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# A Ten-Year Analytical Comparative Study on the International Journal of Consumer Studies

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## Abstract

**Purpose** - This study analyzes topics discussed in the International Journal of Consumer Studies through a content analysis, to reveal the impact of cross-cultural management in consumer research.

**Research Design, Data, and Methodology** - The International Journal of Consumer Studies has the highest impact factor among international consumer journals, and was chosen for research. This study investigated 712 articles, covering a ten-year period.

**Results** - A total of 82 articles were found to be related to cross-cultural management, out of 712 articles. This shows a need for improvement in the area of cross-cultural management, and implies that the discipline of cross-cultural management will continue to have a significant impact on consumer studies.

**Conclusions** - While content analyses have been conducted in the area of consumer research in the past, a comparative content analysis in the International Journal of Consumer Studies is unprecedented. This study offers insights on the comparative analysis of general articles and articles related to cross-cultural management, which will be useful reference points for future global markets and fields in distribution and consumer research.

**Keywords:** Content Analysis, Consumer Behavior, Cross Culture, Cross Cultural Management

**JEL Classifications:** M14, M16, M19, M31.

## 1. Introduction

International markets are evolving to keep up with the globalization of the modern world. With the rapid rate of globalization, many different cultures will start to converge and interact with

each other. Thus, it is becoming more important than ever that scholars strive to understand the different cultures of the world and develop conceptual frameworks that are more suited to accommodate for the diversity of cultures in the field of management and business. Naturally, the evolution of the international market signals the emerging diversity of cultures and changes needed to be implemented in consumer behavior. The consumers are not of a single, uniform culture, but of a diversity of cultures, each with its own unique customs and values.

However, studies in the area of consumer behavior from a cross cultural perspective need to be more prolific to match the speed of globalization within the management field. Mostly, culture is the most neglected in the management discipline, not to mention consumer behavior (Thomas, 2008). Culture shapes the way consumers think and influences every aspect of their lives, making it a central element in consumer behavior. Even in the case of marketing, conducting successful businesses across cultural borders depends chiefly on how well global markers are able to understand and adapt to distinct cultures (Hawkins & Mothersbaugh, 2010; Dutt, 2013). Thus, a better comprehension on the influence of culture in consumer behavior will be pivotal to the success of global business. (Gong 2003; Lee & Carter 2009)

Cross cultural management is still an emerging area and will need more attention in the future, especially in the field of consumer behavior (Laurent 1986; Fish 1994). No studies thus far have been executed on a comparative analysis of consumer behavior and cross cultural management. Thus, this paper will be the first to conduct a ten year content analysis of the International Journal of Consumer Studies. The period of ten years was deemed to be an appropriate time for a detailed comparative analysis by the author (Chandy and Williams, 1994). It is anticipated that this study will help foster a better understanding of some of the cross cultural aspects and the trends that were prevalent over a span of ten years in consumer studies.

The purpose of this research is to unveil the trends in general articles and articles related to cross cultural management in the International Journal of Consumer Studies. This study will utilize content analysis as a means of assessing and comparing the trends evident in general articles and articles related to

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cross cultural management in the field of consumer behavior. The paper commences with a review of all the relevant literature related to cross cultural consumer behavior studies. Then, a quantitative method is configured for conducting a content analysis on the *International Journal of Consumer Studies*. Finally, the results are analyzed, implications speculated and conclusions drawn, including limitations and suggestions for future research.

## 2. Review of Literature

This research strives to analyze the trends that could be derived from a content analysis of the *International Journal of Consumer Studies*. According to Sayre (1992), content analysis is a systematic method in which items are counted within their respective categories. It is also a useful technique when researchers wish to affiliate frequency with significance. Thus, using content analysis will offer a novel perspective on the field of cross cultural management and consumer behavior.

Numerous studies have been produced in the area of consumer behavior and cross cultural management. Some have explored how people in the same country with divergent cultures differed in consumer behavior. For example, Chung (1997) investigated whether intra-cultural differences accounted for divergent consumer behavior. In particular, Hong Kong immigrants in Canada were studied to show how the ethnic homogeneity of social ties had an impact in this area. Chan and Lau (2001) examined consumers in Shanghai and Los Angeles to observe the green purchasing behavior of Chinese and American consumers. It showed that Chinese consumers' behavioral intentions were more affected by subjective norm and perceived behavioral control, while the Americans were influenced by how green purchasing intention translated to corresponding behavior. Thus, it demonstrated that cultural differences of the two countries influenced green purchasing behaviors.

Laeoche et al. (2002) scrutinized the impact culture had on pro-environmental attitudes, knowledge and behaviors of Canadian people. It was discovered that English-Canadians were more inclined to recycle and pay a premium price for ecologically compatible products, whereas French-Canadians were more knowledgeable about ecological issues in general and believed that it was important to act in an environmentally-friendly way. Sudbury et al (2012) also conducted a study on the pro-environmental consumer behavior, only with senior consumers in Germany, UK, Hungary, and Japan.

In addition, Chu and Chan (2008) studied Taiwan, Hong Kong, and Shanghai's consumer behaviors in merchandise purchasing. The results illustrated each region had different preferences of store image for general merchandise products. Consumers in Hong Kong preferred display of goods and abundance of supply, while Taiwanese consumers inclined towards product labeling, brand, packaging, and efficiency. Shanghai consumers responded positively towards market ambiance and product diversity. Another study conducted by Jai-Ok et al.

(2002) evaluated consumer needs, values, and purchase behaviors of two Asian countries, South Korea and China. The results demonstrated that Chinese and South Korean consumers differed in brand royal behavior. For Chinese consumers, experimental image proved to be the most important feature of branded apparel appeal, while social image with performance quality assurance aspects demonstrated to be the most important aspect in South Korean consumers. Furthermore, one study delved into cross-cultural consumer behavior differences between Americans and Puerto Ricans. Hernandez et al. (1991) demonstrated that consumer complaining behavior differed among Puerto Rican and American VCR owners. It was discovered that Puerto Rican consumers tended to be less inclined to file complaints or take public action than American owners.

Moreover, numerous authors have recognized the scarcity of cross-cultural research in marketing, and conducted various studies for a more comprehensive understanding on cross-cultural consumer behavior. For instance, McCort and Malhotra (1993) presented a conceptualization of culture in an attempt to explain culture's impact on various forms of consumer behavior. Liu and Xian (2002) emphasized on the importance of analyzing consumer behavior because a consumer's product preferences and consumption habits are influenced by culture. It was recognized that not enough significance was put into the influence culture evoked on consumer behavior, as marketers usually had similar cultural backgrounds with their consumers.

Additionally, Luna and Gupta (2001) stated that an understanding of cultural influences on international marketing will be crucial as the world economy becomes more cross-cultural. They provided a framework which could serve to guide marketers in understanding their global consumers. Douglas and Craig (1997) also addressed that the exploration of consumer behavior in various national environments were increasing, and scrutinized on developing alternative research designs for cross-cultural research. Likewise, Fawcett (1999) conducted a study to determine which factors influenced U.S and Brazilian consumers to make certain market choices, namely high technology products. The results showed that culture and the level of economic development played a crucial role in impacting consumer choices. Brazilian consumers were likely to be influenced by personal contacts and emotions, while U.S consumers were more affected by time pressure.

Overall, scholars are recognizing the need for incorporating cultural aspects of consumer behavior in order to keep up with the globalization of consumer studies. As a result, research in the field of consumer behavior and cross cultural management will continue to flourish at a rapid rate. Yet, an investigation of articles related to cross cultural management on a specific journal have not been performed. Thus, this present study will endeavor to compare general articles with articles related to cross cultural management in the *International Journal of Consumer Studies*.

### 3. Methodology

The current study investigated the trends evident over a span of ten years in general articles and articles related to cross cultural management. The journal was chosen on the basis that it had the highest impact factor in the area of international consumer behavior according to Thomson Scientific's Journal Citation Reports. By conducting a study on the top leading journal in the field of international consumer behavior, it will heighten the quality of this research and portray accurate trends in this field.

This research conducted a study on only one journal and a constricted time span of ten years for a deeper and focused analysis on the trends of the area of consumer behavior. Content analysis was used for its objective and reliable method of studying themes in publications (Spens and Kovacs, 2006).

The author and two graduate students reviewed and categorized all the articles in the journal of consumer research. However, articles deemed not to be a representation of original empirical research were excluded from this study. They include editorials, book reviews, and guest editorials. Then, all the data were codified and organized by means of SPSS, a quantitative analysis method. Content analysis was achieved by analyzing the article data into keyword categorization, number of author(s) per article, geographical affiliation of the authors, and the author affiliated universities.

#### 3.1. Research Framework



<Figure 1> Research Framework

#### 3.2. Distinction of Articles in the International Journal of Consumer Studies

In this study, a comparative content analysis was achieved by a separate analysis of general articles and articles related to cross cultural management in the International Journal of Consumer Studies. The distinction of articles correlated with cross cultural management was categorized in three steps.

First, the author filtered articles clearly related to cross cultural management based on the title and keywords of all the articles. The inclusion of vital keywords such as "cross-cultural", "ethnocentrism", and "cross-national" in the title or keywords section of the articles was classified into the cross-culturally related articles. Next, the author reviewed all the abstracts of the articles not yet sorted and filtered the ones conducting a study on a comparison of cultures between two or more countries into the cross-culturally relevant articles. (Leonidou et al, 2010). Finally, two graduate students scrutinized all the articles allocated as general articles or articles related to cross-cultural management to make sure that all the articles were organized into their correct affiliations.

#### 3.3. Keyword Categorization

A quantitative method was used for the categorization of all the keywords in the International Journal of Consumer Studies. The keywords for general articles and articles related to cross-cultural management were methodically organized separately. Suggestions for accurate keyword categorization names were gleaned from several reference areas. (Jackson and Kotze, 2005; Malhotra et al., 2005; Sultana et al., 2013) All of the keywords were distributed into only one category that best suited its characteristics. If a keyword could fit into more than one category, extensive analysis was undertaken by both the author and two graduate students for a classification of the keyword into the most accurate heading. After the classification of all the keywords were completed, graduate students reviewed all of the keywords in their respective headings to make sure they were labeled appropriately. (Pope-Davis et al. 2001)

#### 3.4. Author Affiliated Universities

The universities affiliated with the authors in general articles and articles related to cross cultural management were analyzed separately. The data of all the university affiliations were organized by absolute (total) and adjusted number of appearances. This method was used referencing Inkpen & Beamish (1994), Heck & Cooley (1998), Lu (2003) and Morrison & Inkpen (1991).

The absolute (total) number of appearances stands for the total number of times an author was affiliated with a university, regardless of whether that person was a sole or co-author of an article. On the other hand, the adjusted number reflects on the number of authors an article was written by. For instance, if a sole author published an article, then the institution that author belonged to would receive one full credit. In the case of two authors publishing an article, the affiliations each author was associated with would each receive half a credit, or 0.5 credits. Similarly, if an article was published by three authors, then the institutions each author was affiliated with would receive one-thirds of a credit each. In the case of authors listed under more than one institution, the institution listed first counted towards receiving the credit score.

### 3.5. Number of Authors Per Article

The number of authors that contributed to the making of an article was included in this research in order to shed insight on the variance of the number of authors per article and how this phenomenon changed with the passing of time. A total of five categories were made to organize this data: single authors, two authors, three authors, four authors, and multiple authors.

### 3.6. Geographical Affiliation of Authors

The countries all the authors' universities or institutions belonged to were researched and categorized into their respective geographically affiliated places. Usually, continents were used as markers for organizing geographical affiliations. However, works by Svensson et al (2008) and Chan et al. (2005) were referenced for a more precise categorization of all the countries.

## 4. Results

<Table 1> shows the list of the numbers of authors per article in general studies not related to cross-cultural management. As can be seen from the table, two authors publishing a paper was the most common form for all the years except 2005 and 2007. The least popular mode of the number of authors that participated in the publication of a single research paper varied each year. However, it could be observed that articles written by four or many authors had consistently low output numbers over a ten year span, with none of the numbers exceeding 10 articles per year.

<Table 1> Number of Authors in General Articles

Author Number	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
One Author	7	20	20	30	18	21	19	15	16	13
Two Authors	17	13	21	17	33	31	30	19	32	26
Three Authors	12	8	8	6	19	10	15	17	15	12
Four Authors	3	4	2	8	3	5	8	9	7	6
Multiple Authors	0	2	0	2	3	6	3	10	5	4
Total	39	47	51	63	76	73	75	70	75	61

<Table 3> Categories of Keywords in General Articles

Category	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	Total
Consumer	108	93	71	147	155	121	121	57	66	86	1025
Consumption	49	23	50	66	82	49	53	51	66	78	567
Economics	7	16	42	15	36	68	14	24	44	8	274
Marketing	21	25	35	53	53	32	39	28	39	32	357
Industry	2	6	8	10	37	23	17	9	6	15	133

<Table 2> displays the number of authors in a single published article in the International Journal of Consumer Studies related to cross-cultural management. Due to the relatively low number of articles related to cross-cultural management, none of the frequencies exceeded 10 in a given category. In the year 2004, there was one article each with two authors, and three authors. The most common number of authors per article was two authors for the years 2005-2008 and 2012. In addition, three authors in a publication was the most popular form in the years 2010, 2011, and 2013. The year 2009 showed that most of the articles were published by one author, with a frequency of 4 papers from a total of 9. Instances where the number of authors in an article was four or more showed the least frequencies. There were only three years (2009, 2010, and 2013) where an article was written by four authors, or more than four authors (2005, 2011, and 2013).

<Table 2> Number of Authors in Articles Related to Cross-Cultural Management

Author Number	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
One Author	0	0	1	3	2	4	3	3	0	0
Two Authors	1	3	3	5	4	3	3	3	5	4
Three Authors	1	2	1	2	0	1	4	4	2	6
Four Authors	0	0	0	0	0	1	1	0	0	2
Multiple Authors	0	1	0	0	0	0	0	1	0	3
Total	2	6	5	10	6	9	11	11	7	15

<Table 3> represents the categories of classified keywords in general articles of the International Journal of Consumer Studies. As can be observed, 17 categories were made to accommodate 4,136 keywords. The categories were mainly focused on areas related to consumer and business, but also elaborated to areas related to the environment and government. The years 2008-2010 showed an increase in the amount of keywords in general articles, with the year 2008 containing the most number of keywords of 640. Keywords related to "consumer" accounted for roughly 25% of the total number of keywords, with the frequency of 1025.

Research	4	6	13	18	53	23	44	21	18	38	238
Commerce	0	2	3	20	12	0	2	2	0	5	46
Society	7	15	21	41	45	44	66	36	35	33	343
Management	2	1	10	7	28	17	13	3	12	4	97
Service	0	2	2	1	9	11	5	3	4	12	49
Public Health	7	17	7	14	57	16	93	25	6	12	254
Business	4	5	1	6	9	7	12	1	6	5	56
Education	1	27	13	18	23	17	44	26	14	11	194
Environmental Policy	1	6	7	15	24	31	25	33	23	9	174
Household	1	6	15	11	9	70	25	40	10	15	202
Government	4	7	7	2	2	5	12	2	4	1	46
Other	8	2	11	16	6	4	10	3	9	12	81
Total	226	259	316	460	640	538	595	364	362	376	4136

<Table 4> shows the categories of keywords in articles related to cross-cultural management in the International Journal of Consumer Studies. Compared to the categories of keywords in general articles, there were a total of 18 categories with a total of 514 keywords. In addition, most of the categories were consistent with <Table 3>, with the exception of "Globalization" and "Culture", which were befitting categories for keywords in articles related to cross-cultural management. Similar to the frequency of the category "consumer" from general articles, the frequency of that category in articles related to cross-cultural

management also occupied a substantial amount, with roughly 20% of the total frequencies. The category "consumer" was the only one with frequencies exceeding the hundreds. The next highest number of frequency was "culture" category, with a frequency of 73. There wasn't a significant indication of a gradual increase in the total number of keywords. The years with the highest numbers of keywords proved to be the years 2010 and 2013, with 95 and 97 keywords, respectively. There was a sudden drop in the numbers of keywords during 2012, with only a total number of 29.

<Table 4> Categories of Keywords in Articles Related to Cross-Cultural Management

Category	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	Total
Globalization	0	0	0	1	1	2	2	4	1	3	14
Culture	0	2	4	14	6	7	21	8	3	8	73
Consumer	5	13	9	10	12	9	13	10	7	26	114
Consumption	2	2	4	4	1	12	13	7	5	10	60
Economics	0	2	1	0	2	6	3	4	0	3	21
Marketing	1	3	0	5	6	4	3	0	0	1	23
Industry	0	0	1	3	1	6	1	0	0	1	13
Research	0	1	1	2	4	3	6	2	1	13	33
Commerce	0	0	4	1	0	1	2	1	0	2	11
Society	0	0	4	4	4	4	9	4	6	10	45
Management	0	1	0	1	3	2	2	0	1	4	14
Service	0	1	2	1	1	0	7	1	0	1	14
Public Health	0	3	0	0	0	1	7	4	2	2	19
Business	0	2	0	3	6	0	0	0	2	0	13
Education	0	2	0	2	1	0	4	5	0	0	14
Environmental Policy	0	0	0	0	0	2	0	6	0	7	15
Household	0	0	0	0	0	5	1	2	0	3	11
Government	0	0	0	1	0	1	1	0	1	3	7

The ranking of all the categories in both general articles and articles related to cross-cultural management is shown in <Table 5>. Unsurprisingly, the category with the most frequency of keywords was "consumer" category. Next, "consumption" and

"marketing" dominated the second and third place of general articles. The category "culture" ranked second for articles related to cross-cultural management, and "consumption" was ranked third. Next, the category "society" was both in fourth place for

both types of articles. In general articles, the categories "government" and "commerce" both placed last, while the category "government" was ranked the lowest in cross-cultural management related articles. The categories "Education", "Globalization", "Management", and "Service" all had the same frequencies in articles related to cross-cultural management. In addition, "Industry" and "Business" also had the same frequencies and were both ranked 11th place, while categories "Commerce" and "Household" were both ranked in the 12th place.

<Table 5> Ranking of Keyword Categories

General Articles	Ranking		Articles related to cross-cultural management
Consumer	1	1	Consumer
Consumption	2	2	Culture
Marketing	3	3	Consumption
Society	4	4	Society
Economics	5	5	Research
Public Health	6	6	Marketing
Research	7	7	Economics
Household	8	8	Public Health
Education	9	9	Environmental Policy
Environmental Policy	10	10	Education
Industry	11	10	Globalization
Management	12	10	Management
Other	13	10	Service
Business	14	11	Business
Service	15	11	Industry
Commerce	16	12	Commerce
Government	16	12	Household
-	-	13	Government

<Table 6> shows the geographical affiliations of authors in general articles. As it can be observed from this table, the highest geographically affiliated region of the authors in general articles was Europe, with 50.38% of the total. Next was North America, with 25.43%, and third place was Africa, with 10.33%. Asia and the Pacific was a close fourth, with 10.26%. South America and the Middle East had the lowest frequencies of author affiliations, with 1.39% and 1.73%, respectively. It is interesting to note that while South America and the Middle East had similar frequencies, South America was represented by only Brazil, while the Middle East was represented by seven countries. USA contributed for more than half the frequency of North America, with 311. In addition, the United Kingdom had the highest number of frequencies of all the countries in Europe, with a frequency of 276.

<Table 6> Geographical Affiliations of Authors in General Articles

Author Country	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	Total 1443
<b>North America</b>											<b>374 (25.92%)</b>
USA	20	17	25	41	35	44	31	34	29	35	311
Canada	2	12	4	5	3	10	8	5	3	3	55
Costa Rica	0	0	1	0	0	0	0	0	0	0	1
Haiti	0	1	0	0	0	0	0	0	0	0	1
West Indies	0	0	2	0	4	0	0	0	0	0	6
<b>Europe</b>											<b>727 (50.38%)</b>
Denmark	0	0	0	0	3	1	1	7	0	5	17
United Kingdom	37	25	20	17	24	33	52	38	15	15	276
Norway	0	0	1	2	1	3	7	6	6	0	26
France	0	0	1	1	12	3	2	11	2	5	37
Belgium	0	0	0	0	0	2	0	3	1	1	7
Germany	0	0	2	0	2	5	8	18	12	10	57
Austria	0	0	0	0	1	0	0	0	0	2	3
Ireland	3	0	2	0	4	0	2	0	5	0	16



<Table 7> shows the geographical affiliations of authors in articles related to cross-cultural management articles. Similar to the phenomenon of author affiliations for general articles, North America showed the highest number of author affiliations, with a total of 72 (43.90%). Next was Europe, with a frequency of 48 (29.27%), and third were Asian and the Pacific, with a frequency of 32 (19.51%). Africa, Middle East and South America had frequencies of 3, 1, and 5, respectively. In addition, there

was also one author affiliated institution of United Nations, which was put under the category of "other". Consistent with the results from <Table 6>, USA had the highest frequency in North America, and the United Kingdom in Europe. However, while Australia was the most contributing country to the Asia and Pacific's frequency in <Table 6>, China had the highest number of author affiliations for Asia and the Pacific in <Table 7>.

<Table 7> Geographical Affiliation of Authors in Cross-Cultural Management Related Articles

Author Country	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	Total 164
<b>North America</b>											<b>74 (45.12%)</b>
USA	3	4	6	4	2	3	7	8	5	17	59
Canada	0	0	0	0	1	0	2	0	2	8	13
West Indies	0	2	0	0	0	0	0	0	0	0	2
<b>Europe</b>											<b>48 (29.27%)</b>
United Kingdom	2	8	2	12	3	2	2	1	3	3	38
Norway	0	0	0	0	0	0	0	0	0	2	2
France	0	0	0	0	1	0	0	1	0	1	3
Belgium	0	0	0	0	0	0	0	3	0	0	3
Germany	0	0	0	1	1	0	0	0	0	4	6
Ireland	0	0	0	0	1	0	0	0	0	0	1
The Netherlands	0	0	1	1	0	1	2	3	0	8	16
Sweden	0	0	0	0	0	2	0	0	0	0	2
Finland	0	2	0	0	0	1	4	0	2	0	9
Switzerland	0	0	0	1	0	0	0	0	0	0	1
Spain	0	1	0	0	0	0	0	0	0	3	4
Italy	0	0	0	0	0	0	0	0	0	1	1
<b>Asia and the Pacific</b>											<b>32 (19.51%)</b>
Australia	0	0	0	0	0	2	1	1	0	0	4
China	0	0	0	0	1	0	1	5	1	3	11
Japan	0	0	0	0	0	0	3	0	0	0	3
Korea	0	0	1	0	0	0	0	4	1	0	6
India	0	0	0	0	0	3	0	0	0	0	3
Malaysia	0	0	0	0	0	0	1	0	0	0	1
Thailand	0	0	0	0	0	2	0	0	0	0	2
Sri Lanka	0	0	0	0	0	0	0	0	2	0	2
<b>South America</b>											<b>5 (3.05%)</b>
Brazil	0	0	0	0	0	0	0	0	0	5	5
<b>Middle East</b>											<b>1 (0.61%)</b>
Egypt	0	0	0	0	0	0	0	0	0	1	1
<b>Africa</b>											<b>3 (1.83%)</b>
Ghana	0	0	0	0	0	0	2	0	0	0	2
Botswana	0	0	0	0	0	1	0	0	0	0	1
<b>Other</b>											<b>1 (0.61%)</b>
United Nations	0	0	0	0	0	0	0	0	0	1	1

<Table 8> indicates the top 30 author affiliated institutions and its pertaining countries in general articles. The rankings were based on adjusted appearances. As can be observed from the table, Queen Margaret University located in the United

Kingdom, had the highest number of adjusted appearances, with a total of 16.07. University of Helsinki, located in Finland, came second with an adjusted appearance of 14.51 and a total appearance of 18. In third place was Mount Saint Vincent



University located in Canada with an adjusted and total appearance of 11 each, respectively. University of Georgia in USA was 4th place, and 5th place was the University of Pretoria in South Africa. It is interesting to note that the top five college affiliations for general articles were diverse and geographically scattered varyingly. In addition, it was intriguing to find that only one college affiliation was located in an Asian country, which was Yuan-Ze University, located in Taiwan. Moreover, 10 out of 30 college affiliations were located in the USA, 5 were located in the United Kingdom, and 4 in Finland. Thus, a large proportion of college affiliations in general articles were associated with select countries in North America or Europe.

<Table 8> Top 30 Author Affiliated Institutions in General Articles

Affiliation	Country name	Adjusted appearances	Total appearances
1. Queen Margaret University	United Kingdom	16.07	19
2. University of Helsinki	Finland	14.51	18
3. Mount Saint Vincent University	Canada	11.00	11
4. University of Georgia	USA	10.83	14
5. University of Pretoria	South Africa	10.79	13
6. North West University	South Africa	9.84	12
7. Wageningen University	The Netherlands	8.46	11
8. Iowa State University	USA	7.73	10
9. National Institute for Consumer Research (SIFO)	Norway	7.32	9
10. University of Bonn	Germany	7.06	8
11. Southern Illinois University	USA	6.66	8
12. University of Wisconsin-Madison	USA	5.70	7
13. Florida State University	USA	5.66	7
14. Uppsala University	Sweden	5.32	8
15. University of Ghana	Ghana	5.00	5
16. Ohio State University	USA	4.58	8
17. Helsinki School of Economics	Finland	4.32	5
18. National Consumer Research Centre	Finland	4.06	5
19. Turku School of Economics and Business Administration	Finland	3.91	5
20. Oklahoma State University	USA	3.86	6
21. Cardiff University	United Kingdom	3.83	4
22. University of Vermont	USA	3.75	4
23. Texas State University-	USA	3.50	6

San Marcos			
24. University of the West Indies	Trinidad and Tobago	3.00	3
25. University of Birmingham	United Kingdom	2.83	5
26. Umeå University	Sweden	2.58	5
27. University of Wales Institute	United Kingdom	2.50	3
28. Yuan-ze University	Taiwan	2.50	3
29. University of Surrey	United Kingdom	2.40	3
30. Texas A&M University	USA	2.33	3

<Table 9> represents the top 30 college affiliations of authors in articles related to cross-cultural management. The most frequent appearance of a college affiliation was Queen Margaret University, situated in the United Kingdom, with adjusted appearances of 4.50 and total appearances of 5. Next highest was the University of Helsinki located in Finland with an adjusted and total appearance of 3. These two universities held the same ranking in <Table 8> as well. The third most frequent college affiliation was the University of North Carolina, Greensboro, located in the USA. It had an adjusted appearance of 2.50 and a total appearance of 3. University of Georgia was in the top five author affiliated institutions for both general articles and articles related to cross-cultural management. Compared to college affiliations in general articles, <Table 9> showed several universities with usually the same number of adjusted and total appearances. They include Middlesex University, University of Alberta, University of Birmingham, and University of the Sinos Valley, all with an adjusted and total appearance of 2. In addition, University of Bonn located in Germany, and the University of Texas Pan-American located in the USA both had adjusted appearances of 2 and the total number of appearances of 1.5. Lastly, the author affiliated institutions that were ranked from the 17th to the 30th all had the same number of adjusted and total appearances, with 1.00. It is intriguing to note again that only two countries were not affiliated to a North American or European region.

<Table 9> Top 30 Author Affiliated Institutions for Articles Related to Cross-Cultural Management

Affiliation	Country name	Adjusted appearances	Total appearances
1. Queen Margaret University	United Kingdom	4.50	5
2. University of Helsinki	Finland	3.00	3
3. University of North Carolina, Greensboro	USA	2.50	3
4. Wageningen University	The Netherlands	2.48	4
5. University of Georgia	USA	2.16	3
6. Middlesex University	United Kingdom	2.00	2

7. University of Alberta	Canada	2.00	2
8. University of Birmingham	United Kingdom	2.00	2
9. University of the Sinos Valley	Brazil	2.00	2
10. Texas Tech University	USA	1.80	3
11. Franklin and Marshall College	USA	1.66	2
12. University of Bonn	Germany	1.50	2
13. University of Texas Pan-American	USA	1.50	2
14. Aalto University	Finland	1.33	2
15. University of Exeter	United Kingdom	1.30	2
16. Newcastle University	United Kingdom	1.13	2
17. Royal Netherland Academy of Arts and Sciences	The Netherlands	1.00	1
18. Cardiff University	United Kingdom	1.00	1
19. Florida State University	USA	1.00	1
20. Bournemouth University	United Kingdom	1.00	1
21. London Metropolitan University	United Kingdom	1.00	1
22. Lund University	Sweden	1.00	1
23. Monash University	Australia	1.00	1
24. IDRAC Centre for Applied Research	France	1.00	1
25. Queen's University of Belfast	United Kingdom	1.00	1
26. Southwest Missouri State University	USA	1.00	1
27. Tilburg University	The Netherlands	1.00	1
28. University of Guelph	Canada	1.00	1
29. University of Hawaii	USA	1.00	1
30. University of Huddersfield	United Kingdom	1.00	1

## 5. Discussion

The present study has unveiled some interesting trends and insights on general articles and articles related to cross-cultural management. A total of 82 articles out of 712 were related to cross-cultural management in the International Journal of Consumer Studies. As could be seen from the results of our analysis, several phenomena evident in general articles were similar to those in articles related to cross-cultural management.

As could be deduced from the results, the top three categories of keywords in both general articles and articles related to

cross-cultural management were related to consumer studies. Of the top three ranking categories in all articles, two out of three were the same for both general articles and articles related to cross-cultural management. This suggests a strong focus and congruity on the topics researched in articles published in the International Journal of Consumer Studies. In addition, other topics, such as public health, household, and environmental policy also accounted for a substantial quantity of keywords, suggesting a trending interest in these areas in the field of consumer studies.

Particular trends could also be deciphered from the number of authors that participated in the writing of a single article in the International Journal of Consumer Studies. For both general articles and articles related to cross-cultural management, co-authoring an article was proven to be the most favored form for both general articles and articles related to cross cultural management. Some implications that can be drawn from these results are that co-authoring an article seemed to be an ideal number for conducting research on consumer studies, as processing vast quantities of data is more constructive with more than one researcher. Single author and three authors were also popular forms, while more than four authors were the least popular numbers of authors for an article. This suggests one or two fellow scholars might be of valuable assistance in terms of idea input or optimal efficiency in research and analysis of information, but authors exceeding three were not favored by scholars.

In terms of college affiliated institutions, there were many institutions affiliated with diverse countries around the world. It is encouraging to note that for both general articles and article related to cross cultural management, the top five college affiliated institutions were represented by a wide range of countries. In general articles, two college affiliated institutions were located in North America, two in Europe, and one in Africa. Other institutions located in unique countries such as Ghana, Trinidad and Tobago, Sweden, and Taiwan also were represented in the top 30 author affiliated colleges. This reflects on a scholarly interest of consumer studies on a global scale, and boosts the credibility of the International Journal of Consumer Studies as a top journal in the field of international consumer studies. Notwithstanding, college affiliated countries in articles related to cross-cultural management were also diverse, but heavily inclined to a select few North American or European countries. Only Brazil was the sole country not geographically affiliated with North America or Europe, and none of the countries in Asia or Africa made the top 30 list. From these results, it can be implied that while interest in cross-cultural management is emerging in the area of consumer behavior studies, it is only widely studied by a select number of Western countries. This is understandable, as there is a greater variety of ethnic groups residing in several Western countries than in Asian or African countries. However, in order to truly understand and analyze many aspects of cross-cultural management, fresh perspectives on this field from geographically diverse countries will be needed.

Additionally, in both general articles and articles related to cross-cultural management, North America and Europe had the highest frequencies of author affiliated institutions. Asia and the Pacific came in fourth place for general articles and third place for articles related to cross cultural management. It can be inferred from this data that Western countries are largely prevalent and prolific in the field of consumer studies. Asia and the Pacific is an emerging geographical area for research, and will continue to contribute unique insights in the area of consumer studies different from their Western counterparts. Africa showed a surprisingly high frequency of author affiliations in general articles, suggesting that scholars in Africa recognize the significance of consumer studies. Moreover, Africa is expected to emerge as a new frontier for business. Other regions such as the Middle East, and South America showed low frequencies of author affiliations for both general articles and articles related to cross-cultural management. Some plausible explanations for this phenomenon could be from a scarcity of research tools or limited resources and data available to scholars.

## 6. Conclusion

### 6.1. Summary

This study aimed to conduct a comparative analysis and delved into the trends that could be deciphered from a span of ten years in the International Journal of Consumer Studies. A separate analysis of general articles and article related to cross-cultural management has enabled the author to discern some contrasting characteristics of these two types of papers.

This research had confirmed that while interest in the cross-cultural area of consumer studies have been existent for the past ten years, more studies are encouraged in order to offer clarity and deeper insights into the significant role cross-cultural management plays in the area of consumer studies. However, it is undeniable that the interdisciplinary field of cross-cultural management continues to flourish in consumer studies at a rapid rate. Therefore, the future of consumer studies lies in the comprehensive understanding of consumers in many countries with their own unique cultures, and this goal will only be achieved with the inclusion of cross-cultural management topics in consumer studies, not to mention other disciplines in similar areas, such as distribution sciences or supply-chain management.

### 6.2. Limitations and Proposals for Future Research

Inasmuch as this was one of the first research papers to conduct a comparative content analysis on the International Journal of Consumer Studies, it inevitably came across some limitations. Only one research journal was used for this study, as it was deemed to be appropriate for a deep, focused investigation into a comparative content analysis of consumer studies.

In addition, only a period of ten years was analyzed for this content analysis.

Some suggestions for future research include studies into other disciplines in the management area to observe the impact of globalization in many fields. Examples include delving into an area of distribution science, logistics management, or retail marketing for a fresh perspective on how globalization is reflected in the studies published in this discipline. In addition, different methods of analysis can be used, such as citation analysis, to offer varying perspectives and conclusions based on different ways of analyzing data. Additionally, author productivity can also be administered for discovering prominent authors in the field of consumer studies and cross cultural management. The time span and number of journals used in conducting research could be lengthened to offer a more comprehensive and encompassing study into the field of consumer studies, and a better understanding of the trends that have evolved through the ages.

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