



# The 2nd World Conference on Cultural Studies

Manchester, United Kingdom

18 - 20 October 2024

## Understanding Cultural Values in Advertising: A bibliometric Analysis of Global Trends and Practices

**Berrazzouk Chaimaa\*, Berbou Lahoucine, Bendahou Chaimaa**

LRMMC ENCG Settat, Morocco  
Hassan 1<sup>st</sup> University, Morocco  
Keele University, Morocco

### Abstract

At the heart of the contemporary economic landscape, brands play a predominant role in individuals' daily lives, transcending geographical and cultural extremities to become key players in our globalized society. In this context, advertising, as an essential communication tool, serves as a bridge between brands and their target audiences, creating a space where diverse and sometimes divergent cultural values intersect. This is why this study examines current trends around the embodiment of culture and the respect of values in advertising campaigns. The PRISMA framework (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) was used to select relevant documents for this bibliometric analysis. A quality assessment was applied to this study, which primarily focused on mapping the existing literature on cultural advertising. The quality assessment began with the consideration of original research articles, excluding all conference papers and proceedings. By focusing on scientific publications, this document examines the types of publications, the number of publications, the countries, the most cited publications, and the most prolific authors. The results highlight several key research concerns that will be presented, namely the cultural dimensions that must be considered before launching any advertisement, as well as consumer attitudes towards these advertisements and towards the brand.

**Keywords:** Advertising, Bibliometric Analysis, Brand, Culture, Values