

Kara Chan

List of Publications by Year in descending order

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111
papers

2,743
citations

218381

26
h-index

223531

46
g-index

114
all docs

114
docs citations

114
times ranked

1854
citing authors

#	ARTICLE	IF	CITATIONS
1	Mass communication and pro-environmental behaviour: waste recycling in Hong Kong. <i>Journal of Environmental Management</i> , 1998, 52, 317-325.	3.8	251
2	Market Segmentation of Green Consumers in Hong Kong. <i>Journal of International Consumer Marketing</i> , 1999, 12, 7-24.	2.3	154
3	MATERIALISM AND SOCIAL COMPARISON AMONG ADOLESCENTS. <i>Social Behavior and Personality</i> , 2007, 35, 213-228.	0.3	144
4	Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. <i>Young Consumers</i> , 2013, 14, 167-179.	2.3	121
5	Social comparison, imitation of celebrity models and materialism among Chinese youth. <i>International Journal of Advertising</i> , 2008, 27, 799-826.	4.2	106
6	Parent-child communications about consumption and advertising in China. <i>Journal of Consumer Marketing</i> , 2003, 20, 317-334.	1.2	99
7	Consumers' response to offensive advertising: a cross cultural study. <i>International Marketing Review</i> , 2007, 24, 606-628.	2.2	91
8	Environmental attitudes and behaviour of secondary school students in Hong Kong. <i>The Environmentalist</i> , 1996, 16, 297-306.	0.7	69
9	Benefits and stressors – Perceived effects of ICT use on employee health and work stress: An exploratory study from Austria and Hong Kong. <i>International Journal of Qualitative Studies on Health and Well-being</i> , 2015, 10, 28838.	0.6	68
10	Advertising appeals and cultural values in television commercialsA comparison of Hong Kong and Korea. <i>International Marketing Review</i> , 2005, 22, 48-66.	2.2	64
11	Use of the internet and traditional media among young people. <i>Young Consumers</i> , 2007, 8, 244-256.	2.3	56
12	Living in a celebrity-mediated social world: the Chinese experience. <i>Young Consumers</i> , 2007, 8, 139-152.	2.3	53
13	Hong Kong children's understanding of television advertising. <i>Journal of Marketing Communications</i> , 2000, 6, 37-52.	2.7	51
14	Perception of Green Hotels Among Tourists in Hong Kong: An Exploratory Study. <i>Services Marketing Quarterly</i> , 2013, 34, 339-352.	0.7	49
15	Using theory of planned behavior to predict healthy eating among Danish adolescents. <i>Health Education</i> , 2012, 113, 4-17.	0.4	48
16	Promote healthy eating among adolescents: a Hong Kong study. <i>Journal of Consumer Marketing</i> , 2011, 28, 354-362.	1.2	47
17	Materialism among adolescents in urban China. <i>Young Consumers</i> , 2006, 7, 64-77.	2.3	46
18	Determinants for materialism among adolescents in Singapore. <i>Young Consumers</i> , 2008, 9, 201-214.	2.3	40

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19	One Country, Two Systems. <i>International Communication Gazette</i> , 2002, 64, 385-400.	0.3	39
20	Communicating healthy eating to adolescents. <i>Journal of Consumer Marketing</i> , 2009, 26, 6-14.	1.2	38
21	Development of materialistic values among children and adolescents. <i>Young Consumers</i> , 2013, 14, 244-257.	2.3	36
22	Attributes of young consumers' favorite retail shops: a qualitative study. <i>Journal of Consumer Marketing</i> , 2012, 29, 545-552.	1.2	34
23	Exploring children's perceptions of material possessions: a drawing study. <i>Qualitative Market Research</i> , 2006, 9, 352-366.	1.0	33
24	Chinese Viewers' Perception of Informative and Emotional Advertising. <i>International Journal of Advertising</i> , 1996, 15, 152-166.	4.2	32
25	Materialism among Chinese children in Hong Kong. <i>Young Consumers</i> , 2003, 4, 47-61.	2.3	31
26	Social comparison of material possessions among adolescents. <i>Qualitative Market Research</i> , 2008, 11, 316-330.	1.0	31
27	Consumer socialization of Chinese children in schools: analysis of consumption values in textbooks. <i>Journal of Consumer Marketing</i> , 2006, 23, 125-132.	1.2	30
28	Portrayal of females in magazine advertisements in Hong Kong. <i>Journal of Asian Pacific Communication</i> , 2012, 22, 78-96.	0.2	30
29	Using an expanded Theory of Planned Behavior to predict adolescents' intention to engage in healthy eating. <i>Journal of International Consumer Marketing</i> , 2016, 28, 16-27.	2.3	28
30	Mass media and environmental knowledge of secondary school students in Hong Kong. <i>The Environmentalist</i> , 1998, 19, 85-97.	0.7	27
31	Chinese children's attitudes towards television advertising: truthfulness and liking. <i>International Journal of Advertising</i> , 2004, 23, 337-359.	4.2	27
32	Chinese children's understanding of commercial communications: A comparison of cognitive development and social learning models. <i>Journal of Economic Psychology</i> , 2006, 27, 36-56.	1.1	27
33	Young consumers and perception of brands in Hong Kong: a qualitative study. <i>Journal of Product and Brand Management</i> , 2006, 15, 416-426.	2.6	26
34	Tweens and new media in Denmark and Hong Kong. <i>Journal of Consumer Marketing</i> , 2007, 24, 340-350.	1.2	24
35	Chinese children's perceptions of advertising and brands: an urban rural comparison. <i>Journal of Consumer Marketing</i> , 2008, 25, 74-84.	1.2	24
36	Gender portrayal in Hong Kong and Korean children's TV commercials: A cross-cultural comparison. <i>Asian Journal of Communication</i> , 2002, 12, 100-119.	0.6	22

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37	The Role of Socializing Agents in Communicating Healthy Eating to Adolescents: A Cross-Cultural Study. <i>Journal of International Consumer Marketing</i> , 2010, 23, 59-74.	2.3	22
38	Children and media in China: an urban–rural comparison study. <i>Journal of Consumer Marketing</i> , 2006, 23, 77-86.	1.2	21
39	Rural Chinese children as consumers: consumption experience and information sourcing. <i>Journal of Consumer Behaviour</i> , 2006, 5, 182-192.	2.6	21
40	Influence of television advertising on adolescents in China: an urban–rural comparison. <i>Young Consumers</i> , 2009, 10, 133-145.	2.3	21
41	Information Content of Television Advertising in China. <i>International Journal of Advertising</i> , 1995, 14, 365-373.	4.2	20
42	Store visits and information sources among urban Chinese children. <i>Journal of Consumer Marketing</i> , 2005, 22, 178-188.	1.2	20
43	Tween girls' perception of gender roles and gender identities: a qualitative study. <i>Young Consumers</i> , 2011, 12, 66-81.	2.3	20
44	A Concept Mapping Study on Social Inclusion in Hong Kong. <i>Social Indicators Research</i> , 2014, 119, 121-137.	1.4	19
45	Material world: attitudes towards toys in China. <i>Young Consumers</i> , 2005, 6, 54-65.	2.3	18
46	Information content of television advertising in China: an update. <i>Asian Journal of Communication</i> , 2005, 15, 1-15.	0.6	18
47	Attitudes towards American brands and Brand America. <i>Place Branding and Public Diplomacy</i> , 2007, 3, 205-212.	1.1	17
48	Multilingual Mix in Hong Kong Advertising, Pre- and Post-1997. <i>Asian Journal of Communication</i> , 2007, 17, 301-317.	0.6	17
49	Perception of healthy and unhealthy food among Chinese adolescents. <i>Young Consumers</i> , 2016, 17, 32-45.	2.3	17
50	Adolescents' perceptions of healthy eating and communication about healthy eating. <i>Health Education</i> , 2009, 109, 474-490.	0.4	16
51	Danish and Chinese adolescents' perceptions of healthy eating and attitudes toward regulatory measures. <i>Young Consumers</i> , 2011, 12, 216-228.	2.3	16
52	The tweens market and responses to advertising in Denmark and Hong Kong. <i>Young Consumers</i> , 2008, 9, 189-200.	2.3	15
53	Children–s perceptions of television advertising in urban China. <i>Young Consumers</i> , 2002, 3, 69-79.	2.3	14
54	Segmentation of Chinese adolescent girls using gender roles and ideal female images. <i>Journal of Consumer Marketing</i> , 2012, 29, 521-531.	1.2	14

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55	Effectiveness of Environmental Advertising for Hotels. <i>Services Marketing Quarterly</i> , 2014, 35, 289-303.	0.7	14
56	Public attitudes toward traditional Chinese medicine and how they affect medical treatment choices in Hong Kong. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2018, 12, 113-125.	0.7	14
57	Adolescents from low-income families in Hong Kong and unhealthy eating behaviours: Implications for health and social care practitioners. <i>Health and Social Care in the Community</i> , 2019, 27, 366-374.	0.7	14
58	Social Inclusion and Health Conditions Among Chinese Immigrants in Hong Kong and the United Kingdom: An Exploratory Study. <i>Social Indicators Research</i> , 2016, 126, 657-672.	1.4	13
59	Chinese Children's Perception of Personal and Commercial Communication: An Urban-Rural Comparison. <i>Asian Journal of Communication</i> , 2007, 17, 97-116.	0.6	12
60	THE MEDIA AND ENVIRONMENTAL ISSUES IN HONG KONG 1983-95. <i>International Journal of Public Opinion Research</i> , 1999, 11, 135-151.	0.7	11
61	Cultural values in Hong Kong's print advertising, 1946-96. <i>International Journal of Advertising</i> , 1999, 18, 537-554.	4.2	11
62	Children's Understanding of Television Advertising: A Revisit in the Chinese Context. <i>Journal of Genetic Psychology</i> , 2004, 165, 28-36.	0.6	11
63	Perception of acupuncture among users and nonusers: A qualitative study. <i>Health Marketing Quarterly</i> , 2016, 33, 78-93.	0.6	11
64	What do adolescent girls learn about gender roles from advertising images?. <i>Young Consumers</i> , 2012, 13, 357-366.	2.3	10
65	How Chinese adolescent girls perceive gender roles: a psychographic study. <i>Journal of Consumer Marketing</i> , 2013, 30, 50-61.	1.2	10
66	Do females in advertisements reflect adolescents' ideal female images?. <i>Journal of Consumer Marketing</i> , 2014, 31, 170-176.	1.2	10
67	Relationship Between Health, Experience of Discrimination, and Social Inclusion Among Mental Health Service Users in Hong Kong. <i>Social Indicators Research</i> , 2015, 124, 127-139.	1.4	9
68	The social and community opportunities profile social inclusion measure: Structural equivalence and differential item functioning in community mental health residents in Hong Kong and the United Kingdom. <i>International Journal of Social Psychiatry</i> , 2016, 62, 133-140.	1.6	9
69	Persuading Children: a Framework for Understanding Long-Lasting Influences on Children's Food Choices. <i>Customer Needs and Solutions</i> , 2018, 5, 38-50.	0.5	9
70	An exploratory study on perception of celebrity endorsement in public services advertising. <i>International Review on Public and Nonprofit Marketing</i> , 2019, 16, 195-209.	1.3	9
71	Perception of advertisements with celebrity endorsement among mature consumers. <i>Journal of Marketing Communications</i> , 2022, 28, 115-131.	2.7	9
72	The effects of life events on the development of materialism and compulsive consumption: a life course study in the United States and Hong Kong. <i>Journal of Global Scholars of Marketing Science</i> , 2020, 30, 88-104.	1.4	9

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73	Gains and losses in creative personality as perceived by adults across the life span.. <i>Developmental Psychology</i> , 2014, 50, 709-713.	1.2	8
74	Pre-pubescent girls' evaluations of female images in Hong Kong media. <i>Journal of Children and Media</i> , 2012, 6, 384-399.	1.0	6
75	Consumers' attitudes toward advertising by medical professionals. <i>Journal of Consumer Marketing</i> , 2013, 30, 328-334.	1.2	6
76	Research Article: Environmental Consideration in Purchase Decisions of Hong Kong Consumers. <i>Environmental Practice</i> , 2000, 2, 15-22.	0.3	5
77	Attitudes toward material possessions among Chinese children. <i>Young Consumers</i> , 2008, 9, 49-59.	2.3	5
78	Perceptions of Age and Creativity in the Workforce. <i>Journal of Creative Behavior</i> , 2013, 47, 256-272.	1.6	5
79	Consumers' attitudes toward advertising by traditional Chinese medicine practitioners. <i>Journal of Asian Pacific Communication</i> , 2015, 25, 305-322.	0.2	5
80	Application of SCOPE-C to Measure Social Inclusion Among Mental Health Services Users in Hong Kong. <i>Community Mental Health Journal</i> , 2016, 52, 1113-1117.	1.1	5
81	An exploratory study to conceptualize press engagement behavior with public relations practitioners. <i>Public Relations Review</i> , 2018, 44, 490-500.	1.9	5
82	A school-based programme promoting healthy eating. <i>Health Education Journal</i> , 2020, 79, 277-289.	0.6	5
83	Applying regulatory fit theory and cultural values orientation to predict effectiveness of public service advertising appeals. <i>International Review on Public and Nonprofit Marketing</i> , 2022, 19, 37-51.	1.3	5
84	Are Consumers (Not) Offended by Whom I See? The Role of Culture and Model Ethnicity in Shaping Consumers' Responses toward Offensive Nudity Advertising in Asia and Western Europe. <i>Journal of Advertising</i> , 2022, 51, 57-75.	4.1	5
85	A gender portrayal of children's television commercials in mainland China. , 2006, , 319-341.		5
86	Chinese Consumers' Medical Decision and Attitudes Toward Pharmaceutical Advertising. <i>Journal of International Consumer Marketing</i> , 1999, 10, 49-68.	2.3	4
87	Attitudes toward acupuncture in Hong Kong. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2015, 9, 158-174.	0.7	4
88	Experience of Stress and Burnout among Pastors in China. <i>The Journal of Pastoral Care & Counseling: JPCC</i> , 2019, 73, 232-237.	0.4	4
89	Attitudes toward Advertising by Lawyers among Hong Kong Consumers. <i>Asian Journal of Business Research</i> , 2012, 2, .	0.6	4
90	Use of environmental teaching kits in Hong Kong. <i>The Environmentalist</i> , 2000, 20, 113-121.	0.7	3

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91	How Chinese young consumers respond to gendered advertisements. <i>Young Consumers</i> , 2014, 15, 353-364.	2.3	3
92	Authorization, rationalization, and moral evaluation: legitimizing acupuncture in Hong Kong's newspapers. <i>Asian Journal of Communication</i> , 2016, 26, 114-132.	0.6	3
93	Gender portrayals and the gender of nations: an extended study in Asian cultures. , 2006, , 343-357.		3
94	Creating advertising that appeals to Chinese women. <i>Asian Journal of Communication</i> , 1997, 7, 43-57.	0.6	2
95	How rural children in China consume media & advertising. <i>Young Consumers</i> , 2006, 7, 39-50.	2.3	2
96	Advertising to Chinese youth: a study of public service ads in Hong Kong. <i>Qualitative Market Research</i> , 2013, 16, 421-435.	1.0	2
97	Should Different Marketing Communication Strategies Be Used to Promote Healthy Eating Among Male and Female Adolescents?. <i>Health Marketing Quarterly</i> , 2014, 31, 339-352.	0.6	2
98	Interpretation of female images in advertising among Chinese adolescents. <i>Young Consumers</i> , 2015, 16, 222-234.	2.3	2
99	What does social inclusion mean to Singaporeans? A qualitative study of the concept of social inclusion. <i>Asia Pacific Journal of Social Work and Development</i> , 2016, 26, 64-76.	0.5	2
100	Applying SCOPE to Measure Social Inclusion Among People with Mental Illness in Poland. <i>Journal of Psychosocial Rehabilitation and Mental Health</i> , 2018, 5, 89-100.	0.4	2
101	Attributes of young adults's favorite retail shops: a qualitative study. <i>Young Consumers</i> , 2022, 23, 555-569.	2.3	2
102	Beyond "the West to the Rest": A roundtable on global children's media flows. <i>Interactions: Studies in Communication and Culture</i> , 2013, 4, 211-220.	0.4	1
103	Practices of CSR in China and Hong Kong. <i>CSR, Sustainability, Ethics & Governance</i> , 2017, , 317-341.	0.2	1
104	Marketing bank services to youth in China. <i>Young Consumers</i> , 2017, 18, 278-289.	2.3	1
105	Experience of Stress and Coping Strategies among Pastors' Wives in China. <i>The Journal of Pastoral Care & Counseling: JPCC</i> , 2018, 72, 163-171.	0.4	1
106	Persuading Children: Long-Lasting Influences on Children's Food Consideration Sets, Choices, and Consumption. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
107	How Consumers Perceive Environmental Advertising in the Banking Context. <i>Asian Journal of Business Research</i> , 2015, , .	0.6	1
108	Children's response to television advertising in China. <i>Young Consumers</i> , 2003, 4, 43-54.	2.3	0

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109	Advertising to Children in China. , 2014, , 93-114.		0
110	Adolescent Girls's Evaluation of Brands during Liminal Life Stages. International Journal of Trade Economics and Finance, 2014, 5, 249-254.	0.1	0
111	A Digital Scholarship Project on Materialism Among Children and Adolescents. Advances in Human and Social Aspects of Technology Book Series, 2019, , 159-180.	0.3	0