

Kara Chan

List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

109
papers

2,115
citations

25
h-index

42
g-index

113
ext. papers

2,360
ext. citations

2.1
avg, IF

5.42
L-index

#	Paper	IF	Citations
109	Perception of advertisements with celebrity endorsement among mature consumers. <i>Journal of Marketing Communications</i> , 2020 , 1-17	2.2	1
108	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	2.3	6
107	A school-based programme promoting healthy eating. <i>Health Education Journal</i> , 2020 , 79, 277-289	1.5	2
106	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	1.6	4
105	A Digital Scholarship Project on Materialism Among Children and Adolescents. <i>Advances in Human and Social Aspects of Technology Book Series</i> , 2019 , 159-180	0.2	
104	Experience of Stress and Burnout among Pastors in China. <i>The Journal of Pastoral Care & Counseling: JPCC</i> , 2019 , 73, 232-237	0.6	4
103	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	2.6	7
102	An exploratory study to conceptualize press engagement behavior with public relations practitioners. <i>Public Relations Review</i> , 2018 , 44, 490-500	4.1	3
101	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, 113-123	1.3	7
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	0.8	0
99	Persuading Children: a Framework for Understanding Long-Lasting Influences on Children's Food Choices. <i>Customer Needs and Solutions</i> , 2018 , 5, 38-50	0.8	8
98	Experience of Stress and Coping Strategies among Pastors' Wives in China. <i>The Journal of Pastoral Care & Counseling: JPCC</i> , 2018 , 72, 163-171	0.6	1
97	Practices of CSR in China and Hong Kong. <i>CSR, Sustainability, Ethics & Governance</i> , 2017 , 317-341	0.2	1
96	Marketing bank services to youth in China. <i>Young Consumers</i> , 2017 , 18, 278-289	2.4	
95	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	2.1	5
94	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	2.7	9
93	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, 133-40	8.5	6

92	Perception of healthy and unhealthy food among Chinese adolescents. <i>Young Consumers</i> , 2016 , 17, 32-45.	4	11
91	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	2.1	18
90	Authorization, rationalization, and moral evaluation: legitimizing acupuncture in Hong Kong's newspapers. <i>Asian Journal of Communication</i> , 2016 , 26, 114-132	2.5	2
89	Perception of acupuncture among users and nonusers: A qualitative study. <i>Health Marketing Quarterly</i> , 2016 , 33, 78-93	1.1	8
88	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	0.8	2
87	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	2.7	7
86	Attitudes toward acupuncture in Hong Kong. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2015 , 9, 158-174	1.3	4
85	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	2	41
84	Consumers' Attitudes toward advertising by traditional Chinese medicine practitioners. <i>Journal of Asian Pacific Communication</i> , 2015 , 25, 305-322	0.1	3
83	Interpretation of female images in advertising among Chinese adolescents. <i>Young Consumers</i> , 2015 , 16, 222-234	2.4	2
82	A Concept Mapping Study on Social Inclusion in Hong Kong. <i>Social Indicators Research</i> , 2014 , 119, 121-137.	7	16
81	Effectiveness of Environmental Advertising for Hotels. <i>Services Marketing Quarterly</i> , 2014 , 35, 289-303	1	8
80	International Research on Advertising and Children 2014 , 414-433		
79	How Chinese young consumers respond to gendered advertisements. <i>Young Consumers</i> , 2014 , 15, 353-364	4	3
78	Do females in advertisements reflect adolescents' ideal female images?. <i>Journal of Consumer Marketing</i> , 2014 , 31, 170-176	2	9
77	Should different marketing communication strategies be used to promote healthy eating among male and female adolescents?. <i>Health Marketing Quarterly</i> , 2014 , 31, 339-52	1.1	2
76	Gains and losses in creative personality as perceived by adults across the life span. <i>Developmental Psychology</i> , 2014 , 50, 709-13	3.7	6
75	Adolescent Girls' Evaluation of Brands during Liminal Life Stages. <i>International Journal of Trade Economics and Finance</i> , 2014 , 5, 249-254	1	

74 Advertising to Children in China **2014**, 93-114

73 Perception of Green Hotels Among Tourists in Hong Kong: An Exploratory Study. *Services Marketing Quarterly*, **2013**, 34, 339-352 1 37

72 Perceptions of Age and Creativity in the Workforce. *Journal of Creative Behavior*, **2013**, 47, 256-272 2.6 3

71 Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. *Young Consumers*, **2013**, 14, 167-179 2.4 84

70 Advertising to Chinese youth: a study of public service ads in Hong Kong. *Qualitative Market Research*, **2013**, 16, 421-435 1.6 1

69 How Chinese adolescent girls perceive gender roles: a psychographic study. *Journal of Consumer Marketing*, **2013**, 30, 50-61 2 10

68 Consumers' attitudes toward advertising by medical professionals. *Journal of Consumer Marketing*, **2013**, 30, 328-334 2 6

67 Development of materialistic values among children and adolescents. *Young Consumers*, **2013**, 14, 244-257 29

66 Segmentation of Chinese adolescent girls using gender roles and ideal female images. *Journal of Consumer Marketing*, **2012**, 29, 521-531 2 12

65 What do adolescent girls learn about gender roles from advertising images?. *Young Consumers*, **2012**, 13, 357-366 2.4 7

64 Attributes of young consumers' favorite retail shops: a qualitative study. *Journal of Consumer Marketing*, **2012**, 29, 545-552 2 28

63 Using theory of planned behavior to predict healthy eating among Danish adolescents. *Health Education*, **2012**, 113, 4-17 1 31

62 Portrayal of females in magazine advertisements in Hong Kong. *Journal of Asian Pacific Communication*, **2012**, 22, 78-96 0.1 24

61 Pre-pubescent girls' evaluations of female images in Hong Kong media. *Journal of Children and Media*, **2012**, 6, 384-399 1.9 6

60 Attitudes toward Advertising by Lawyer among Hong Kong Consumers. *Asian Journal of Business Research*, **2012**, 2, 1.5 3

59 Tween girls' perception of gender roles and gender identities: a qualitative study. *Young Consumers*, **2011**, 12, 66-81 2.4 18

58 Promote healthy eating among adolescents: a Hong Kong study. *Journal of Consumer Marketing*, **2011**, 28, 354-362 2 38

57 Danish and Chinese adolescents' perceptions of healthy eating and attitudes toward regulatory measures. *Young Consumers*, **2011**, 12, 216-228 2.4 12

56	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	2.1	14
55	Influence of television advertising on adolescents in China: an urban-rural comparison. <i>Young Consumers</i> , 2009 , 10, 133-145	2.4	13
54	Communicating healthy eating to adolescents. <i>Journal of Consumer Marketing</i> , 2009 , 26, 6-14	2	34
53	Adolescents' perceptions of healthy eating and communication about healthy eating. <i>Health Education</i> , 2009 , 109, 474-490	1	10
52	Social comparison of material possessions among adolescents. <i>Qualitative Market Research</i> , 2008 , 11, 316-330	1.6	25
51	Social comparison, imitation of celebrity models and materialism among Chinese youth. <i>International Journal of Advertising</i> , 2008 , 27, 799-826	3.6	76
50	Determinants for materialism among adolescents in Singapore. <i>Young Consumers</i> , 2008 , 9, 201-214	2.4	27
49	Attitudes toward material possessions among Chinese children. <i>Young Consumers</i> , 2008 , 9, 49-59	2.4	5
48	Chinese children's perceptions of advertising and brands: an urban rural comparison. <i>Journal of Consumer Marketing</i> , 2008 , 25, 74-84	2	19
47	The tweens market and responses to advertising in Denmark and Hong Kong. <i>Young Consumers</i> , 2008 , 9, 189-200	2.4	10
46	Multilingual Mix in Hong Kong Advertising, Pre- and Post-1997. <i>Asian Journal of Communication</i> , 2007 , 17, 301-317	2.5	12
45	Tweens and new media in Denmark and Hong Kong. <i>Journal of Consumer Marketing</i> , 2007 , 24, 340-350	2	21
44	Chinese Children's Perception of Personal and Commercial Communication: An UrbanRural Comparison. <i>Asian Journal of Communication</i> , 2007 , 17, 97-116	2.5	11
43	Living in a celebrity-mediated social world: the Chinese experience. <i>Young Consumers</i> , 2007 , 8, 139-152	2.4	43
42	Consumers' response to offensive advertising: a cross cultural study. <i>International Marketing Review</i> , 2007 , 24, 606-628	4.4	72
41	Use of the internet and traditional media among young people. <i>Young Consumers</i> , 2007 , 8, 244-256	2.4	41
40	MATERIALISM AND SOCIAL COMPARISON AMONG ADOLESCENTS. <i>Social Behavior and Personality</i> , 2007 , 35, 213-228	1.2	108
39	Attitudes towards American brands and Brand America. <i>Place Branding and Public Diplomacy</i> , 2007 , 3, 205-212	1.1	13

38	Rural Chinese children as consumers: consumption experience and information sourcing. <i>Journal of Consumer Behaviour</i> , 2006 , 5, 182-192	3	17
37	Materialism among adolescents in urban China. <i>Young Consumers</i> , 2006 , 7, 64-77	2.4	38
36	Consumer socialization of Chinese children in schools: analysis of consumption values in textbooks. <i>Journal of Consumer Marketing</i> , 2006 , 23, 125-132	2	25
35	Children and media in China: an urban-rural comparison study. <i>Journal of Consumer Marketing</i> , 2006 , 23, 77-86	2	14
34	Young consumers and perception of brands in Hong Kong: a qualitative study. <i>Journal of Product and Brand Management</i> , 2006 , 15, 416-426	4.3	20
33	Exploring children's perceptions of material possessions: a drawing study. <i>Qualitative Market Research</i> , 2006 , 9, 352-366	1.6	27
32	How rural children in China consume media & advertising. <i>Young Consumers</i> , 2006 , 7, 39-50	2.4	2
31	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	2.5	23
30	A gender portrayal of children's television commercials in mainland China 2006 , 319-341		4
29	Gender portrayals and the gender of nations: an extended study in Asian cultures 2006 , 343-357		2
28	Advertising appeals and cultural values in television commercials A comparison of Hong Kong and Korea. <i>International Marketing Review</i> , 2005 , 22, 48-66	4.4	52
27	Store visits and information sources among urban Chinese children. <i>Journal of Consumer Marketing</i> , 2005 , 22, 178-188	2	16
26	Information content of television advertising in China: an update. <i>Asian Journal of Communication</i> , 2005 , 15, 1-15	2.5	14
25	Material world: attitudes towards toys in China. <i>Young Consumers</i> , 2005 , 6, 54-65	2.4	14
24	Chinese children's attitudes towards television advertising: truthfulness and liking. <i>International Journal of Advertising</i> , 2004 , 23, 337-359	3.6	22
23	Children's understanding of television advertising: a revisit in the Chinese context. <i>Journal of Genetic Psychology</i> , 2004 , 165, 28-36	1.4	8
22	Children's response to television advertising in China. <i>Young Consumers</i> , 2003 , 4, 43-54	2.4	
21	Materialism among Chinese children in Hong Kong. <i>Young Consumers</i> , 2003 , 4, 47-61	2.4	26

20	Parent-child communications about consumption and advertising in China. <i>Journal of Consumer Marketing</i> , 2003 , 20, 317-334	2	83
19	One Country, Two Systems: Cultural Values Reflected in Chinese and Hong Kong Television Commercials. <i>International Communication Gazette</i> , 2002 , 64, 385-400		33
18	Children's perceptions of television advertising in urban China. <i>Young Consumers</i> , 2002 , 3, 69-79	2.4	12
17	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	2.5	18
16	Use of environmental teaching kits in Hong Kong. <i>The Environmentalist</i> , 2000 , 20, 113-121		3
15	Research Article: Environmental Consideration in Purchase Decisions of Hong Kong Consumers. <i>Environmental Practice</i> , 2000 , 2, 15-22	0.3	3
14	Hong Kong children's understanding of television advertising. <i>Journal of Marketing Communications</i> , 2000 , 6, 37-52	2.2	43
13	THE MEDIA AND ENVIRONMENTAL ISSUES IN HONG KONG 1983-95. <i>International Journal of Public Opinion Research</i> , 1999 , 11, 135-151	1.2	9
12	Chinese Consumers' Medical Decision and Attitudes Toward Pharmaceutical Advertising. <i>Journal of International Consumer Marketing</i> , 1999 , 10, 49-68	2.1	2
11	Market Segmentation of Green Consumers in Hong Kong. <i>Journal of International Consumer Marketing</i> , 1999 , 12, 7-24	2.1	128
10	Cultural values in Hong Kong's print advertising, 1946-1996. <i>International Journal of Advertising</i> , 1999 , 18, 537-554	3.6	9
9	Mass media and environmental knowledge of secondary school students in Hong Kong. <i>The Environmentalist</i> , 1998 , 19, 85-97		21
8	Mass communication and pro-environmental behaviour: waste recycling in Hong Kong. <i>Journal of Environmental Management</i> , 1998 , 52, 317-325	7.9	208
7	Creating advertising that appeals to Chinese women. <i>Asian Journal of Communication</i> , 1997 , 7, 43-57	2.5	2
6	Chinese Viewers' Perception of Informative and Emotional Advertising. <i>International Journal of Advertising</i> , 1996 , 15, 152-166	3.6	26
5	Environmental attitudes and behaviour of secondary school students in Hong Kong. <i>The Environmentalist</i> , 1996 , 16, 297-306		55
4	Information Content of Television Advertising in China. <i>International Journal of Advertising</i> , 1995 , 14, 365-373	3.6	16
3	Persuading Children: Long-Lasting Influences on Children's Food Consideration Sets, Choices, and Consumption. <i>SSRN Electronic Journal</i> ,	1	1

2	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> ,1	1.6	1
1	Who (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> ,1-19	4.4	2