
- 473 Understanding Advertising Client-Agency Relationships in China: A Multimethod Approach to Investigate *Guanxi* Dimensions and Agency Performance
Shu-Chuan Chu, Yang Cao, Jing Yang, and Juan Mundel
- 495 Divergent Effects of Friend Recommendations on Disclosed Social Media Advertising in the United States and Korea
Amy Errmann, Yuri Seo, Yung Kyun Choi, and Sukki Yoon
- 512 "Average-Sized" Models Do Sell, But What About in East Asia? A Cross-Cultural Investigation of U.S. and Singaporean Women
Chen Lou, Caleb H. Tse, and May O. Lwin
- 532 Reactions to Nonconformity Imagery in Advertising among Chinese and Japanese Consumers: The Effect of Personal and National Cultural Tightness
Nara Youn, Jaewoo Park, and Hyo Jin Eom
- 555 Using Guilt and Shame Appeals from an Eastern Perspective to Promote Bystander Intervention: A Study of Mitigating Domestic Violence in India
Carrie La Ferle, Sidharth Muralidharan, and Eunjin (Anna) Kim
- 569 The Impact of Competitors' Store Flyer Advertisements on EDLP/High-Low Chain Performance in a Highly Competitive Retail Market: GPS Information and POS Data Approach in Japan
Ryo Kato and Takahiro Hoshino