

CITATION REPORT

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Advertising or games?

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#	Paper	IF	Citations
42	Effects of brand placement strength, prior game playing experience and game involvement on brand recall in advergames. <i>Journal of Indian Business Research</i> , 2015 , 7, 292-312	1.3	14
41	Impact of nature of advergames on brand recall and brand attitude among young Indian gamers: moderating roles of game-product congruence and persuasion knowledge. <i>Young Consumers</i> , 2015 , 16, 454-467	2.4	12
40	Online Marketing Communications and Childhood's Intention to Consume Unhealthy Food. <i>Australasian Marketing Journal</i> , 2016 , 24, 79-86	5	13
39	Are they really persuaded with the brand embedded in the game?. <i>Journal of Research in Interactive Marketing</i> , 2016 , 10, 249-264	7.5	6
38	Young consumers' brand communications literacy in a social networking site context. <i>European Journal of Marketing</i> , 2016 , 50, 2018-2040	4.4	29
37	Young consumer-brand relationship building potential using digital marketing. <i>European Journal of Marketing</i> , 2016 , 50, 1993-2017	4.4	40
36	Advertising in New Formats and Media. 2016 ,		2
35	Defend the Indefensible: Helping Children Cope with the Implicit Influence of Online Game Advertising. 2016 , 379-395		1
34	How advertising literacy training affect children's responses to television commercials versus advergames. <i>International Journal of Advertising</i> , 2016 , 35, 909-931	3.6	51
33	Small clicks, great effects: the immediate and delayed influence of websites containing serious games on behavior and attitude. <i>International Journal of Advertising</i> , 2016 , 35, 949-969	3.6	9
32	How does attachment style influence the brand attachment, brand trust and brand loyalty chain in adolescents?. <i>International Journal of Advertising</i> , 2017 , 36, 164-189	3.6	24
31	Promotional Competitions: A Taxonomy of Campaign Framing Choices Integrating Economic, Informational, and Affective Objectives. <i>Journal of Promotion Management</i> , 2017 , 23, 449-480	2.3	4
30	Are you able to recall the brand? The impact of brand prominence, game involvement and persuasion knowledge in online advergames. <i>Journal of Product and Brand Management</i> , 2017 , 26, 402-414	4.3	13
29	Online advertising disclaimers in unregulated markets: use of disclaimers by multinational and local companies in the Brazilian toy industry. <i>International Journal of Advertising</i> , 2017 , 36, 893-909	3.6	1
28	Children and advergames: the role of product involvement, prior brand attitude, persuasion knowledge and game attitude in purchase intentions and changing attitudes. <i>International Journal of Advertising</i> , 2017 , 36, 520-541	3.6	32
27	Cross-national differences in consumer socialization, development, and behavior: a comparison of children in the United States and the NetherlandsView all notes. <i>Journal of Children and Media</i> , 2018 , 1-18	1.9	2
26	The persuasive effect of advergames promoting unhealthy foods among children: A meta-analysis. <i>Appetite</i> , 2018 , 129, 245-251	4.5	31

25	The Development and Testing of a Child-inspired Advertising Disclosure to Alert Children to Digital and Embedded Advertising. <i>Journal of Advertising</i> , 2018 , 47, 255-269	4.4	23
24	Sponsorship Disclosures of Native Advertising: Clarity and Prominence. <i>Journal of Consumer Affairs</i> , 2019 , 53, 998-1024	2	14
23	Korean children's understanding of social media advergames: An exploratory study of ad recognition and skeptical attitudes toward advertising. <i>Journal of Consumer Behaviour</i> , 2019 , 18, 387-398	3	2
22	Food Marketing Influences Children's Attitudes, Preferences and Consumption: A Systematic Critical Review. <i>Nutrients</i> , 2019 , 11,	6.7	105
21	What we know and need to know about the gamification of advertising. <i>European Journal of Marketing</i> , 2019 , 53, 607-634	4.4	14
20	Healthy? Tasty? Children's evaluative categorization of novel foods. <i>Cognitive Development</i> , 2019 , 50, 36-48	1.7	8
19	Letter to the Editor: Authors' response to "Children and Junk Food Advertising: Critique of a recent Australian study" <i>Journal of Consumer Behaviour</i> , 2019 , 18, 447-452	3	
18	Advertising targeting young children: an overview of 10 years of research (2006-2016). <i>International Journal of Advertising</i> , 2019 , 38, 173-206	3.6	34
17	Advertising Placement in Digital Game Design Influences Children's Choices of Advertised Snacks: A Randomized Trial. <i>Journal of the Academy of Nutrition and Dietetics</i> , 2020 , 120, 404-413	3.9	9
16	Food and Beverage Advertising Aimed at Spanish Children Issued through Mobile Devices: A Study from a Social Marketing and Happiness Management Perspective. <i>International Journal of Environmental Research and Public Health</i> , 2020 , 17,	4.6	5
15	Media Marketing to Children. 2020 , 1-11		
14	Advertising Unhealthy Food to Children: on the Importance of Regulations, Parenting Styles, and Media Literacy. <i>Current Addiction Reports</i> , 2021 , 8, 12-18	3.9	1
13	The dance between darkness and light: a systematic review of advertising's role in consumer well-being (1980-2020). <i>International Journal of Advertising</i> , 2021 , 40, 491-528	3.6	5
12	Ernährungsbotschaften in den Medien: Persuasive Strategien und deren Wirkungen auf Kinder. 2021 , 381-397		
11	Rising to the challenge: Introducing protocols to monitor food marketing to children from the World Health Organization Regional Office for Europe. <i>Obesity Reviews</i> , 2021 , 22 Suppl 6, e13212	10.6	3
10	Advergaming [How Does Cognitive Overload Effect Brand Recall?]. <i>Advances in Human and Social Aspects of Technology Book Series</i> , 2016 , 501-524	0.2	
9	Food Advergaming and Children. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2019 , 95-111	0.3	
8	Anuncios entre vídeos, juegos y fotos. Impacto publicitario que recibe el menor a través del teléfono móvil. <i>Profesional De La Informacion</i> ,	3.7	0

7	Ernährungsbotschaften in den Medien: Persuasive Strategien und deren Wirkungen auf Kinder. 2020 , 1-17		
6	Advergaming [How Does Cognitive Overload Effect Brand Recall?. 1579-1602		
5	Research on unhealthy food and beverages advertising targeting children: Systematic literature review and directions for future research. <i>Australian Journal of Management</i> , 031289622110595	2.6	1
4	When Ads Become Invisible: Minors' Advertising Literacy While Using Mobile Phones. <i>Media and Communication</i> , 2022 , 10,	2	0
3	Children in Marketing: A Review, Synthesis and Research Agenda. <i>International Journal of Consumer Studies</i> ,	5.7	2
2	Specificities Introduced by Mobile Phones in the Relationship Between Children and Commercial Content. 2022 , 12, e202227		
1	Children's vulnerability to advertising: an overview of four decades of research (1980s-2020s). 1-9		0