

Ethnicity in Advertising: A Literature Review and Agenda for Future Research

Sigal Segev^{a} and Osnat Roth-Cohen^b*

^aSchool of Communication, Florida International University, North Miami, United States;

^bSchool of Communication, Ariel University, Ariel, Israel

Abstract

This study provides a comprehensive review of advertising research about ethnic identity between 2013-2023. While the role of ethnicity in advertising has been long studied, no attempts have been made to explore the state of this research in the past decade. This examination of all published articles in leading advertising journals (n=24) provides a detailed account of the state of current literature about ethnic identity in advertising in terms of the various approaches, theories, methods, and topics researchers employ. Findings suggest that ethnicity in advertising is still a work-in-progress with most studies employing experimental designs. Studies focus on four categories: Ethnic cues in the ad, the characteristics of ethnic consumers, a combination of both, and cognitive and behavioral consumer responses. Future research should expand the scope of analysis to social media, integrate new technologies, explore the perspectives of the industry and investigate the societal impact of ethnic portrayal in advertising.

Key Words: Ethnic Identity; ethnicity in advertising; ethnic diversity in advertising; racial identity

*Corresponding Author
Sigal Segev, Ph.D.
Associate Professor
School of Communication
Florida International University
BBC, North Miami, FL, USA
E-mail: segevs@fiu.edu