

The Research Centre of the School of Economics and Business
cordially invites you to a research seminar
on **Thursday, 21 May 2026, at 11:00 CEST** in room **P-201/202**
at the University of Ljubljana School of Economics and Business

Kara Chan (School of Communication, Hong Kong Baptist University)

will present the article

Offensive Advertising and Brand Risk among Chinese Consumers

Abstract

China is now the second-largest advertising market in the world. Previous studies have found that advertisements that offend consumers suffer from erosion of brand trust and may even trigger consumer boycotts. Using a series of two large-scale quantitative surveys ($n = 600$; $n = 1,506$), this study adopted the 3M framework of offensive advertising to investigate offensive reactions related to advertised products (advertising matter), advertising executions (advertising manner), and different media (advertising media). The results indicate that advertising executions pose a greater risk of causing offence than the products advertised, particularly when they offend Chinese cultural identity. The risk of offending Chinese consumers is highly prevalent and has increased compared with findings from studies conducted in Hong Kong twenty years ago. The study also identified four distinct clusters that differ in their perceptions of offensive advertising. Marketing implications for global advertisers are discussed, with a view to protecting brand equity when advertising to the Chinese market.

Keywords: controversial advertisements; global marketing; brand equity; market segmentation

We look forward to welcoming you at the seminar.