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DOCTORAL THESIS

Paulo Celso Tiballi Junior

**THE DETERMINING FACTORS OF
MULTINATIONAL COMPANIES'
SOCIAL NETWORK ADVERTISING CONTENT
AND ITS IMPACT ON CUSTOMER BRAND ENGAGEMENT**

UAB
Universitat Autònoma
de Barcelona

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in Entrepreneurship
and Management

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**Universitat Autònoma
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**Department of Economics and Business
International Doctorate in Entrepreneurship and Management - iDEM**

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May 2024

Declaration

I hereby declare that this doctoral thesis represents my own work as dissertation of the iDEM program (international Doctorate in Entrepreneurship and Management) at the Universitat Autònoma of Barcelona (UAB).

Wherever contributions of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions. I clearly marked and separately listed all the literature and all the other sources which I employed.

I am aware that the violation of this regulation will lead to failure of the dissertation.

Paulo Celso Tiballi Junior
Ph.D. Student, NIU 1591417

Acknowledgement

I would like to share a little of my journey until I got here. After more than 20 years of entrepreneurship in Brazil, I decided, in 2015, to invest in a professional career that would offer me not only money, but also pleasure in working. It was then that I discovered that I had a dormant passion for teaching, driven by the desire to help people develop and transform into more capable people. I started dedicating a large part of my time to academic studies so that one day I could become a professor at a university. This new journey began with a master's degree in marketing studied in Brazil. Soon after, in 2017, I started studying for a master's degree in business administration, also in Brazil. During this master's degree, I had the opportunity to move to Italy to carry out research at the University of Pisa. After this experience, I decided that I should continue my studies in Europe. It was then that the COVID-19 pandemic occurred, bringing countless changes to habits around the world. After contacting Professor Josep Rialp in the midst of this new reality, I moved to Barcelona and had the opportunity to begin studying at UAB's IDEM, initially studying the MAREB statistics module. There began the final stretch toward completing a dream that had begun in 2015.

I feel very honored to be here. All the work of just over nine years of dedication to academic studies culminates in this doctoral thesis, which represents the end of an important cycle in my life, driven by the search for knowledge with the intention of first transmitting this knowledge to other people. Those years of pursuing my goals led to an invitation to become a professor at two Brazilian universities, where I teach marketing classes to master's and specialty students. These last four years were undoubtedly the ones I learned the most in my life. Both academically and through personal experience living in Spain. I would like to express my gratitude for the welcome shown by the people of this country, especially from Catalunya, whom I respect and admire. I am especially grateful to Professor Josep Rialp for guiding me during the last 4 years on this important journey with all his attention, patience, respect, and competence. Through his guidance, I have experienced the greatest learning period of my life in recent years. I thank my wife, Gabrielle Tiballi, for her

unconditional support of my studies, and my children, Bernardo, Arthur, and Stella, for the best gifts that life has ever given me. I thank my mother, Elianda, and my father, Paulo, for believing in me and always giving me all the support. Finally, more than all the knowledge I have acquired and produced in recent years, this work carries, between the lines, a lot of effort, dedication, and passion for academic life.

Doctoral Thesis Abstract

Social networks have established themselves as one of the main means of communication for companies. In the last two decades, this topic has been repeatedly addressed by academic studies, especially in relation to advertising, its content, and its effects on consumer behavior in relation to company brands and products. In this context, this doctoral thesis seeks to make contributions to some academic gaps within this field of study. More precisely, the present study aims to identify how nation's culture characteristics and different types of products determine multinational companies' advertising content on social networks, as well as the effects of social network ad content on consumer engagement with multinational companies' brands. To achieve this objective, a total of 1830 advertisements from 23 different brands extracted from profiles on the social network Instagram in 14 different countries were analyzed. Furthermore, a total of 767 questionnaires were completed by Instagram users.

This work is presented in four main four main sessions, three chapters containing empirical studies and one session with final conclusions. Chapter 1 aimed to identify which factors determine the advertising content of fast-food brands on social networks, within a cross-cultural context. Five brands were considered: McDonald's, Burger King, Starbucks, KFC, and Subway. Information about the content of 780 advertisements was extracted from 65 profiles on the social network Instagram, present in 14 different countries. The hypotheses were constructed considering that the local cultural factors of each country and the strategies of the companies that own the brands could be the main factors that determine the advertising content of these brands on social networks. Results demonstrated that the fast-food social network advertising (SNA) content is similar within countries and different between them. It suggests that multinational corporations (MNCs) are employing a more adapt advertising strategy rather than a standardized one. The results also demonstrated that the SNA content had a stronger correlation with cultural traits, rather than internal factors like the MNC ad strategy. This confirms that cultural and socioeconomic aspects are the primary factors that should be considered when adapting advertising.

In the second chapter, based on the Functional Matching Hypothesis theory, we seek to identify how consumers' perception of different types of products can affect advertising content on social networks. The functional matching hypothesis considers that advertising appeal will be most effective when it matches product characteristics and corresponds to the customer's perception. The representative model considered to test this theory was the Foote Cone and Belding Grid (FCB Grid). To test the hypothesis, 1080 Instagram advertisements from 18 multinational companies in Brazil, the USA and Spain were analyzed. Results indicate that the perception of consumers in relation to products is a determining factor for the advertising content of multinational companies on social networks, and the FCB Grid model can be used, with some caveats, as a determinant model of SNA content.

Chapter 3 aimed to the effects of social network advertising content on customer brand engagement. The dataset considered for data analysis was extracted from 767 questionnaires answered by Brazilians Instagram social network users. Based on relevant academic literature, a research model was developed and analyzed through structural equation modeling using the Smart PLS software. After testing six hypotheses, results confirmed that positive customer engagement with social network advertising has a positive effect on customer brand engagement, influencing their cognitive and affective engagement with brands as well as their active engagement behavior. It was also revealed that customers that engage with social network advertising tend to carry out more online brand-related activities. Consequently, these activities positively influence their cognitive, affective, and active engagement with brands. Finally, results also demonstrated that product types can moderate the effect of social network advertising content type on customer engagement.

In summary, the present study offers three main contributions. First, in a cross-cultural context, it offers results that can be generalized on how cultural characteristics of a country and communication standardization strategies influence the content of advertisements from multinational fast-food companies. Second, due to its scope, it demonstrates how the characteristics of products present in different countries can determine the advertising content of international brands, as well as reinforcing how cross-cultural factors can influence this relationship.

Third, it proposes and uses a unique approach to identify the effects of social media advertising content on consumer engagement with multinational company brands.

Keywords: digital marketing strategy; social network advertising; advertising content; culture; customer engagement; brand engagement.



Image: Cloud of words from the present thesis.

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List of Abbreviations

AVE: Average variance extracted

BP: Brand personality social network advertising content

CBE: Customer brand engagement

CESNA: Customer engagement with social network advertising

COBRAs: Customer online brand-related activities

CR: Composite reliability

DAE: Digital active engagement

DCE: Digital customer engagement

DI: Product direct informative social network advertising content

ELM: Elaboration likelihood model

FGC: Firm-generated content

GNI: Gross national income

HCM: Hierarchical component model

HDI: Human development index

HOC: Higher order constructs

KOF: Country's economic, social and political dimensions of globalization. "K" stands for "Konjunkturforschungsstelle," which is German for "Economic Research Institute." "O" stands for "der" (the), a part of the genitive case in German. "F" stands for "der ETH Zürich," which refers to the Swiss Federal Institute of Technology in Zurich (Eidgenössische Technische Hochschule Zürich).

LOC: Lower order constructs

MNC: Multinational companies

SNA: Social network advertising

TV: Television

USA: United States of America

VAF: Variance accounted for

PLS-MGA: Permutation multigroup analysis

Introduction

1. Contextualization

Since the 1970s, our societal fabric has undergone profound transformations, largely driven by the pervasive integration of digital technology into everyday existence. This technological revolution has fundamentally altered our modes of interaction and communication, introducing what Gere (2008, p. 15) describes as "instantaneous communication, ubiquitous media, and global connectivity" that now characterize much of our contemporary experience. Over this recent historical epoch, the omnipresence of information and communication technologies, coupled with the escalating influence of techno-science, has heralded the dawn of a digital cultural era. This era is defined by unprecedented access to information, the reconfiguration of social norms and behaviors, and the rapid evolution of digital media landscapes.

In the present digital globalized world, cultural, economic, and social differences profoundly influence the advertising content and customer perception (Hermeking, 2005; Karande et al., 2006). In the current technological era, characterized by the rapid advancement of big data and artificial intelligence, the speed at which cultural influences shape consumer behavior has accelerated dramatically. Social media platforms have enabled unprecedented levels of global connectivity, effectively rendering geographical barriers obsolete. Consequently, the cultural impact on advertising content is likely to experience more rapid and profound changes compared to those observed in previous years.

Over the past decade, cultural phenomena have been disseminated globally with remarkable speed. A notable example of such a phenomenon influencing digital marketing is the heightened focus on diversity and inclusion. In an expansive global network, consumers are increasingly seeking out organizations that demonstrate genuine representation and authenticity. Advertisements that incorporate elements of diversity not only accurately reflect the demographic composition of society but also promote a sense of inclusivity among various consumer groups. Brands that actively embrace diversity through the use of inclusive imagery and the implementation of ethnic advertising can enhance their credibility and foster customer loyalty (Jairam, 2024). Thus, the role of culture in advertising is pivotal as it educates consumers on the

appropriate interpretation of messages and visual stimuli when they are exposed to images or advertisement designs. Therefore, advertising managers must meticulously scrutinize their content to meet the cultural requirements of diverse populations and to preempt potential cultural conflicts (Arshad & Naseer, 2019).

In this context of digital culture, social media platforms have emerged as the most powerful means of global communication (Saxena & Khanna, 2013). With billions of users worldwide and a continual rise in consumer engagement, they have become pivotal focal points for digital marketing investments (Hatzithomas et al., 2016). The dynamic nature of social media enables active consumer participation, profoundly influencing brand-consumer interactions and fostering deep engagement, shaping the contours of contemporary digital culture. This active engagement not only enhances brand equity but also cultivates stronger purchase intentions among consumers. Companies leverage social media not just for promotional purposes but also as strategic tools to build lasting relationships with their audiences within the framework of digital culture. By facilitating direct communication and feedback loops, social media platforms empower brands to refine their marketing strategies in real-time, adapt to consumer preferences, and capitalize on emerging trends (Chahal et al., 2020; Ezgi & Jonah, 2017). As social media continue to evolve, their impact on consumer behavior and marketing dynamics becomes increasingly intricate, necessitating nuanced exploration in the context of contemporary digital culture and its transformative effects on societal norms and practices (Iglesias & Bonet, 2012; Izogo & Mpinganjira, 2020; Valentini et al., 2018).

The terms social media and social network are sometimes confused and used to designate the same concept in the literature. In this work, we consider that social media is a broader term that refers to any digital spaces or platforms where people carry out important aspects of their life, building networks and sharing information and/or sentiments (Appel et al., 2020; Li, Larimo and Leonidou, 2021). It includes blogs, video communities, dating apps, location-based services, analytics, and monitoring tools, among others. Social networks, on the other hand, facilitate information flow, which democratizes content co-creation. It emphasizes human interaction and the social structure of ties amongst the (registered) participants of these online communities. It is characterized as a web-based service that enables users to: (1) create a public

or semi-public profile inside a system that is bounded; (2) list other users that they are connected to; and (3) view and navigate both their list of connections and those made by other users inside the system (Boyd & Ellison, 2007; Gavilanes et al., 2018; Mostafa, 2020).

Social network has become one of the essential communication vehicles for digital marketing purposes (Lee et al., 2018). It is the place where 71% of businesses provide services, 75% of customers engage with those service promotions (Clarke, 2019), and 70% of customers rely on it to resolve customer service issues (Villarroel Ordenes & Zhang, 2019). Furthermore, visual-based social network platforms are often used as a source of information and reviews about brands and products (The Nielsen Company, 2011). As an example, YouTube became the second most popular engine search in the world (Davies, 2021) and the most visited website via organic search worldwide in 2020 (Johnson, 2021). This preference for visual-based media makes Instagram the number one social network for young people, while text-based communication platforms are losing their space (L. Liu et al., 2020).

There is a growing trend among consumers to utilize social networks as a means of satisfying their consumption-related requirements. These needs encompass various aspects, including joining a brand community, seeking product knowledge, and obtaining assistance to aid in their purchasing decisions (Gavilanes et al., 2018). Customers share their thoughts and feelings about brands, products, and services by making comments on firms' posts and posting visual content - more than 70 million photos daily (Kane & Pear, 2016) - including customers' selfies and other images (Hartmann et al., 2019) allowing two-way communication between firms and consumers. This customer engagement with social networks content became an important antecedent to outcomes such as usage, effect, and responses to advertising and brands (Calder et al., 2009; Cornwell, 2019; Gonçalves, 2017; Wu, 2016). Consequently, the relationships between consumers, brands, and products on social networks have fundamental importance for companies since consumer engagement can contribute to the brand value built and positively affect product demand. Thus, the right use of advertising is an important tool for stimulating user engagement on social networks and providing direct benefits for firms (Ezgi & Jonah, 2017; Iglesias & Bonet, 2012).

2. Literature gap

The importance of digital marketing content for firms has pushed the advertising research agenda forward and encouraged authors to investigate firms' digital advertising content strategies (Dwivedi et al., 2021; Kumar & Gupta, 2016). To give a dimension to the importance of this theme for academic purpose, a search on the Web of Science page was made using the key words 'social media' or 'social network', and 'advertising content'. The filter were articles from the last two decades (2004-2024) in English language, from business economics or communication research areas present in the Web of Science Core Collection database. Results showed a total of 82,575 articles. Despite the large number of articles within these topics, there are still some gaps to be filled. A literature review, conducted by Shankar et al. (2022), summarizes the literature about digital marketing communication during 2000-2021. A detailed review of papers published in the top marketing journals that focus on digital communication was conducted, including the analysis of keywords and a scan for digital, online, Internet, global, and related subjects. Findings indicate that although there has been a consistent increase in publications centered around digital or global subjects, there has been a lack of progress in papers that address both themes simultaneously (see Figure 1). The authors summarize the research on B2C digital communication as follows:

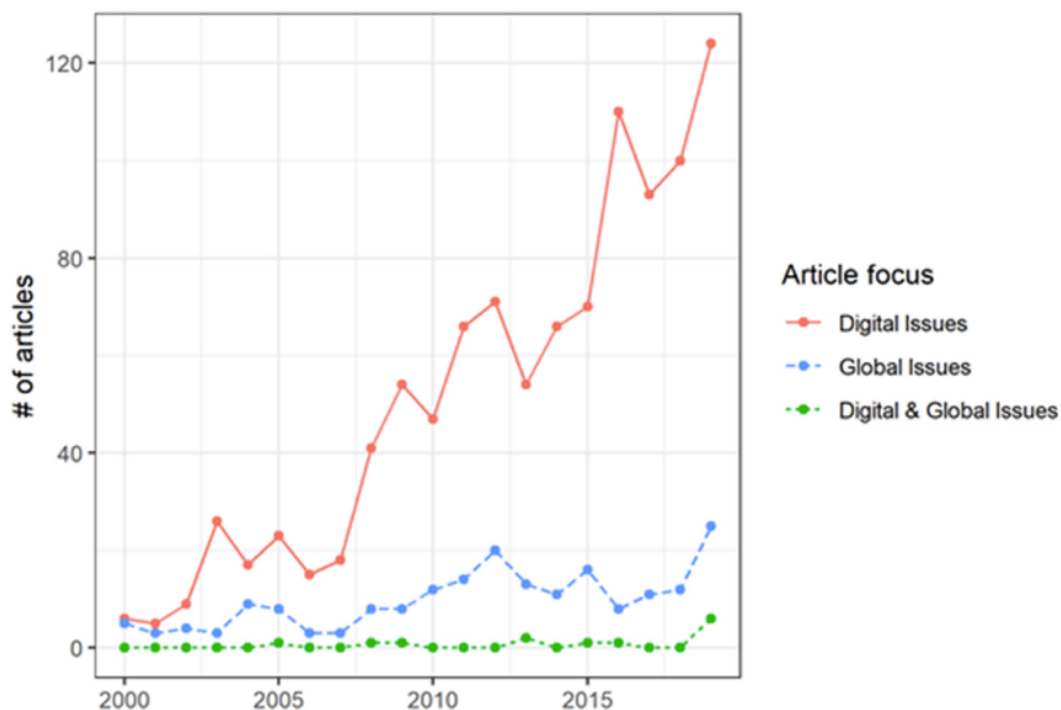
“Overall, research on B2C digital communication is prolific, exhibiting all the major themes. But almost all of it relates to local contexts and does not fully leverage digital communication's global reach. Differences in cultures, digital media, and development stages offer scope for more research on global digital communication” (Shankar et al., 2022, p. 549).

A research conducted in 2017 by Saleem & Larimo analyzed 57 articles on the international advertising and culture field of study. The articles, published between 1980 and 2012, included one or more countries cultural characteristics - based on Hofstede's cultural dimensions theory (Hofstede et al., 2010) - and examine the relationship between culture and advertising. They conclude that many researchers who take cultural differences into account when evaluating advertisements on social networks, in general, analyze only one or a few types

of content, not addressing the different types of advertising explored by companies and considering just a few countries in their analyses, limiting the generalizability of results to other cultures. It was suggested that new studies should expand the number of countries analyzed and consider other types of classification of advertising content in a cross-cultural context.

Figure 1

Evolution of Number of Digital Marketing Communication Articles in Major Research Journals Focusing on Digital or Global Issues (2000–2021).



Source: Shankar et al. (2022)

Note: Journals considered: *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Management Science*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Retailing*, and *Journal of Interactive Marketing*.

A study from Shankar et al. (2022) also suggests that future research on digital international marketing for business-to-consumer (B2C) purposes should investigate how communication content drives customer engagement, brand engagement, and customer experience in the international context, considering different countries and cultures. Similarly, other studies also highlight that the field of customer brand engagement on social networks, including the relationship

between social network advertising and brand engagement, is still uncovered in academic literature (Bansal & Arya, 2015; Barari et al., 2020; Ng et al., 2020).

3. Objectives and research questions

Digital natives have adapted to their cultural environments, resulting in behavioral patterns that are distinctly different from those of their predecessors (K. T. Smith, 2022). Nation's characteristics are no longer solely defined by local attributes but are increasingly shaped by digital communities and networks where individuals share thoughts and experiences (Gere, 2008). In this context of constant changes in cultural characteristics and customer behavior, I consider the necessity of deeper and constant investigations on three important subjects within the field of international marketing and digital advertising for both practical and academic applications. First, the return of dichotomous discussions between standardization and cross-cultural advertising adaptation, which prevailed in studies for decades (T. K. Chang et al., 2009). Second, the functional matching hypothesis advertising strategy, which considers customer perceptions regarding product characteristics as the main factor in determining advertising content strategy. Third, the impact of digital international advertising on customer brand engagement. Thus, given the importance of digital culture for marketing communication through social networks and considering multinational companies in a cross-cultural context, it is pertinent to provide answers to the following questions:

RQ1: What factors influence the advertising content of multinational companies on social networks within a cross-cultural context?

RQ2: How do consumers' perceptions of product characteristics offered by multinational companies in different countries shape the type of advertising content on social networks?

RQ3: How does social network advertising content impact customer engagement with multinational companies' brands on social media?

To give an answer to this question, the present work presents three studies. The first study focuses on identifying the factors that determine social

network advertising content from multinational companies in one single market sector: fast-food. The choice for fast-food is due to two factors. First, in an international context, cultural, economic, and social differences can influence advertising perception (Albers-Miller & Gelb, 1996; Karande et al., 2006). Fast-food is a market segment in which multinational companies operate in several countries around the world. This makes it possible to compare advertisements from the same company in different countries and cultures. Second, no article addressed this issue. In research made on Web of Science using the key words fast-food, advertising content, and social media in business economics or communication research areas, only 31 articles were found, and none of the articles dealt with the theme proposed in this work. The few articles from the marketing research area about food advertising are focused on the impact of social media advertising on brand engagement and consumption, viral food advertising, and anti-consumption advertising.

In the second study, we seek to identify how different product types and its characteristics can determine social network advertising content, based on The Functional Matching Hypothesis. The theory, which has their origins in Katz (1960) functional theories of attitudes, asserts that persuasive and effective advertising uses appeals that "match" product attributes and consumer psychological desires (Choi et al., 2018). From that perspective, we assume that this theory can drive MNCs advertising strategies and therefore determine social network advertising (SNA) content.

In the third study, we conducted a deeper investigation to better elucidate the relationships between customer engagement with social network advertising and its consequences for customer brand engagement and brand-related activities. To shed light on this theme, we provide a literature review considering different approaches to consumer engagement with social network advertising, their activities with brands on social networks, as well as the effects of those concepts on customer engagement with brands. Furthermore, following the previous studies, we analyze the effects of different types of advertising content on consumer engagement, as well as the influence of product types on these relationships.

4. Research methods and summary of results

In the first study, chapter 1, data were obtained from the analysis of 780 Instagram advertisements from five fast-food MNCs in thirteen countries. Content analysis, descriptive statistics, and regression models were used to analyze the data and test the hypothesis. Results demonstrated that fast-food MNCs tend to use culturally adapted advertising strategies across countries instead of a standardized strategy. Fast-food advertising is more likely to present locally adapted advertising, leading MNCs to use different advertising content across countries. In countries where masculinity and indulgence culture characteristics are high, the fast-food SNA tends to present higher levels of hedonic appeal. In nations where long-term orientation behavior is high, utilitarian SNA appeal is predominant. Consequently, within countries, fast-food MNCs SNA content tends to be similar. As a conclusion, fast-food SNA content was more related to external factors (cultural characteristics) than internal factors (MNC ad strategy).

The second chapter analyzed 1080 social network advertisements from 18 multinational company's brands in Brazil, the USA, and Spain, considering different product types. SNA from six different products were analyzed. Content analysis, descriptive statistics, and linear regression models were used to analyze the data and test the hypothesis. Findings revealed that SNA for a certain type of product tend to have similar content within competing brands. Despite evidence that the functional matching hypothesis is capable of determining SNA content, the hypothesis based on the direct relationship of quadrants from the FCB Grid and the expected advertising content was able to determine the SNA content for only three out of six products analyzed. Moreover, discussions regarding the SNA content adaptation according product characteristics must be carried out product by product, especially for those that do not present SNA content correlated with the FCB Grid.

In the third study, a survey was conducted with Brazilian social network users, resulting in a dataset with 767 questionnaires answered. To identify the effects of social network content on customer engagement with MNCs brands, a research model was developed and analyzed through structural equation modeling using the Smart PLS software. Results demonstrated that direct

informative (utilitarian) and brand personality (hedonic) SNA content has a positive effect on customer engagement with SNA. The direct informative content type was found to generate significantly more customer engagement with SNA compared to brand personality, indicating a preference of social network users for this type of content for MNC advertising. Customer engagement with SNA was also found to be positively related to customer brand engagement, including an important and significant indirect effect of direct informative SNA content. A partial mediation effect of customer online brand-related activities was also verified in this relationship. It means that advertising that stimulates brand activities in an online environment, such as visiting a brand profile, participating in brand communities, and making comments on brand post, has a greater positive effect on CBE. Moreover, these results were compared considering the moderating effects of two different types of products, video streaming and beer, revealing that these product types moderate the effect of brand personality SNA content on CESNA. In conclusion, in a social network environment, advertising that highlights product characteristics and stimulates customer brand activities is expected to generate higher levels of customer brand engagement. Figure 2 present a summary of the next three chapters.

Table 1

Summary of Chapters 1, 2 and 3

	Chapter 1	Chapter 2	Chapter 3
Title	Factors that Determine Social Network Advertising Content: A Cross-cultural Approach	Factors that Determine Social Network Advertising Content: The Role of Product Types	The Role of Social Network Advertising on Brand Engagement
Research Questions	<ul style="list-style-type: none"> Does countries cultural characteristics determine MNCs SNA? Does MNCs make use of standardized SNA strategy across different countries? 	<ul style="list-style-type: none"> Does product type determine MNCs SNA? Are SNA from different MNCs product types similar across countries? Does cultural characteristics determine product SNA content across countries? 	<ul style="list-style-type: none"> What is the influence of SNA content on customer engagement? Does customer engagement with SNA has a positive effect on customer brand engagement? Does product types moderate the effects of SNA on customer engagement?
Approach	<ul style="list-style-type: none"> Analysis of 780 Instagram advertisements from five fast-food MNCs in thirteen countries. Content analysis, descriptive statistics, and regression models. Analysis made on using Stata software. 	<ul style="list-style-type: none"> Analysis of 1080 social network advertisements from 18 MNCs in Brazil, the USA, and Spain. SNA from 6 different products were analyzed. Content analysis, descriptive statistics, and regression models. Analysis made on using Stata software. 	<ul style="list-style-type: none"> Survey with Brazilian social network users, resulting in a dataset with 767 questionnaires answered. Descriptive statistics, structural equation modeling. Analysis made using the Smart PLS software.
Key findings	<ul style="list-style-type: none"> Fast-food advertising is more likely to present locally cultural adapted advertising. In countries where masculinity and indulgence culture characteristics are high, the fast-food SNA tends to present higher levels of hedonic appeal. In nations where long-term orientation behavior is high, utilitarian SNA appeal is predominant. SNA content was more related to external factors (cultural characteristics) than internal factors (MNC ad strategy). 	<ul style="list-style-type: none"> SNA for a certain type of product tend to have similar content within competing brands. Functional matching hypothesis can determine SNA content. <p>FCB Grid and the expected advertising content was able to determine the SNA content for only three out of six products analyzed.</p>	<ul style="list-style-type: none"> Direct informative (utilitarian) and brand personality (hedonic) SNA content has a positive effect on customer engagement with SNA. Direct informative SNA content generates significantly more customer engagement with SNA compared to brand personality. Positive customer engagement with SNA generates positively customer brand engagement. Customer online brand-related activities has a partial mediation effect on the relationship between customer engagement with SNA and customer brand engagement. Product types moderate the effect of brand personality SNA content on customer engagement with SNA.

Source: The author

Chapter 1

**The Determining Factors of
Social Network Advertising Content:
A Fast-Food Multinational Companies Approach**

Abstract

Purpose – This work aims to identify how cultural dimensions and firm's communication strategy determine fast-food multinational companies social network advertising content. In this study, quantitative research was conducted to analyze the relationship between social network advertising content, nation's cultural characteristics, and firm's advertising strategy.

Design/methodology/approach – Social network advertising from five fast-food multinational companies in thirteen countries were analyzed. Descriptive statistics and multiple regression analysis were conducted to test seven hypotheses.

Findings – Results revealed that three out of six cultural dimensions can determine fast-food multinational companies' social network advertising content. They are masculinity, long-term orientation, and indulgence. The cultural dimensions individualism, power distance, and uncertain avoidance did not present any relationship with social network advertising content. Firm advertising strategy, measured by the advertising standardization levels, also did not present any relationship with fast-food ad content.

Originality – The originality of this study lies in the specific approach to fast-food advertisements, in the methodology that uniquely relates the classification of advertising content proposed by Lee *et al.* and Hofstede's cultural dimensions, as well as the advertising from 13 countries analyzed.

Research limitations – This research did not consider different product types and digital customer engagement as possible factors that can influence the advertising content.

Keywords – Marketing; International advertising; Social network advertising; Instagram; Cross-cultural advertising adaptation; Advertising standardization.

1. Introduction

Digital natives is a term that refers to individuals who have grown up in the digital era, surrounded by and accustomed to digital technologies such as computers, the internet, and mobile devices. These individuals, that exhibit behavioral patterns markedly different from those of prior generations (K. T. Smith, 2022), are typically proficient in using digital tools and navigating digital environments once these technologies have been an integral part of their lives since childhood (Gere, 2008). This digital era, marked by the rapid advancements in big data and artificial intelligence, has seen an accelerated pace of cultural influences on consumer behavior. Nations are no longer confined to local attributes but are increasingly influenced by digital communities and networks where individuals exchange thoughts and experiences.

Social media platforms have facilitated unparalleled levels of global connectivity, effectively dissolving geographical boundaries. As a result, the cultural impact on advertising content is expected to undergo more swift and profound changes compared to previous years. In this dynamic context of ever-evolving consumer characteristics and behaviors, it is pertinent to revisit the longstanding debate between the standardization and cross-cultural adaptation of advertising, a discussion that has dominated scholarly discourse for decades (T. K. Chang et al., 2009).

In this chapter it is proposed an investigation to identify what are the factors that determine digital advertising content in times of digitalized culture. We specially seek to identify the factors that determine social network advertising content from fast-food multinational companies. Some are the reasons behind this approach. First, fast-food has become one of the biggest and most dynamic sectors in the world in the twenty-first century. Despite the negative impact of COVID-19 in 2020 (-10.46%), the worldwide fast-food industry was estimated to be worth USD 647.7 in the same year and is anticipated to reach USD 931.7

billion by 2027, expanding at a compound annual growth rate (CAGR)¹ of 5.3% throughout the forecast period (Grand View, 2021). In this perspective, the fast-food industry has become fiercely competitive, prompting companies to employ cutting-edge marketing strategies to attract and retain customers, using as an important strategy the high investments in advertisements, especially targeting the young public on social networks (Ledikwe et al., 2020; Rummo et al., 2020). Second, food is one of the products that most represents the local culture of a country (Cheong et al., 2010). Therefore, this may be one of the products of multinational companies that receive the most adaptations in their characteristics as well as their respective advertising content to be present in several countries simultaneously. Third, despite its importance, studies on this topic aimed specifically at fast-food advertising have not yet been directly addressed in the academic world. In research made on Web of Science using the key words social network fast-food advertising content, only twenty articles were found, and none of the articles dealt with the theme proposed in this work. The few articles from marketing research area about food advertising are focused on impact of social media advertising on brand engagement and consume, viral food advertising, and anti-consumption advertising.

The present work uses as a theoretical foundation the dichotomous discussion between international advertising standardization and advertising cross-cultural adaptation. On one side, authors defend that advertising content should be standardized across nations, arguing that in a globalized world, the customer's needs are becoming similar, allowing the same advertising content strategy for different nations (Doley & Sharma, 2020; Vrontis et al., 2009). On the other side is the cross-cultural advertising adaptation. The defender of this strategy argues that it is feasible for international advertising since cultural values are the most important aspects of advertising, influencing its content and customer perception (Brettel & Spilker-Attig, 2010; Valaei et al., 2016).

¹ The compound annual growth rate (CAGR) is the rate of return (RoR) necessary for an investment to increase in value from its initial balance to its final balance, providing profits were reinvested at the conclusion of each period of the investment's lifespan.

Even though this topic is frequently addressed by academic researchers, with many studies suggesting the influence of culture on ad content (T. K. Chang et al., 2009), there are still gaps to be filled. Saleem & Larimo, in research conducted in 2017, analyzed 57 articles that included one or more countries cultural characteristics - based on Hofstede's cultural dimensions theory (Hofstede et al., 2010) - to examine the relationship between culture and advertising. All articles analyzed by the authors were empirical and published between 1980 and 2012. They conclude that many researchers who take cultural differences into account when evaluating advertisements on social networks, in general, analyze only one or a few types of content, not addressing the different types of advertising explored by companies and considering just a few countries in their analyses, limiting the generalizability of results to other cultures. The authors suggested that new studies should be expanded in the number of countries analyzed and consider other types of classification of advertising content in a cross-cultural context.

From this perspective, hypotheses are tested in this work, considering the cultural characteristics of countries and the levels of international advertising standardization as possible factors that determine the SNA content of fast-food MNCs. The data used to test the hypotheses were obtained from the analysis of 780 Instagram advertisements from five MNCs in thirteen countries. Content analysis, descriptive statistics, and regression models were used to analyze the data and test the hypothesis, revealing that masculinity, long-term orientation, and indulgence can determine fast-food multinational companies' social network advertising content; Moreover, firm strategy, measured by the advertising standardization levels, did not present any relationship with fast-food ad content. Discussion, limitations, and future research are presented in the final sessions of this work.

2. Literature review

2.1. Firm Generated Content (FGC)

A large number of studies are present in the academic literature in the search to better grasp social network advertising content. Aspects that have been specifically covered include the analyses of user-generated content (UGC) (X. Liu et al., 2017; Nam et al., 2017; A. N. Smith et al., 2012), customer engagement (Hollebeek et al., 2014; Kilger & Romer, 2007; Moran et al., 2020; Yang & Peng, 2020), online word-of-mouth (Fay & Larkin, 2017; Fulgoni & Lipsman, 2015; Mazerant & Willemsen, 2018), online brand communities (McLaughlin, 2016; Miliopoulou, 2019; Weiger et al., 2019), and firm-generated content (FGC) (Ashish et al., 2018; Chwialkowska & Kontkanen, 2017; Lee et al., 2018a).

In this research, we prioritize firm-generated content (FGC) on social network, which refers to messages posted by firms on one of their official social network pages from any of its brands (Ashish et al., 2018; Pan et al., 2019). More specifically, we considered in this work the SNA from multinational companies, that is a type of FGC. The benefits of FGC on social network for companies are already known and well discussed in the academic literature. Findings have demonstrated that FGC on social network works synergistically with other media types, such as television advertising and email marketing, creating a positive and significant effect on customer spending, cross buying behavior, and customer profitability (Ashish et al., 2018). Furthermore, FGC can increase brand loyalty, build customer loyalty (Schivinski & Dabrowski, 2015; Tyrväinen et al., 2023), prolong ad recall, awareness, purchase intention, and sales (Brettel et al., 2015; Colicev et al., 2019; Lu et al., 2023).

2.2. Cross-Cultural Advertising Strategy

In an international context, studies reveal that FGC from food firms has significantly different advertising content strategies between countries. As an example, in Brazil, the fast-food chain's SNA content strategies are focused on

price, discounts, and the world of celebrities (Da Silva et al., 2022) while in the USA, fast-food, beverages, and snacks also present more emotional appeals based on content with celebrities and holiday themes (Bragg et al., 2020). In India, on the other hand, food advertising presents more emotional appeals, such as humor and fun (Khanna, 2016). Advertising strategies that use different content for the same brand or product are called cross-cultural advertising and are aimed at markets where cultural characteristics are significantly unequal (Triandis, 2000; Coulter, Zaltman and Coulter, 2001). Its advantages have been studied by many academic authors across decades, supporting the idea that without conducting appropriate research to understand cultural differences and their implications, MNCs can end up obtaining unsatisfactory results in their forays into new markets (Burton, 2009), since cultural values are the most important aspects of marketing and advertising, influencing its customer perception and content (Brettel & Spilker-Attig, 2010; Valaei et al., 2016).

Studies have demonstrated that advertisements that conform to certain cultural characteristics are more persuasive than those that don't (Fam & Grohs, 2007). For instance, in Mexico, which is also a more collectivist culture, advertising that shows consistency in local cultural norms and roles is regarded more favorably and generates higher buy intentions than those that show inconsistencies (Gregory & Munch, 1997). Findings indicate that nations with individualistic cultures, such as the USA, employed more appeals to individual benefits and preferences, personal success, and independence, when compared to Taiwan (collectivistic culture), and consumer perceptions toward the advertisement, attitudes toward the sponsored brand, and purchase intentions also varied dramatically between those countries (Han & Shavitt, 1994). The influence of this individualism / collectivism cultural characteristic on advertising is also verified when comparing ads from the USA and Korea. In the USA, due to its individualistic characteristics, direct comparative advertising can be appropriate for marketing a new brand when compared to Korea, which has a collectivistic culture (Muk et al., 2017). In India, a high context culture, advertising that incorporates visual metaphors seems to have a considerably greater positive effect on attitude toward the ad and eventually on attitude toward the brand when compared to the USA - low context environments - (Margariti et al., 2019).

This influence of culture on advertising content is especially observed in culturally bonded products, such as food, a product that has high-added local culture values (Anderson & He, 1999; Cheong et al., 2010; Ekebas-Turedi et al., 2020). Theocharous (2015) identified cultural preferences in advertising style by comparing the ads for food products of local brands in Greece and the UK. Greek commercials present a propensity for adopting a persuasive style and communicating factual information in straightforward ways, in addition to emotional appeals that emphasize local origin, nostalgia, and long-standing cultural traditions. Contrarily, UK copies frequently communicate logical appeals while highlighting the entertainment value of advertisements. They assume that a possible explanation for those different preferences is the cultural differences between those countries. For the UK, the presence of more humorous approaches is explained by the high uncertainty-tolerance cultural characteristics that are more prone to this type of appeal (de Mooij & Hofstede, 2010). Contrarily, consumers who avoid uncertainty, such as Greeks, may seek out more information and may be less amused by humorous advertisements. Furthermore, the authors contend that the differences in the advertising strategies used to promote food goods in the UK and Greece are a reflection of the different methods of advertising as well as potential differences in the decision-making processes of consumers.

A similar study, conducted by Cheong, Kim and Zheng (2010), investigated how countries cultural characteristics influence the usage of advertising appeals, by comparing food advertising from China and the US. The relationship between food advertising content and cultural characteristics was also based on Hofstede cultural dimensions model (2010). Findings suggest that independence appeals, such as self-sufficiency, originality, and unconventionality are more frequently used in individualistic societies like the US, whereas ad content related to group unity, civic and community organizations, detailed design, status, luxury, health, and nutrition appeals are more frequently used in nations with a more collectivist, greater power distance, and stronger long-term orientation culture, like China.

2.3. Nations Cultural Characteristics

Among the cultural theoretical frameworks used for cross-cultural advertising studies, four are the most relevant: Schwartz's cultural values (Schwartz, 1999), Inglehart's World Values Survey (Inglehart, 1997), which are less frequently applied frameworks (Mueller et al., 2015), The GLOBE (House et al., 2004), and The Hofstede cultural framework (Hofstede, Hofstede and Minkov, 2010) which are more often used in cross-cultural advertising academic studies.

Schwartz's cultural values develop a framework based on individual values across different cultures. The author postulates that cultural values regulate human activity, motivated by societal problems that must be solved. With this approach, the author proposes seven cultural dimensions: Conservatism, Intellectual Autonomy, Hierarchy, Egalitarian Commitment, Mastery, and Harmony. Inglehart's World Values Survey "provides a standardized cross-cultural measure of people's values, and goals, concerning politics, economics, religion, sexual behavior, gender roles, family values and ecological concerns" (Terlutter, Diehl and Mueller, 2006, p. 429). The GLOBE - Global Leadership and Organizational Behavior Effectiveness Research Program - (House et al., 2004), is the second most important study in a cross-cultural context. It was designed to analyze the relationship between societal values, practices, and leadership effectiveness and has been often used for advertising and marketing research in the last few years (e.g.: (Terlutter, Diehl and Mueller, 2006; House, Quigley and de Luque, 2010; de Mooij, 2013; Mueller, Diehl and Terlutter, 2015)).

The Hofstede cultural framework (Hofstede, Hofstede and Minkov, 2010) is by far the most important cultural dimensions approach for marketing and advertising research (Mueller et al., 2015). It is also the most used study to understand how nations' cultural differences can interfere with consumer advertising perception (Terlutter, Diehl and Mueller, 2006; Chang et al., 2009; Yu and Cude, 2009). After interviewing over 116,000 employees at IBM companies in 76 countries between 1967 and 1973, Hofstede developed four of his dimensions (Hofstede, 1980). These include aversion to uncertainty, individuality against collectivism, masculinity versus femininity, and remoteness from authority. Long-term orientation against short-term orientation was introduced as

the fifth dimension to the dimensional model 14 years later. Indulgence vs. restraint was finally added to the dimensional model in 2010 to complete it. They identify dimensions that represent aspects of culture, making measurement and comparison among nations possible.

Despite its importance, there are some objections against Hofstede dimensions. The primary reason is that domestic ethnic groups are ignored in favor of assuming that all national groups are homogeneous wholes and ignoring the ethnic groups that make up the population. The Hofstede study was based on a one-company strategy (all data were gathered inside of IBM) and may be out of date at this point (Goehlich et al., 2018). Furthermore, the most prevalent objections of IBM are those that question if the population of IBM is representative regarding the country's population (McSweeney, 2002). However, the large number of countries analyzed, the simplicity of the dimensions, and the fact that recent cultural frameworks have added little to Hofstede's original work (de Mooij and Hofstede, 2010) are some of the reasons behind the wide adoption of the Hofstede model in cross-cultural marketing and advertising research. Another advantage is that the cultural dimensions scores, which go from 0 to 100, allow researchers to quantify cultural differences between nations, making the Hofstede model one of the most common approaches to evidencing the role of cultural differences between country pairs (Brettel et al., 2015).

2.4. SNA content classification

To verify any possible relationship between nations' cultural characteristics and fast-food advertising content, it is fundamental that FGC are properly classified into categories that allow an appropriate quantitative analysis to be conducted (Gavilanes et al., 2018). Among the studies from Q1 journals considered as a possible choice for advertising content classification, the one that better fits this work was proposed by Lee *et al.* (2018). With more than 250 citations², it was developed based on psychology, marketing, and economics

² Source: Web of Science

academic literature and designed specifically to analyze SNA. According to the authors, in the economics literature, ad classification is commonly divided into two categories: informative (rational) and persuasive (emotional). They argue that those classification classifications have some limitations. First, because informative classification is limited to product existence or price, and second, because the conceptualization regarding persuasive is not well-defined and can be used to classify a large range of advertising content. Those characteristics allow the same ad to be classified into both categories, something that is not wanted in research. From that perspective, Lee *et al.* proposed an advertising classification that reflects the type of content observed in social networks, such as Facebook, using a finer advertising classification based on advertising literature. The classification consists of two classes. The product direct informative classification is based on the work of Resnik & Stern (1977) and includes information about products, promotions, availability, and other product related aspects used to optimize purchasing. The brand personality content was developed based on the observation of thousands of Facebook posts containing humor, emotional appeal, casual banter, philanthropic outreach, and other contents related to the development of the brand identity and personality (apud Govers and Schoormans 2005, Keller, 1993, Aaker 1996). The classification schema is formed by sixteen content indicators, eight related to brand personality, and eight related to product direct informative, as described in Table 2.

Some are the reasons why this study was considered the most suitable for this work. First, this SNA content classification separates content related to information about products and the creation and reinforcement of brand image, including emotional appeals such as emotion and humor, philanthropic content, and small talk. Compared to the other ad content classifications, those features are more feasible to be related to nations' cultural characteristics, especially the Hofstede study that described the cultural dimensions based on people's behavior and emotional characteristics. Thus, the use of this advertising content classification allows us to hypothesize more clearly the relationship between culture and advertising content. Another reason is the fact that Lee *et al.* SNA classification (2018) is satisfactorily detailed, presenting 16 different advertising

content classifications. This feature reduces the bias of subjective ad content interpretation. Finally, the binary ad content classification, brand personality, and product direct informative, also allow for a more simplistic and robust analysis.

Table 2

Set of Social Network Advertising (SNA) Content Categories

Category	Definition
brand personality	Set of human characteristics associated with the brand
Remfact	Contain remarkable fact
Emotion	Contain emotional appeal
Emoticon	Contain emoticon / symbol
Holidaymention	Holiday mentioned
Humor	Contain any type of humor
Philanthropic	Mention any type of Philanthropic appeal
Friendlikely	Answer the question: Are your friends on social media likely to post messages such as the show?
Smalltalk	Contains Smalltalk or banter
Direct Informative	Includes details about products, promotions, availability, price, and aspects related to the product
Brandmention	Mentions a brand or organization name
Deal	Contains deal: any type of discounts and freebies
Pricecompare	Compares prices or makes price match
Price	Contains product price
Target	Message target towards an audience segment
Prodvail	Contains information on product availability
Prodlocation	Contains information on where to obtain product
Prodmention	Specific product has been mentioned

Source: (Lee, Hosanagar and Nair, 2018).

3. Hypothesis Development and conceptual model

Given the importance of cross-cultural advertising strategy for academic literature and business, six hypotheses were developed to identify if countries cultural characteristics are a determinant factor for the advertising content of MNCs. The hypotheses propose a possible relationship between each one of the six cultural dimensions from Hofstede (2010) and the advertising content, based on the classification proposed by Lee *et al.*

3.1. Individualism

This cultural dimension denotes the extent to which the ties between individuals are. In societies where individuals exhibit highly individualistic behavior, everyone is expected to take care of themselves. Connections between people tend to be shallow, being somewhat stronger only between close relatives. In societies where individualism is lower, “people from birth onward are integrated into strong, cohesive in-groups, which throughout people’s lifetime continue to protect them in exchange for unquestioning loyalty” (Hofstede et al., 2010, p. 92).

Nations that present high individualist cultural characteristics are referred to as a low-context culture, where individuals tend to make their own decisions and are less susceptible to influence from others (Abuhashesh et al., 2021), and advertising is perceived to have a stronger effect on influencing decisions (Pergelova & Angulo-Ruiz, 2017). In individualistic cultures, advertisements place an emphasis on independence, self-reliance, and self-respect (Okigbo et al., 2005a; Săplăcan & Alt, 2018), and brands identity are developed by imbuing products with values or amorphous personality traits.

Despite the many works that correlate the individualism cultural dimensions and advertising appeal, the majority of the studies seek to identify the relationship between the greater presence of collective appeals in collectivist cultures and individualistic appeals in high individualism cultures (e.g. (Albers-Miller and Gelb, 1996; Okigbo, Martin and Amieyi, 2005; Chang, 2012; Pineda,

Hernández-Santaolalla and del Mar Rubio-Hernández, 2015; Săplăcan and Alt, 2018).

For the hypothesis related to individualism, we assume the affirmation from Hofstede (2010) that members of collectivistic societies are more interested in actual product features than in abstract branding when compared to individualism once they are less used to conceptual thinking. It is expected that in cultures with high individualism dimension scores, advertising content tends to present a higher percentage of brand personality content, such as indirect and abstract appeals related to brands and products, over product direct informative advertising content, which refers to objective information advertising content aimed at purchase optimization. Thus, the first hypothesis is formulated:

H1. The higher the scores for the individualism culture dimension, the higher the brand personality content in social network advertising of MNCs.

3.2. Power distance

Power distance is a cultural dimension that reflects the extent to which people in a society expect and accept power unequally. It is defined as the degree to which the people of a nation recognize and embrace the unequal distribution of power (de Mooij & Hofstede, 2010).

In low power distance cultures, consumers positively respond to brand-as-a-partner advertising, which makes use of appeal such as “work with you” and “help you take care of what is important” (van Esch et al., 2023), somewhat not verified in consumers from high-power-distance cultures. In high-power-distance cultures, consumers status brands are very important. Customers have a greater desire to consume products from brands that convey image of power, wealth, and elitism, and advertising plays an important role in positioning and building the value of a brand (Albers-Miller & Gelb, 1996; Bahadir & Bahadir, 2020). In countries such as Brazil, Russia, and Mexico, the use of celebrity endorsements determines a positive effect on consumers attitudes toward the advertisement

and the brand, especially for non-durable products such as food (Winterich et al., 2018).

According to the classification used in this work, the brand personality advertising content presents characteristics that are feasible for brand's status construction. Ad contents such as humor, emotional appeal, and casual banter allow advertisers to relate psychological aspects to ads, inducing consumers to perceive human personality characteristics in brands and products. This leads to the assumption of the following hypothesis:

H2. The higher the scores for the power distance culture dimension, the higher the brand personality content in social network advertising of MNCs.

3.3. Uncertain avoidance

This dimension measures the degree to which members of society are comfortable in unstructured situations. Individuals from cultures with high uncertainty avoidance scores are characterized by a strong need for predictability and control over the environment. This cultural dimension is also related to anxiety, the need for security, and dependence on experts (Hofstede, 1980). Valaei *et al.* (2016) affirm that individuals with an uncertainty avoidance tendency have a preference for rules and laws, are resistant to changes, and are averse to innovations that can impact life. Thus, direct communication that offers useful information and can minimize consumption and economic risks is expected to be preferred in advertising.

In a comparative study between the advertisements from France and the UK, Mortimer and Grierson (2010) found that in France, a country with a higher Uncertainty-Avoidance dimension compared to the UK, advertising appeals present a higher number of contents linked to rational content such as security, durable, safety, and tamed, than the UK advertisements. Advertising with the presence of tangible cues is also expected in countries with a high level of Uncertainty-Avoidance characteristic in their culture (Bang et al., 2005). Among the two main SNA content classifications proposed in this work, the product direct informative is the one that better fits for high uncertainty-avoidance cultures. This

content classification features characteristics such as product price, price comparisons, discounts, and places to buy it, providing straightforward information about products that can minimize purchase risks. Therefore, it is expected that in countries with high scores for the uncertain avoidance culture dimension, the SNA content presents more characteristics related to product direct informative than brand personality. Based on this, the third hypothesis is raised.

H3. The higher the scores for the uncertain avoidance culture dimension, the higher the product direct informative content in social network advertising of MNCs.

3.4. Masculinity

Low scores for this dimension reflect the emphasis of individuals on caring for others, solidarity, and quality of life (Femininity), as opposed to achievement and success (Masculinity). According to Hofstede *et al.* (2010), the gender pattern of a nation is daily reflected in the media, including social networks. In masculine cultures, assertiveness, performance, ambition, achievement, and materialism are important values (Hofstede, 1980). Despite the information regarding product performance appears to be preferred (Tai & Chan, 2001), in nations with high scores for this cultural characteristic, brand's status reflects one's success, and people have a preference for unique brands and products that represent this value (de Mooij & Hofstede, 2010). They also prefer advertising that reflects personal achievements and competitiveness and appeals that can be transmitted through product effectiveness and performance capabilities (Albers-Miller & Gelb, 1996). Among the two ad content categories considered in this study, brand personality seems to be more feasible to represent those characteristics.

Although product direct informative ad content is related to product information, it doesn't have any content category that can make possible the construction of a product or brand image that can represent personal achievements and success. Thus, the hypothesis is that the ad content

classification that better fits cultures with high scores for masculinity is brand personality.

H4. The higher the scores for the masculinity culture dimension, the higher the brand personality content in social network advertising of MNCs.

3.5. Long-term orientation

Cultures scoring high on long-term orientation tend to be more future-oriented, accepting delayed gratification of their material and social needs (such cultures are characterized by strong persistence and thrift). On the other hand, cultures that are short-term oriented tend to respect traditions and social obligations (Hofstede et al., 2010). The long-term orientation culture dimension can also moderate the relationship between reward timing, reward type, and customers loyalty (Park, Chung and Woo, 2013). Moreover, in high long-term orientation score is positively related to financial performance (Wang & Bansal, 2012). Thrift, being sparing with resources, and the importance of profits ten years from now are also some of the characteristics of people from nations with high long-term orientation scores. This concern leads to the need for information that can give more rational support to decision-making, including food consumption. The hypothesis here considered is that SNA content classified as product direct informative is more feasible than brand personality content in countries with high scores for long-term orientation, once it offers direct information about products, such as price, and promotions. This type of content can give more rational and direct information about products and brands, and it is possible that consumers from countries with such cultural characteristics feel more comfortable with this type of informative content facilitating decision-making. From that perspective, it is expected that product direct informative advertising content is present at a higher frequency in countries with high scores for long-term orientation than brand personality. From this principle, the next hypothesis is raised.

H5. The higher the scores for the long-term orientation culture dimension, the higher the product direct informative content in social network advertising of MNCs.

3.6. Indulgence

Indulgence is a cultural dimension introduced in the Hofstede models in 2010. The authors claimed that, until 2010, the topic hadn't been discussed in the scholarly literature and further research was warranted.

This cultural dimension is to relate greater extraversion, which is a measure of sociability and fun-orientedness on a personal level. People in more indulgent societies express greater pleasure in their family lives and more frequently view unequal household chore distribution between couples as a problem. They participate in sports more regularly and actively. They report sending and receiving emails more frequently with friends, family, and co-workers, as well as more Internet mail exchanges with foreigners (Hofstede et al., 2010). Those characteristics are also related to the perception of freedom when spending money. The authors define this cultural dimension as follows:

“Indulgence stands for a tendency to allow relatively free gratification of basic and natural human desires related to enjoying life and having fun. Its opposite pole, restraint, reflects a conviction that such gratification needs to be curbed and regulated by strict social norms” (Hofstede et al., 2010, p. 281).

This dimension is negatively related to the long-term orientation dimension. Indeed, countries with high indulgence culture dimension scores tend to have low scores for the long-term orientation culture dimension. For instance, the USA has a 68 score for indulgence and 26 score for long-term orientation, while Korea has a 29 score for indulgence and a 75 score for long-term orientation. A study has demonstrated that emotional appeals are more commonly present in advertising in USA magazines when compared to Korean advertising (Bang et al., 2005). Furthermore, in global advertisements, ‘joy, happiness or gladness’, aspects related to indulgence behavior, are the most common element of positive emotional appeal, present in 60 percent global viral advertisements (R. R. Sharma & Kaur, 2018).

In line with the previous hypothesis, it's expected that product direct informative ad content does not offer the same attraction for customers as it is expected in countries with high scores for long-term orientation. Moreover, the low concern with expenditures and the tendency to enjoy life, with a preference for leisure and fun activities, are more related to emotional aspects than rational ones. Ad content such as emotional appeals, humor, and banter is expected to be received with more empathy in countries with these characteristics. Thus, the following hypothesis is formulated:

H6. The higher the scores for the indulgence culture dimension, the higher the brand personality content in social network advertising of MNCs.

3.7. International Advertising Standardization

Despite the strong arguments in favor of cross-cultural advertising adaptation, discussions about advertising standardization, which began as far back as the sixties (Ragazzi, 1973), are still present in the literature. Advertising standardization can be defined as the use of “a common approach (i.e. common advertising messages) to promote the same product across national boundaries” (Papavassiliou & Stathakopoulos, 1997, p. 504). It is verified when firms applied a homogenization of some advertisement characteristics, like execution tactics, across different countries (Paek & Nelson, 2019).

Some aspects of this strategy are positively explored by MNCs. Among them are the reduction of “planning, designing, production, and control costs of an advertising campaign - and attaining global brand awareness, image, and equity” (Hatzithomas, Fotiadis and Coudounaris, 2016, p. 1099). Indeed, the use of an advertising standardization strategy to create a brand's image has been ratified by many authors. Armstrong (2006), in his research ‘Competition in Two-sided Markets’, also mentions two important benefits for companies operating in international markets: the creation of a common image for brands and companies, and the reduction of costs in the management of communication. Other authors suggest that this strategy can be used by MNCs to provide a similar position across markets, creating a homogeneous brand image and reinforcing

mature global brands (Pae, Samiee and Tai, 2002; Okazaki, Taylor and Zou, 2006; Pagani, Goldsmith and Perracchio, 2015).

In the view above, the next hypothesis is developed starting from the theoretical background assumption that advertising standardization strategy is feasible for MNCs that want to create a common image for their brands. Among the main benefits of brand image construction are brand equity and brand attitude (Pae, Samiee and Tai, 2002; Pagani, Goldsmith and Perracchio, 2015; Hatzithomas, Fotiadis and Coudounaris, 2016; Schivinski and Dabrowski, 2016). Brand equity can be defined as a set of brand assets and liabilities linked to a brand and its effect on customer response (Aaker, 1991; Keller, 1993b), while brand attitude is the evaluation of a brand by a customer (Mitchell & Olson, 1981). In both cases, the benefits come from the influence of a positive brand image perception, leading to the desired change in the customer's behavior. From this perspective, it's reasonable to infer that there is advertising content that better fits the purpose of brand image construction, and therefore is related to the SNA standardization strategy. Among the ad content classifications considered in this work, brand personality is the one that presents feasible characteristics for image construction, such as emotional appeals, humor, and philanthropic or activist content messages. Therefore, hypothesis 7 is created:

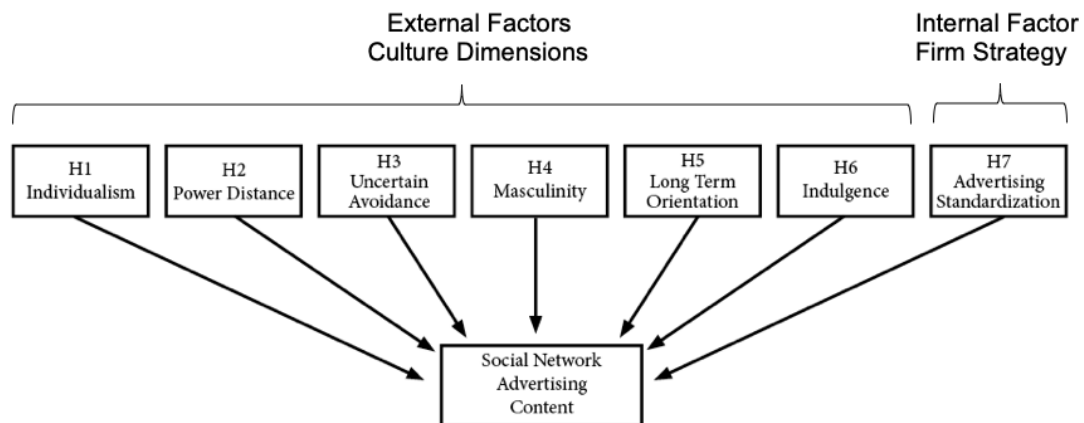
H7. MNC's advertising with higher standardization levels are likely to present higher levels of brand personality social network advertising content.

3.8. Conceptual Model

Figure 2 presents the conceptual model formulated based on the seven hypotheses created, illustrating the influence of Hofstede culture dimensions and the advertising standardization strategy on social network advertising content.

Figure 2

Conceptual model



Source: The author

4. Research Design and Methods

4.1. Methodological Approach

To test the hypothesis, this study uses cross-sectional data collected from fast-food MNCs advertisements posted on Instagram. With around 1 billion users in January 2021 (Statista, 2021), Instagram is a mobile app - iOS and Android - that has increasingly been used for brand marketing strategies (Na & Kim, 2020).

Advertisements from the same market sector were selected to avoid the influence of product types on the results. Certain market sectors have similar characteristics regarding advertising content. For example, luxury articles, alcoholic beverages, and fashion items typically use social status as an appeal (de Mooij & Hofstede, 2010, p. 88). Considering that it's not the goal of this study to measure the influence of product type on the ad content, advertisements from a single market sector - fast-food - to avoid bias in the results. Food is also a product that carries strong cultural characteristics (Cheong, Kim and Zheng,

2010; Ekebas-Turedi et al., 2020), a factor that is considered in this work as a possible advertising content determinant.

Quantitative research was conducted to explore, treat, sort, and classify SNA from Instagram. Data related to advertisements was extracted through content analysis. This technique allows researchers to infer information from text, images, or any other meaningful matter in the studied context (Giannantonio, 2010). Descriptive statistics provided the first overview of the results from the data set. To test the hypothesis, two multiple regression models were used. This technique is the most suitable for this work as the methodological objective is to identify any dependence relationship between quantitative variables (Cohen & Cohen, 2013).

4.2. Data and Description of Variables

The dataset used for the analysis consisted of 65 observations, containing 12 variables: One independent variable (advertising content ratio); one 'internal factor' independent variable (advertising standardization level); six 'external factors' independent variables (nations cultural characteristics; four control variables.

The independent variable advertising content ratio represents the percentage of brand personality ad content type (vs direct informative) present in the advertising from a MNC Instagram profile in each country. It was calculated based on the mean percentage of brand personality content divided by the mean percentage of direct informative content verified in each Instagram profiles. The data was extracted from 390 advertisements from Instagram profiles from five MNCs in thirteen countries. Thus, 65 Instagram profiles had their advertising content analyzed, resulting in 65 observations. Instagram profiles were chosen according to the following rules: 1 - Instagram profiles from fast-food MNCs market sectors. 2 – Profiles from MNCs that have Instagram profiles in all the selected countries. That way, we have the same weight of each nation's cultural influence on the advertisement content, minimizing the bias from firms advertising styles from different countries on the results. 3 - Countries were selected in a way to maximize the cultural representative and Hofstede dimensions values. Profiles

from the continent of America, South America, Europe, Asia, and Oceania were considered. Africa was not included because no countries with official Instagram profiles from all five firms analyzed were found. Among the countries that have all five MNCs Instagram profiles', those with the better Hofstede culture dimension values distribution were selected in a way to maximize the representativity of the culture scores (from 0 to 100) for each cultural dimension. As a result, Instagram profiles from Brazil, Colombia, the USA, Canada, Italy, Germany, Netherlands, Russia, Korea, Turkey, India, Australia, and New Zealand were chosen. The 390 advertisements were coded to identify their content according to Lee et al. (2018) classification. Three coders proceeded with the classification and codification of the analyzed advertisement contents. Previous training was carried out with the coders so that the difference in content identified in the same advertisement by different coders does not exceed the average margin of error of 10%. After coding, 30% of advertisements were re-analyzed in order to identify possible coding errors.

The variable 'advertising standardization degree' (*ad_sd_mnc*) indicates the fast-food MNC advertising strategy (internal factor) and was considered as independent variable tested in Hypothesis 7. There is a consensus in academic studies that MNCs advertising is not fully standardized or adapted (Paek & Nelson, 2019). Thus, this variable was created to identify the level of standardization verified in the social network advertising content from each one of the five fast-food MNCs. In other words, the variable measures the variability of SNA content from a given MNC among its Instagram profiles in 13 countries. To calculate this variable, the content of other 390 advertisements from the same 65 MNC's fast-food Instagram profiles were identified. If a MNC presents low values of the ad content standard deviation it indicates that the ad content from that firm among countries tends to be similar. Therefore, the advertising standardization levels from that MNC are higher. Enhance, high values for this variable (*ad_sd_mnc*) indicate that the SNA from a given MNC presents low levels of standardization.

Table 3
Variables Description and Summary

Variable	Description	Reference	Mean	SD	Min.	Max.
Dependent Variable:						
ad_content_ratio	Ratio of advertising content calculated based on the mean percentage of brand personality content divided by the mean percentage of direct informative content verified in each Instagram profiles.	Lee <i>et al.</i> , 2018	1.038	0.9479	0.00	4.5
Independent variables:						
<i>Internal factors</i>						
ad_sd_mnc	The standard deviation of the observations from variable ad_content_ratio for each MNC (one value for each MNC).	The author	0.111	0.0406	0.0730	0.1709
<i>External factors</i>						
power_distance	Country score for power distance culture dimension.	Hofstede <i>et al.</i> , 2010	51.0	25.4	22	93
Individualism	Country score for individualism culture dimension.	Hofstede <i>et al.</i> , 2010	57.5	26.3	13	91
masculinity	Country score for masculinity culture dimension.	Hofstede <i>et al.</i> , 2010	51.6	14.8	14	70
uncertain_avoidance	Country score for uncertain avoidance culture dimension.	Hofstede <i>et al.</i> , 2010	65.7	17.6	40	95
long_term_orientation	Country score for long-term orientation culture dimension.	Hofstede <i>et al.</i> , 2010	51.0	25.4	13	100
indulgence	Country score for indulgence culture dimension.	Hofstede <i>et al.</i> , 2010	52.6	20.7	20	83
Control variables:						
hdi	Human Development Score of the country.	(United Nations Development Programme, 2020)	0.86	0.09	0.645	0.951
kof	Scores for the country's economic, social and political dimensions of globalization.	Gygli <i>et al.</i> , 2019	76.44	9.09	62	91
population	The population of the country.	(United Nations, 2019)	1.94e+08	3.56e+08	5127821	1.38e+09
age_mean	The mean age of the population from the country.	(United Nations, 2019)	37.2	5.98	26.4	47.8

Source: The author

As external variables that can determine the SNA content, the six Hofstede culture dimensions and four control variables related to country macroeconomic indexes were considered. The control variables are the human development index (HDI), which is based on a geometric mean from life expectancy, education, GNI (gross national income) per capita indexes (United Nations Development Programme, 2020), country population, median age, and the KOF globalization index, which present scores for the country's economic, social, and political

dimensions of globalization (Gygli et al., 2019). The final dataset considered for the analysis was composed of 65 observations, and 12 variables, as described in Table 3.

5. Analysis and Results

The first analysis was based on descriptive statistics to identify if the fast-food ad content was significantly different between MNCs and between countries. A One-Way ANOVA test indicated that there is no statistically significant difference in ad content between MNCs (Prob > F = 0.5150; Bartlett's equal-variances test: $\chi^2(4) = 12.2812$ / Prob> $\chi^2 = 0.015$) and there is a statistically significant difference in ad content between countries (Prob > F = 0.0004; Bartlett's equal-variances test: $\chi^2(7) = 40.3487$ / Prob> $\chi^2 = 0.000$). Those results were an indicator that MNCs adapt their ad content according to the countries' characteristics.

A second preliminary analysis was also carried out to identify the existence of any relationship between the company's strategy and the advertising content in each country. To this end, thirteen linear regressions were performed, one for each country, considering ad content ratio as the dependent variable and ad standardization level as the independent variable. Results indicated that in three countries, Brazil, South Korea, and the USA, fast-food MNCs that use a less standardized SNA strategy tend to present a higher percentage of brand personality ad content class in their Instagram profiles.

In order to identify the variables that can determine the MNCs SNA content, seven hypotheses were constructed. To test these hypotheses, a multiple linear regression model was conducted, using the ad content ratio as a dependent variable. Eleven independent variables (one as an internal variable and ten as external variables), described in Table 3, were considered. The correlation between the independent variables was checked using Pearson's correlation test. The test indicated that 10 out of 11 independent variables presented an undesired correlation above 0.30. Just the variable `ad_sd_mnc`,

which measures the MNC's advertising standardization levels, did not present correlation problems with the other independent variables.

To avoid possible problems in the regression analysis, a principal components analysis (PCA) with the independent variables that present a high correlation was conducted. As a result, three factor variables with eigenvalues greater than 1 were created, explaining 86.20% of the variance of the variables³. From the rotate matrix (Table 4) from the PCA, the factor variables received the following names, consecutively: Factor Nation Development (factor 1); Factor Future Concern (factor 2); Factor Individualistic Risk (factor 3). Countries with high scores for Factor Nation Development indicate that a given country is highly globalized and developed (e.g. Netherlands, Germany). A lower population and a higher media age are also characteristics of those countries. In terms of cultural characteristics, it is expected to have a low power distance and higher individualistic behavior. High scores for Factor Future Concern are verified in countries where people tend to care more about the future (long-term orientation) than enjoying the present (indulgence). More feminine behavior (low masculinity) is also expected from its population. (e.g. Korea, Russia). High scores for Factor Individualistic Risk are present in countries where people are more willing to take risks (low uncertain avoidance) and are more individualistic (e.g. USA, India). A more masculine behavior is also expected from people from countries with high values for this factor.

Using the factor variables, the following multiple regression model was conducted to test all seven proposed hypotheses: $ad_content_ratio = \alpha + \beta ad_sd_mnc + factor\ 1 + factor\ 2 + factor\ 3$. A Variance Inflation Test (VIF) indicated that the regression model did not present any multicollinearity problems (mean VIF = 1.00). The model presented a good fit, and the regression was statistically significant ($R^2 = 0,1936$; $F[4, 60] = 3.60$; $p = 0.0107$). The model was also capable of significantly explaining 30.2% of the variance in advertising content.

³ Please contact the authors to have access to rotate matrix table.

Table 4

Factor's Variables and Coefficients from Rotated Matrix

Variable	Factor 1	Factor 2	Factor 3
HDI	0.9747		
Population	-0.8198		
Median Age	0.8940		
KOF	0.9269		
Power Distance	-0.6361		
Individualism			0.8009
Masculinity		-0.5378	
Uncertain Avoidance			-0.9333
Long-term orientation		0.9079	
Indulgence		-0.8803	

Source: The author

As it's possible to see in Table 5, the regression results indicated that the variables advertising standardization levels and the factors Future Concern (1), and Individualistic Risk (3) did not present a significant effect ($p > 0.05$) on SNA content. Therefore, hypotheses 1, 2, 3, and 7 were rejected. On the other hand, the Factor Future Concern (2) presented a significant negative relationship ($p < 0.01$) with SNA content. According to factor coefficient signs obtained from the rotated matrix, the variables represented by the Factor Future Concern presented the following relationship with SNA content, shown in Table 6.

According to the literature, in countries with high scores for masculinity culture dimension, customers prefer unique brands that reflect success, personal achievements, and competitiveness (de Mooij & Hofstede, 2010). Hypothesis 4 considers that in countries where people have more masculine behavior SNA tends to present a higher percentage of brand personality content. Regression results indicated a negative relationship between the factor variable Long-term orientation and the dependent variable ad content ratio. Masculinity cultural dimension, which is represented by this factor variable, presented a negative factor sign in the factor rotated matrix. It means that the higher the scores for masculinity, the higher the value of the dependent variable ad content ratio. In practice, in countries where masculinity is higher, SNAs tend to have a higher percentage of brand personality content, confirming hypothesis 4.

Table 5

Regression Results

Variable	Coefficient	Std. error	T	Sig.	95% conf. interval	
<i>ad_sd_mnc</i>	0.13340	0.18350	0.73	0.47	-0.23318	0.50089
<i>factor 1</i>	0.11456	0.10855	1.06	0.30	-0.10258	0.33171
<i>factor 2</i>	-0.38755	0.10855	-3.57	0.00	-0.60469	-0.17041
<i>factor 3</i>	-0.00913	0.10855	-0.08	0.93	-0.22627	0.20802
<i>constant</i>	0.88776	0.24601	3.61	0.00	0.39566	1.37986

Source: The author

Table 6

Relationship Between Variables from Factor Future Concern and the Dependent Variable Ad Content Ratio

Variable	Regression coefficient sign for factor Future Concern	Variable factors sign from rotated matrix	Relationship with the dependent variable 'ad content ratio'
Masculinity	Negative (-)	Negative (-)	Positive (+)
Long-term orientation	Negative (-)	Positive (+)	Negative (-)
Indulgence	Negative (-)	Negative (-)	Positive (+)

Source: The author

Hypothesis 5 considers that in countries where people have a long-term orientation culture characteristic, the SNA tends to present more rational and direct information about products and brands. The negative regression coefficient sign and the positive rotated matrix factor sign obtained for the variable long-term orientation indicate that high scores for long-term orientation cultural dimension will lead to low values of the ad content ratio. From that result, it's possible to conclude that in countries where long-term orientation cultural characteristics are higher, the SNA content from fast-food MNCs will present lower amounts of brand personality ad content and higher levels of product direct informative content, confirming the fifth hypothesis of this work.

Table 7

Hypotheses results

Hypotheses	Results
<i>H1. The higher the scores for the individualism culture dimension, the higher the brand personality content in social network advertising of MNCs.</i>	Rejected
<i>H2. The higher the scores for the power distance culture dimension, the higher the brand personality content in social network advertising of MNCs.</i>	Rejected
<i>H3. The higher the scores for the Uncertain avoidance culture dimension, the higher the product direct informative content in social network advertising of MNCs.</i>	Rejected
<i>H4. The higher the scores for the masculinity culture dimension, the higher the brand personality content in social network advertising of MNCs.</i>	Accepted
<i>H5. The higher the scores for the long-term orientation culture dimension, the higher the product direct informative content in social network advertising of MNCs.</i>	Accepted
<i>H6. The higher the scores for the indulgence culture dimension, the higher the brand personality content in social network advertising of MNCs.</i>	Accepted
<i>H7. MNC's advertising with higher standardization levels are likely to present higher levels of brand personality social network advertising content.</i>	Rejected

Source: The author

The effects of the indulgence culture characteristic on SNA content are considered in H6. Like the variable masculinity, the indulgence cultural dimension presented a negative factor sign in the factor rotated matrix. It means that high scores of indulgence cultural dimension lead to high values for the ad content ratio. Thus, it was verified that in cultures where indulgent behavior is strongly present among the population, the fast-food SNA presents higher levels of brand personality content, confirming hypothesis 6. That result explains the SNA content similarity between the Netherlands and Colombia, two countries where indulgence culture characteristics are highly present. The hypotheses results are available on Table 7.

6. Discussion

Among the theories about international advertising content strategy, two theoretical frameworks were considered in this work as potential determinant factors for SNA content. First, advertising standardization, which has been discussed for decades, and has its main argument based on the globalization of markets theory, proposed by Levit in 1983. The theory affirms that consumer behavior does not change significantly across markets and nations (Vrontis, Thrassou and Lamprianou, 2009). From that perspective, advertising content standardization would be feasible for MNCs once it could be used in different countries, reducing costs and creating a common image for their brands (Armstrong, 2006). The second theory is cross-cultural advertising adaptation. Authors who defend this strategy argue that culture is the most important factor that can influence not just the ads' content but also the way that customers perceive and behave concerning advertising (Brettel & Spilker-Attig, 2010; Valaei et al., 2016).

From the perspective of these two theories, this work proposes an investigation in order to understand if those theories can determine the MNCs' SNA content. Advertising standardization levels were considered as MNC internal factors that could be correlated to the advertising content. Countries' cultural characteristics were considered as external factors that could determine SNA content. The nation's macroeconomic indexes were also considered for the analysis as control variables.

After analyzing 65 Instagram Profiles from five fast-food MNCs in thirteen countries, results demonstrated that the fast-food SNA content is similar within countries and different between them. It indicates that MNCs are using a more adapted advertising strategy instead of a standardized one. This strategy was also statistically verified by the similarly low levels of ad standardization presented by the MNCs. Results also indicated that the SNA content was more related to external factors (cultural characteristics) than internal factors (MNC ad strategy). Indeed, H7, which considers that fast-food MNCs would use a standardized strategy with SNA content characterized by brand personality was rejected by not presenting a statistically significant relationship in the regression

analysis. Those findings are in agreement with Nelson and Paek (2007). They argue that the similarity of customer behavior across nations varies according to the product and that food is a product that tends to be consumed in a more traditional, local way. Therefore, food advertising is more likely to present locally adapted advertising, leading MNCs to use different advertising content across countries.

According to the literature, cultural and socioeconomic characteristics are the most important characteristics that should be considered for advertising adaptation (Terlutter, Diehl and Mueller, 2006; Kalliny and Ghanem, 2009; Brettel and Spilker-Attig, 2010; Valaei et al., 2016). The present study contributes to the academic literature by identifying that three out of six Hofstede culture dimensions can determine fast-food SNA content. The cultural dimensions are masculinity, long-term orientation, and indulgence. In countries where masculinity and indulgence culture characteristics are high, the fast-food SNA tends to present higher levels of brand personality content. Although those two cultural dimensions do not present a significant relationship, in terms of Hofstede scores, the similarity in ad content preference is also verified by Khanna (2016). The author's findings indicate that male subjects consider fun, and happiness are the most important appeals for decision-making. Fun and happiness are related to indulgence, and advertisements that have any content related to those characteristics are classified as having brand personality, reinforcing the results from H4 and H6.

It's interesting to observe that countries with high scores for cultural dimensions masculinity and indulgence tend to have low scores for the long-term orientation cultural dimension. This negative relationship between those cultural characteristics also affects the fast-food SNA content. Results revealed that in nations where long-term orientation behavior is high, product direct informative SNA content is predominant. Cheong (2010) also confirmed in his study that in food advertising, health and nutrition appeals, which could be classified as product direct informative content, are more frequently present in cultures with high scores for long-term orientation, reinforcing our findings.

On the other hand, results indicated that individualism, power distance, and uncertain avoidance did not present any significant relationship with SNA content. Although other studies have found a correlation between some of those

cultural dimensions and international advertising content (e.g.: Alden, Hoyer and Lee, 1993; Han and Shavitt, 1994; Albers-Miller and Gelb, 1996; Cho et al., 1999; Baack and Singh, 2007; Cheong, Kim and Zheng, 2010), some differences in the methodological approach can justify those divergences. First, this study considers only SNA from international fast-food companies. It means that all the advertisements analyzed in this work are related to food and beverages. Considering that product types do influence advertising content (Cheong et al., 2010; Ekebas-Turedi et al., 2020), the impact of cultural characteristics on ad content must be different according to the advertised product. Thus, studies with a similar method approach of analyzing SNA from different product types could present different results. Second, none of the considered studies that verified a correlation between those cultural dimensions and SNA content made use of the SNA content classification proposed by Lee *et al.* The simple use of different methods for SNA classification can also lead to different results (de Mooij & Hofstede, 2010, p. 87). Finally, the majority of the studies on this topic consider just a few countries (Saleem & Larimo, 2017). One possible bias problem that can occur in this situation is that advertising content can present a significant relationship with two or three countries' cultural characteristics but not be verified when applied to a larger number of countries. Thus, studies that consider low numbers of countries are more susceptible to bias problems and cannot be generalized.

7. Limitation and Future Research

One limitation of this study is the use of SNA from a single market sector: Fast-food. Once certain advertising contents are more feasible to use for some products than others, this study cannot be generalized to all types of products. As an example, Keown, Synodinos, and Jacobs (1989) identify significant differences between advertising from durable and non-durable products. Those differences can go beyond durable or non-durable products. product direct informative ad content may be more feasible for TV set advertisements, while

brand personality ad content may be more present in jewelry advertising once they have different use functions. Future research could analyze the influence of culture on advertisements for different types of products.

Another aspect not considered in this study was DCE (digital customer engagement). Digital engagement is defined as consumers' emotional, psychological, or physical interaction with brands through digital channels, such as social networks (Gavilanes, Flatten and Brettel, 2018). This index is widely used by researchers and marketing professionals to measure advertising effectiveness. Customers from nations with different cultural characteristics can have different perceptions regarding the same product. That's what Ekebas-Turedi et al. (2020) affirm in their work analyzing the influence of gender on gender-based food stereotypes. They found that the same food has different gender perceptions among customers from Turkey and the USA, and that this perception also influences the likelihood of consumption. These behavior differences can also influence the customer's engagement with SNA. Another hypothesis not addressed in this work is that MNCs use advertising content that generates more engagement, which would be an additional factor, added to cultural characteristics, that could determine the advertising content. Future research could consider the influence of culture on DCE and the influence of DCE on SNA content.

Chapter 2

**The Role of Product Types
on Social Network Advertising Content:
A Multinational Companies Approach**

Abstract

Purpose – This work aims to identify the impact of different product types on social network advertising (SNA) content from multinational companies (MNC). In this study, quantitative research was conducted to analyze the relationship between social network advertising content, product types, nation's cultural characteristics, and firm's advertising strategy.

Design/methodology/approach – A total of 1080 Instagram SNA from eighteen multinational companies in three countries were analyzed. Content analysis, descriptive statistics, and linear models were used to analyze data and test the hypothesis.

Findings – Results indicate that product characteristics are capable of determining the advertising content on social networks, demonstrating that the functional matching hypothesis, a theory that relates the characteristics of products with the advertising content, was verified in the advertising analyzed. Furthermore, the FCB Grid, a model derived from the functional matching theory, can be used, with some restrictions, as a determinant model for SNA content, revealing that the way products are perceived by consumers is a determining factor for the advertising content of multinationals on social networks.

Originality – The originality of this work is mainly due to the use of the FCB Grid as a model to explain the relationship between different types of products and advertising content, considering products from 18 multinational companies. Furthermore, the methodology uniquely relates the classification of advertising content proposed by Lee *et al.* and Hofstede's cultural dimensions.

Research limitations – Only six products were considered to represent all products from the four quadrants of the FCB Grid.

Keywords – International advertising; Social network advertising; Instagram; Functional Matching Hypothesis; FCB Grid.

1. Introduction

The first two chapters of the present work have as their main objective identifying the factors that determine the contents of social network advertising (SNA) from multinational companies in a digital globalized world context. In the first chapter, two main theoretical approaches, which are interrelated, were considered. First, advertising standardization strategy, which bases its fundamental contention on Levit's (1983) globalization of markets theory. The theory affirms that consumer behavior is consistent throughout markets and countries (Vrontis et al., 2009) and was reinforced by the world digitalization and the new forms of digital communication. From that standpoint, standardizing advertising content strategies for multinational companies (MNCs) would be possible once they could be used in several nations, cutting expenses, and producing a uniform image for their brands (Armstrong, 2006). The second theory concerns cross-cultural advertising adaptation theories. According to authors that support this strategy, culture is the most significant component that can affect not only the substance of the advertisements but also how consumers view and respond to them (Brettel & Spilker-Attig, 2010; Valaei et al., 2016).

In this chapter, we propose a third theoretical approach in the quest to identify the determinants of SNA content: Functional Matching Hypothesis. The theory, which has its origins in Katz (1960) functional theories of attitudes, asserts that persuasive and effective advertising uses appeals that "match" product attributes and consumer psychological desires (Choi et al., 2018). In other words, the functional matching hypothesis considers that advertising appeal will be most effective when it corresponds to the customer's perception of product characteristics. This approach is important because consumer perceptions of products can change over time since both culture and media are dynamic, constantly changing and evolving (Okigbo et al., 2005b). Therefore, a specific type of advertising content that aligned with a consumer's perception in the past might no longer hold relevance, as consumers' perceptions of a particular product may have evolved over time. For instance, a large part of the world's population now views computers and mobile phones, once considered luxury items due to their high price, as trivial and easily accessible. Fast-food companies, such as

McDonald's, have had to adapt their menus to meet changing consumer behavior, offering healthier options to minimize the image of a restaurant that offers unhealthy meals. Additionally, the advertisements for new products like video streaming and some electronic products have not been tested using this theoretical approach, which predates digital culture and digital natives.

The representative model considered to test functional matching hypothesis approach as a determinant for SNA content was the FCB Grid (Ratchford, 1987; Vaughn, 1986). The model classifies products in a grid of two dimensions (low vs high involvement / feel vs think) according to costumers' perceptions. The hypothesis was developed considering the product position on the grid and the respective SNA content expected from that position. To test the hypothesis, 1080 Instagram advertisements from 18 multinational companies in Brazil, the USA and Spain were analyzed. Results indicate that the perception of consumers in relation to products is a determining factor for the advertising content of multinational companies on social networks, and the FCB Grid model can be used, with some caveats, as a determinant model of SNA content.

2. Theoretical Framework

Advertising content and its presentation are mutually shaped by creative strategy and execution (Duncan & Ramaprasad, 1995). Creative strategy refers to "what is said" and defines the broad characteristics of the messages to be designed. On the other hand, execution refers to "how it's said" including the choice of appeals, copy, and graphics present in an advertisement (Jiang & Wei, 2012).

The core of advertising content is appeal, which can be defined as the messaging strategy directed at the listener (Ducoffe, 1995). From a business and marketing point of view, advertising appeal must be used attractively and persuasively to influence consumer behavior, stimulating the consumption of products and services (Matušínská & Stoklasa, 2021). Despite the different conceptual approaches that can be found in literature, the vast majority take a dichotomous approach to the subject (Stafford and Day, 1995; Pae, Samiee and

Tai, 2002; Khanna, 2016). Even with different terminologies, appeal types are generally characterized and often named as rational and emotional (Khanna, 2016; K. Kim et al., 2019; Mortimer, 2008; Mortimer & Grierson, 2010; H. Zhang et al., 2014). Rational appeals are related to factual, logical, and relevant data in such a way that consumers can easily identify the information needed to make a rational buying decision (Albers-Miller & Stafford, 1999; Mortimer, 2008; Teichert et al., 2018). Emotional appeals stand for advertising that provides a pre-experience of using the brand that can positively influence the perception of consumption and aims to stimulate consumers' emotional responses (Puto & Wells, 1984; Stafford & Day, 1995; H. Zhang et al., 2014). Both, rational and emotional appeals, are key determinants of advertising effects (Teichert et al., 2018).

In searching for efficient advertising that can influence and persuade customers, academic studies have sought to understand the processes and elements of communication, giving direction to companies in choosing effective advertising strategies and content. With the aim of developing hypotheses that may explain which factors determine the content of MNC's SNA, in this session we review critical communication theories and discuss concepts and theoretical models that are a reference both for the academic world and for practitioners.

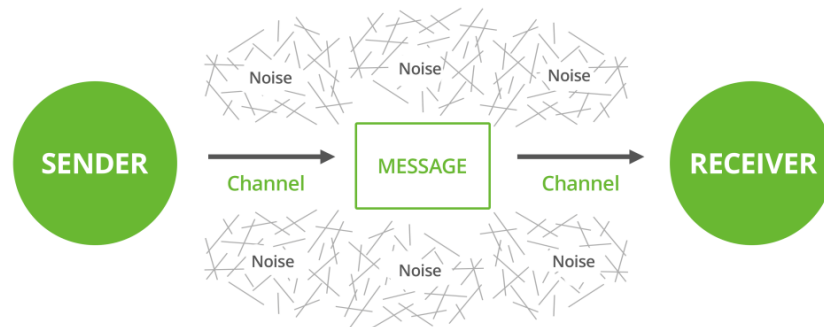
2.1. Linear Communication Model

One of the basic frameworks widely used to explain the communication processes is the Linear Communication Model. Proposed by Claude Shannon and Warren Weaver in 1949, the theory have its roots on the Schramm's work on mass communication (Hackley, 2005) and consider that communication is a linear one-way process (Figure 3). One of the main arguments against using this theory for advertising purpose is that it oversimplifies communication by viewing it as a one-way flow of information from sender to receiver without taking into consideration customer response or engagement. This disregards the complex and dynamic nature of communication, which is influenced by a range of factors including context, culture, and the level of power in the communication. All of

these factors have a significant impact on how recipients understand and react to messages.

Figure 3

Graphical example of the linear communication model



Source: <https://compassionategeek.com/choosing-the-right-communication-model-in-it-customer-service/>

Despite its historical importance in the context of communication theories, the linear model is unsuitable for understanding the dynamics that determine marketing advertising content, due to the limitations described above, and since it does not take into account the psychological processes that the consumer goes through when making a purchase decision.

2.2. Uses and Gratifications Theory (UGT)

The Uses and Gratifications Theory (UGT) is a significant conceptual framework, originating from the field of mass communication research. The theory emphasizes the interactive and evolving aspect of media consumption, where consumers play an active role in influencing their media surroundings. It also suggests that individuals actively look for and consume media information to satisfy particular needs and gratifications and highlights the proactive involvement of consumers in choosing and engaging with media content according to their requirements, desires, and choices (Katz et al., 1973).

The theory of UGT offers useful insights into consumers' motivations for interacting with products and brands on digital platforms and the satisfaction they gain from these interactions. For instance, consumers may pursue informational gratifications through brand-generated content to acquire product information, reviews, or suggestions (Dessart et al., 2015). They can also fulfill their informative, entertaining, or social requirements by searching for brand-produced material on digital platforms that match their interests (Hajli, 2014). McQuail (1983, pp. 82–3) provides a brief summary of this important theory, highlighting the main gratifications that consumers can experience.

“Information: finding out about relevant events and conditions in immediate surroundings, society, and the world; seeking advice on practical matters or opinion and decision choices; satisfying curiosity and general interest; learning, self-education; gaining a sense of security through knowledge; *Personal identity:* finding reinforcement for personal values; finding models of behavior [sic]; identifying with valued others (in the media); gaining insight into one's self; *Integration and social interaction:* gaining insight into the circumstances of others; social empathy; identifying with others and gaining a sense of belonging; finding a basis for conversation and social interaction; having a substitute for real-life companionship; helping to carry out social roles; enabling one to connect with family, friends, and society; *Entertainment:* Escaping, or being diverted, from problems; relaxing; getting intrinsic cultural or aesthetic enjoyment; filling time; emotional release; sexual arousal.”
McQuail (1983, pp. 82–3).

Based on this theory, consumers who seek concrete information about a product to make a purchasing decision may be more influenced by advertisements that emphasize rational characteristics highlighting the product's utilitarian benefits. On the other hand, consumers who value social status may be more influenced by advertisements with more hedonic content, which relates the brand's positioning to a certain desired social status. Further, consumers may be impelled to interact with brands on social media for the sake of social satisfaction, including social contact, validation, and a sense of belonging in brand communities, or even become co-creators of brand stories and experiences, increasing their sense of ownership and connection to the brand (Cheong & Morrison, 2008).

2.3. Social Exchange Theory (SET)

The Social Exchange Theory (SET), originating from sociology and psychology, suggests that people participate in social relationships with the anticipation of receiving rewards or benefits in exchange (Blau, 1967). The theory posits that human conduct is motivated by the pursuit of mutual benefit, with individuals evaluating the costs and rewards of their activities. Individuals are proposed to participate in social interactions after evaluating the costs and benefits involved and comparing the perceived expenses to the expected rewards (Thibaut & Kelley, 1959). This behavior is based on the notion of reciprocity, where individuals feel a sense of obligation to return benefits received from others (Gouldner, 1960).

In the context of marketing, SET proposes that customers are expected to respond with positive ideas, emotions, and actions towards a brand or product after receiving certain advantages from the brand connection (Hollebeek, 2011b; Pervan et al., 2009). Social exchange involves unspoken responsibilities, where one party (e.g. brand's representative or service personnel) provides a favor to another party (e.g. customer) with the aim of receiving something in return in the future, such as customer loyalty (Rousseau, 1989). Within the SET, partners aim to maintain equilibrium in the relationship and will make efforts to restore balance if it is disrupted. Homans (1958) suggests that in a transaction, customers may see what they offer as a cost and what they receive as a reward. The individual's conduct is influenced by the change in profit resulting from the difference between the two. This viewpoint on cost and reward aligns with the interactive aspect of customer interaction.

Advertisements are considered one of the main initial points of contact between consumers and products/brands. Advertisements that meet consumers' expectations can have greater positive effects in persuading consumers to make decisions. Rational and emotional aspects must therefore be considered in advertising content in order to align it with the characteristics of products and brands, transmitting information and feelings that are consistent with the characteristics of the brand and its products, as well as with consumers' expectations.

2.4. The Hierarchy of Effects Models

The Hierarchy of Effects (HofE) is considered an important advertising theory for practitioners and is often cited by academics (T. E. Barry, 1987; Brettel and Spilker-Attig, 2010; Eisend and Tarrahi, 2016). The theory, whose name was first coined by Palda (1966) in response to Lavidge and Steiner's work on advertising affectivity (1961), encompasses not just one, but several models (T. M. Barry, 1987).

First presented by Robert J. Lavidge and Gary A. Steiner in 1961, it proposes six stages in the purchase decision process in which advertising plays a key role. They are Awareness, when the consumer becomes aware of the product or service; Knowledge, when the consumer learns more about the product or service and develops a better understanding of its features and benefits; Liking, when the consumer develops a positive attitude towards the product or service; Preference, when the consumer begins to prefer the product or service over other options; Conviction, when the consumer becomes convinced that the product or service is the right choice for them; and Purchase, when the consumer takes action and makes the purchase.

One of the most important HofE models in the advertising industry and academy is the AIDA (Bassano et al., 2017). Created by E. St. Elmo Lewis in the late 1800s, the theory became popular in the early 1900s, when advertising was primarily print-based and relied on eye-catching images and slogans to engage consumers. The model was one of the first to consider the interaction and feedback of consumers in communicative processes. It implies that to be effective, advertising must first grab the target audience's attention and stimulate their interest in the product or service being offered. The customer must then feel compelled to want the product, and finally, the message must deliver a clear and compelling call to action.

The term AIDA is an acronym for the four stages of this process. The first stage, Attention, is where the advertiser aims to grab the customer's attention through an attention-grabbing headline, image, or message. Once the customer's attention is captured, the Interest stage begins, where the ad must maintain their

interest by highlighting the product's unique features or benefits. This stage involves educating the customer about the product and its advantages over similar products. The third stage is Desire, where the ad creates an emotional connection with the customer by highlighting how the product can improve their life, solve their problems, or fulfill their desires. Finally, the Action stage aims to convert the potential customer into a buyer by providing a clear and compelling call to action, such as "buy now" or "subscribe today."

The HofE models was an important contribution to advertising theory because it is a customer-focused model, offering a more comprehensive and nuanced approach to advertising, considering the complex and dynamic nature of consumer behavior. It also recognizes that the process of purchasing a product or service is not always linear. Depending on the consumer's unique needs, preferences, and attitudes, it gives the option to skip some steps or repeat them. On the other hand, HofE hints that advertising would be solely responsible for guiding the consumer through the stages of the buying process and that every advertisement has the same effect on consumer behavior. Furthermore, the model is not completely adequate for today's information technology, like social networks, that has reshaped social interactions, communication patterns, and consumer audience behavior (Wijaya, 2011).

2.5. The Elaboration Likelihood Model (ELM)

The importance of consumer perceptions and responses to different appeals started to be considered in advertising theories in the early 1980s (T. E. Barry, 1987). The theory that paved the way for those studies was the Elaboration Likelihood Model (ELM). Proposed by Petty and Cacioppo in 1981, the model considers that "different kinds of appeals may be most effective for different audiences" (Petty et al., 1983, p. 138).

Two different mechanisms of advertising persuasion were proposed, each one matching a type of consumer according to their behavior. One aimed at highly involved consumers and the other at low-involved consumers. The "Central Route" refers to a high-involvement purchase process. For instance, a person looking for a refrigerator is leaning towards a high-involvement purchase

decision. Strong and logical (rational) persuasion elements are indicated once consumers that are involved in this type of purchase are likely to focus on the details of the message, cognitively elaborating and processing strong and logical arguments. For high-involvement purchases that lead consumers to use the “central route” process, direct information about product characteristics should have a greater effect on their purchase behavior. The “peripheral route” refers to a low-involvement context, where consumers take little effort to process logical arguments and focus on general or peripheral aspects. Consumers who are not searching for a refrigerator, but face refrigerator advertising are under a low-involvement condition. In this case, advertisements that highlight aspects of the brand such as credibility and prestige should have a greater effect on those consumers (Peripheral Route).

2.6. The Functional Matching Hypothesis Models

One of the important concepts that drives the use of appeal in the development of persuasive advertisements is the functional matching effects hypothesis. The concept predicts that advertising that makes use of appeals that “match” product characteristics and customers psychological goals is more persuasive and efficient (Choi et al., 2018). The approach has its origins in Katz (1960) functional theories of attitudes, which “theorized that although two people might have an attitude with the exact same valence, that attitude might serve very different functions for each person” (Dillard & Shen, 2012, p. 181). According to Katz functional theory, by understanding the purpose of a certain attitude, the message must have persuasive arguments that would be helpful to its target audience. The attitude change would occur when the message appeal and the customer’s psychological motivations match. For instance, advertising content for one individual who has a favorable opinion of beer “X” due to its flavor must not be the same as that for another person who has a favorable opinion of beer “X” due to the social status that the brand conveys.

Another approach for the functional matching hypothesis considers that the advertising content must match product characteristics (Choi et al., 2012; Padgett & Allen, 1997; Paek et al., 2010; Ratchford, 1987; Shavitt, 1990), once

“attributes of the object itself, including its physical features, as well as cultural societal definitions of the object, should contribute to the purposes an object can serve” (Shavitt, 1990, p. 127). In this context, the contrast between goods and services is significant to marketing and advertising and is often the object of study in literature. Although some authors have identified the presence of more rational informational appeal in goods advertising and emotional appeals in service advertising, there is no consensus that services are advertised differently from goods, and its conceptual differences are enough to determine advertising content (Décaudin & Lacoste, 2010; Mortimer, 2008; Swani & Milne, 2017).

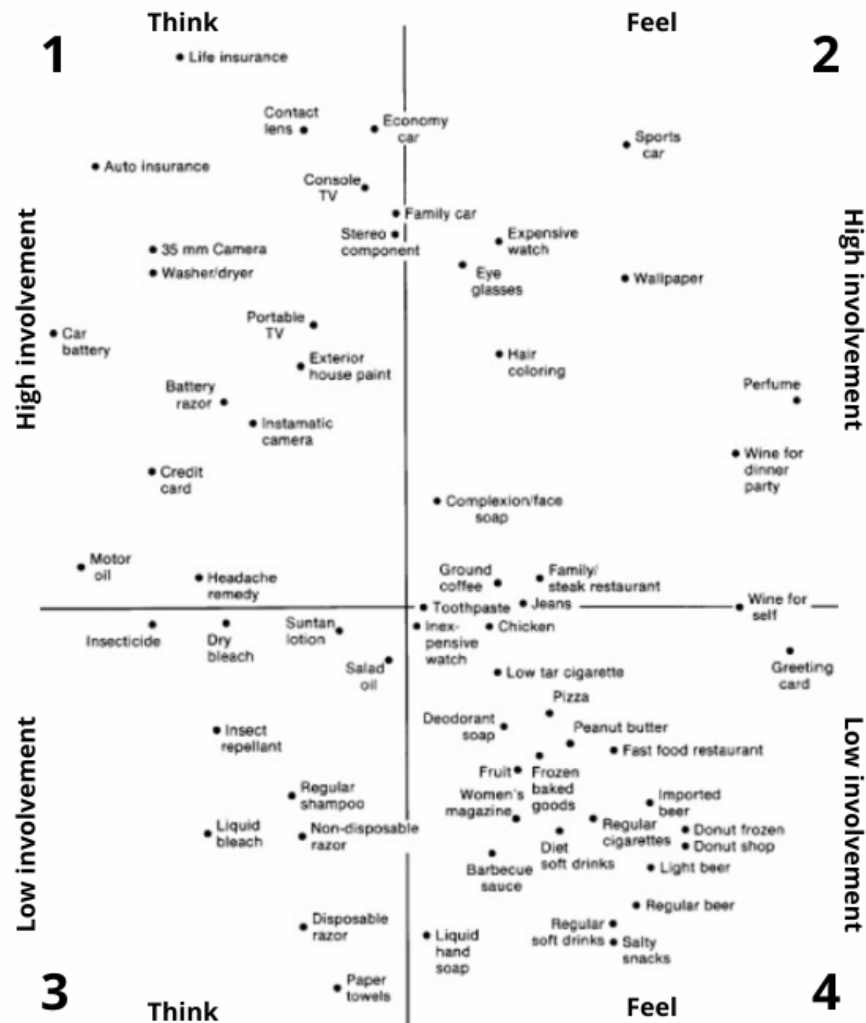
2.7. The FCB Grid

The FCB Grid - an acronym for Foot, Cone & Belding - is an important model based on the functional matching hypothesis (Ratchford, 1987; Vaughn, 1986). It was designed to guide advertising communication planning and “is ideal for a world where media channels are increasingly digital and social” (Haley & Pittman, 2022, p. 23). The model, that is also related to theories such as the Hierarchy-of-effects, and the ELM, suggests the adequacy of advertising strategies according to consumer’s perceptions of products. From this perception, products are labels in a grid suggesting a certain type of advertising content that best suits this perception, to maximize the communication efficiency (Haley & Pittman, 2022).

The model implies that “communication response would certainly be different for high versus low-involvement products and those which required predominantly thinking (left brain) or feeling (right brain) information process” (Vaughn, 1986, p. 57). From that perspective, products are displayed in a grid divided into four quadrants, with think vs. feel on one axis and high-involvement vs. low-involvement on the other (Figure 4).

Figure 4

The FCB Grid and its Respective Quadrant Number



Source: Ratchford, 1987.

The think vs feel dimension originates from Katz (1960) functional attitude theory and assumes that consumers make judgments about a product purchase based on either emotional or rational considerations, or a combination of both. The think dimension is related to utilitarian/rational customer's motivations (Choi et al., 2012), and relates to cognitive processing, logical reasoning, and problem-solving. The feel dimension, in contrast, is linked to affective reactions, sensory experiences, and emotional processing, and it's based on value expressive/emotional (affectively based) motivations.

The high vs. low-involvement axis was developed based on the notion that consumers are either very involved or little involved in the decision-making process, when it comes to purchasing a product (Vaughn, 1986). Under conditions of high involvement, people seem to make the cognitive effort necessary to assess the key arguments made for the topic, and their attitudes are a function of this information-processing activity (central route from ELM). When participation is low, attitudes seem to be influenced more by straightforward acceptability and rejection signs in the context of persuasion and less by the strength of the argument (peripheral route from ELM) (Petty et al., 1983). High-involvement products, such as cars or houses, require extensive research and evaluation before purchase due to their high price or personal importance. On the other hand, low-involvement products, such as candy or soap, require little thought or consideration before purchase as they are inexpensive and of low personal significance.

For high-involvement products, consumers are more inclined to elaborate on and read information that is pertinent to the product characteristics. Thus, it is expected that rational/informative advertising appeals are frequently used for high-involvement products. On the other hand, for low-involvement products, customers are more likely to rely on peripheral cues, leading to advertising with predominantly emotional appeals. In terms of the think/feel dimension, advertising for products arranged in the think dimension should primarily make use of rational arguments, while advertising for products arranged in the feel dimension should primarily make use of emotional appeals.

The functional matching effect using the high vs low-involvement FCB Grid classification in digital advertising content was studied by. The authors sought to identify the efficiency of the match between high vs low-involvement products and emotional vs rational values of branded content. The researchers concluded that individuals are more likely to notice and take in the informative value of branded content when it is for a high-involvement product (as opposed to a low-involvement one), while they are more drawn to the emotional or entertaining value of branded content when it is for a low-involvement product.

The match between the think and feel dimensions of the FCB grid and advertising appeal was tested by (Choi et al., 2012). The study analyzed TV

advertising to verify if utilitarian appeals (rational) would be more frequently used in commercials for products classified in the think dimensions of the FCB Grid, and if value-expressive appeals (emotional) would be more frequently used in commercials for products in the feel dimension. Both hypotheses were confirmed in the study. Commercials for products belonging to the think dimension contained predominantly rational appeals (utilitarian) independently if they were in the low or high-involvement dimension. The study also demonstrated that emotional appeals were predominant in commercials for products classified as feeling, regardless of whether the products belonged to the low or high-involvement dimension.

Despite the little literature on this topic (just 35 papers in English were found in Web of Science on this topic), the model was validated in over 20,000 consumer interviews in 23 countries (Vaughn, 1986) and it has been considered as important theory for advertising content studies (Vaughn, 1980 – 314 citations; Vaughn, 1986 – 202 citations). From the perspective of the functional matching effect, we consider that the appeal strategy used by MNC in SNA may be adequate according to the perceptions of consumers regarding products. Thus, we assume that SNA content can be determined by the product classification from the FCB Grid.

According to Vaughn (1986), four primary advertising strategies are identified as suitable for different products according to their position in the grid. Identified as quadrant 1, the upper left dimension of the FCB Grid corresponds to products and services perceived as belonging to the think and highly involving dimension. For products classified as belonging to this dimension, the purchase sequence "learn - feel - do", based on the classic models of HofE, is the most suitable. For products classified in this dimension, the informative strategy that is mainly characterized by rational/utilitarian appeals is the most suitable. Thus, we assume the first hypothesis:

H1. For products that are displayed in the think / high involvement (quadrant 1) the respective SNA will present more rational appeal, leading to product direct informative Content.

Quadrant 2 has as its main characteristic that products purchase perceived as feel with high level of customer involvement. It refers to products that demand emotional investment and consideration of personal significance. These are frequently pricey goods that plays an important role in the consumer's life.

Vaugh argues that the hierarchy putting for this quadrant is characterized by “feel” before “learn” and “do”. Advertising strategies that illustrate how the product improves the customer's life and highlight how it can help them achieve their goals and dreams can be effective. For instance, ads that seek to establish an emotional bond with the viewer to foster brand loyalty and advocacy are indicated for these types of products. Personal experiences and values linked to the product are also expected to be more persuasive for those types of products. For instance, for luxury products, the use emotional appeals to give their products a feeling of exclusivity and status is expected. Luxury companies frequently use aspirational imagery, lifestyle portrayals, and celebrity endorsements in their advertisements to arouse feelings of success, achievement, and status. On the other hand, rational appeals, such as product reviews and product characteristics, can boost the target audience's belief in the products with high involvement such as sports cars, establishing trust and credibility. Overall, products in the "feel/high involvement" quadrant are expected to be accomplished by combining emotional (feel) and rational (high involvement) appeals.

H2. For products that are displayed in the feel / high involvement (quadrant 2) the respective SNA will present a mix between rational and emotional appeal, leading to a mix of product direct informative and brand personality content.

The "think/low involvement" quadrant (3) refers to products that call for minimal effort and logical decision-making. These are frequently inexpensive products that don't significantly alter the lives of their customers. Consequently, ad appeals that emphasize price, simplicity, and ease of use would be more appropriate for these kinds of items. A logical appeal can show the consumer how the product meets a need or solves a problem while also giving them knowledge that will allow them to make an educated choice. Yet, to

accommodate the product's low-involvement aspect, the messaging should be kept clear and basic. For instance, commercials for products that are sold quickly, such as toothpaste, detergent, or packaged foods, frequently make rational arguments by highlighting ease, price, and effectiveness. These advertisements highlight the benefits of the product and the clear, basic ways in which it can address the consumer's issue. Typically, the messaging emphasizes rapid fixes that demand little effort from the customer.

Emotional appeals such as brand reinforcements and humor may be efficient for low-involvement products in addition to rational arguments. The brand and product can be positively and enduringly portrayed in emotional advertisements, which can increase brand recall and buy intent. Thus, for products in the "think/low involvement" quadrant, a combination of rational/informational (think) and emotional brand-focused appeals (low involvement) is expected to be more effective.

From the perspective of the advertising appeals that are suitable for quadrant 3 we assume the following hypothesis:

H3. For products that are displayed in the think / low involvement (quadrant 3) the respective SNA will present a mix between rational and emotional appeal, leading to a mix of product direct informative and brand personality content.

Products that are displayed in quadrant 4 are purchased with low customer involvement based on emotional motives. They are frequently inexpensive products with little sentimental resonance for the buyer. Hence, ads that emphasize the product's sensory experience, beauty, and enjoyment would be more appropriate. The satisfaction strategy suggested by Vaughn for those products is expected to create a sensory experience for the target audience with the purpose of leaving a favorable and lasting impression of the product, promoting impulsive purchases. For instance, sensory appeals that highlight flavor, texture, and visual appeal are frequently used in commercials for soft drinks, snacks, and candy. These advertisements make the product seem indulgent and pleasurable. Social evidence can be a powerful advertising appeal for feel/low participation products in addition to sensory appeals. Overall, engaging the target audience and boosting sales for goods in the "feel/low

engagement" quadrant can be achieved by combining sensory and social appeals. From this perspective, we assume the hypothesis 4:

H4. For products that are displayed in the feel / low involvement (quadrant 4), the respective SNA will present more emotional appeal, leading to brand personality content.

2.5. Culture, Advertising Standardization, and the Functional Matching Effect

Studies have shown that cultural characteristics can influence advertising content (Baack & Singh, 2007; Han & Shavitt, 1994; Hatzithomas et al., 2016; Mortimer & Grierson, 2010; Ogada, 2017; Tai & Chan, 2001), shape user responses to FGC towards SNA (Abuhashesh et al., 2021; Chwialkowska & Kontkanen, 2017; Nelson et al., 2006; Valaei et al., 2016), and impact on how consumer behavior is influenced by online advertising (Brettel & Spilker-Attig, 2010a; Izogo & Mpinganjira, 2020a). The influence of culture on international advertising is so relevant that the advertising appeals from MNCs can reflect the dominant cultural values in each country (Cheong et al., 2010). Furthermore, SNA appeals that are culturally congruent with the product and the market improve consumer reviews on social networks and are more effective (Song et al., 2018; Y. Zhang & Gelb, 1996).

The influence of culture on SNA content was also identified in the first chapter of this work. Our results indicated that three out of six cultural dimensions from the Hofstede cultural model (Hofstede et al., 2010) did present a statistically significant relationship with fast-food SNA content. The cultural dimensions are masculinity, long-term orientation, and indulgence. In countries where masculinity and indulgence culture characteristics are high, the SNA tends to present higher levels of emotional appeal. It's important to observe that countries with high scores for cultural dimensions masculinity and indulgence tend to have low scores for the long-term orientation culture dimension. This negative relationship between those cultural characteristics also affects the SNA content from MNCs. Differently from nations with high scores for masculinity and indulgence, in

nations where long-term orientation behavior is high, the SNA appeal that is predominant is informative/rational. Despite these significant results, it is important to emphasize that only advertisements from fast-food were analyzed, a product that is subject to greater cultural influences (Cervellon & Dubé, 2000; Nelson & Paek, 2007).

Advertising standardization strategies from MNCs were also considered in the first chapter of the present study as a possible factor that determines fast-food SNA content. The analysis has demonstrated no relationship between the advertising standardization levels and fast-food SNA content. These results concur with the work of Nelson & Paek (2007). They also affirm that the degree of standardization in advertising strategy varies depending on the product it is associated with. They contend that consumers' behavior differs depending on the product, with food tending to be consumed in a more regionally specific manner. Food advertising is therefore more likely to have locally tailored advertising, which motivates MNCs to use different advertising appeals across nations, limiting the possibility of ad standardization.

In order to test the hypotheses related to the influence of culture and levels of standardization on MNC advertising content, we consider in this chapter two hypothesis similar to those tested in the first chapter of this work. The hypotheses described below aim to identify the effects of these two variables on advertising for different products.

H5. Culture moderates the effect of products on SNA content.

H6. Advertising standardization levels moderate the effect of products on SNA content.

3. Research Design

3.1. Data and Description of Variables

To carry out this study, it was important to create a dataset that included some important characteristics. First, advertisements analyzed were extracted from the social network Instagram. With around 1 billion users in January 2021 (Statista, 2021), this social network is a mobile app - iOS and Android - that has increasingly been used for brand marketing strategies (Na & Kim, 2020). Second, advertisements for different types of products were evaluated, to maximize the products type representation of FCB Grid. Third, at least three companies of each product type were surveyed to minimize bias from company-specific advertising strategies. Fourth, the advertisements analyzed came from companies that have Instagram profiles in different countries to assess the possible cultural influence on SNA content. Finally, all the chosen companies have Instagram profiles in the same countries.

As a result, advertisements from six different product types were analyzed: cars, beers, electronic products, hair care products, insurance, and video streaming. The only countries that have Instagram profiles for those six products in the same three companies were Brazil, Spain, and USA. A total of 1080 advertisements posted in 2021 on 54 Instagram profiles were researched. In Table 8 is possible to verify the brands that had its advertisements analyzed, as well as the number of observations per Instagram profile.

The ad content classification used in this study is based on the work of Lee, Hosanagar, and Nair (2018). The study proposes a content classification based on 16 content types that are divided into two main content categories: brand personality and product direct informative. Brand personality is a content classification that, as implied in the name, is related to the personality of the brand. Humor, emotional appeal, and human characteristics associated with the brand are some of the appeals and characteristics present in this ad content classification. product direct informative content is related to product information, promotions, availability, price, and other aspects related to the optimization of the purchase decision.

Table 8

Numbers of Advertisements Analyzed per Product Type and Brand

Product Type	Brand	Brazil	Spain	USA	Total
Cars	BMW	20	20	20	60
	Ford	20	20	20	60
	VW	20	20	20	60
Beer	Amstel	20	20	20	60
	Budwiser	20	20	20	60
	Heineken	20	20	20	60
Eletronic Products	LG	20	20	20	60
	Panasonic	20	20	20	60
	Samsung	20	20	20	60
Hair & Skin Care Products	Garnier	20	20	20	60
	Johnsons Baby	20	20	20	60
	TRESmme	20	20	20	60
Insurance	AXA	20	20	20	60
	Allianz	20	20	20	60
	Mapfre	20	20	20	60
Video Streaming	Amazon Prime	20	20	20	60
	HBO Max	20	20	20	60
	Netflix	20	20	20	60
Total		360	360	360	1080

Source: The author

The advertisement's content was coded as dummy variables indicating the presence of a specific content or not, generating 16 variables, eight related to BP content and eight related to DI content. From those variables, the dependent variable, called BP, was created, indicating the percentage of brand personality content in an advertisement. For instance, an advertisement that presents 3 contents related to BP and 1 content related to DI would present 75% of BP content and 25% of DI content. Thus, this observation from the variable BP would present a 0.75 value.

In addition to the advertising content information considered as dependent variable (BP), fourteen other information were collected forming the raw dataset. They were the country where the Instagram profile is based, brand name, product type, six variables regarding the Hofstede culture dimensions scores from each country, and four macroeconomic index variables from each country considered as control variables. The macroeconomic variables are human development index (HDI), which is based on a geometric mean from life expectancy, education, GNI per capita indexes (United Nations Development Programme, 2020), country population, median age, and the KOF globalization index, which presents scores

for the country's economic, social, and political dimensions of globalization (Gygli et al., 2019). The higher the country's KOF score, the higher its globalization level.

To give answer to hypothesis 6, a variable called 'MNC ad standardization level', that indicates the level of advertising standardization from each MNC, was created. It was calculated based on the standard deviation of the content (dependent variable BP) from the ads of each company. High levels of standard deviation indicate that the variability of advertising content from a given MNC is higher, therefore, the advertising standardization levels of the MNC are lower, while low levels of this variable indicate high levels of ad standardization.

Once the variable 'MNC ad standardization level' is created from the dependent variable (BP), the use of the same dataset to calculate it would nullify the independence between those two variables, compromising the results of the regression analyses. To avoid this problem, the dataset was divided into two parts, each containing 540 observations. The dataset was divided in such a way that the mean of the dependent variable (BP) was kept without significant differences between both datasets. The first dataset was used exclusively to calculate the variable 'MNC ad standardization level' while the second dataset was used to perform all statistical analyses. As a result, the final dataset considered for the analysis consisted of 540 observations and 15 variables that are described in Table 9.

Table 9

Summary of Variables

Dependent Variable						
Variable	Description	Reference	Mean	SD	Min.	Max.
BP	Indicates the percentage of brand personality advertising content.	Lee et al., 2018	0.4272	0.3192	0.00	1.00
Independent variables						
Continuous Variables	Description	Reference	Mean	SD	Min.	Max.
MNC ad standardization level	The standard deviation of the observations from variable BP for each MNC (one value for each MNC).	The author	0.2772	0.0648	0.1543	0.3807
Power Distance	Country score for power distance culture dimension.	Hofstede et al., 2010	55.333	11.910	40	69
Individualism	Country score for individualism culture dimension.	Hofstede et al., 2010	60.0	28.586	38	91
Masculinity	Country score for masculinity culture dimension.	Hofstede et al., 2010	51.0	8.2957	42	62
Uncertain Avoidance	Country score for uncertain avoidance culture dimension.	Hofstede et al., 2010	69.333	17.015	46	86
Long Term Orientation	Country score for long term orientation culture dimension.	Hofstede et al., 2010	39.333	9.5791	26	48
Indulgence	Country score for indulgence culture dimension.	Hofstede et al., 2010	57	9.9105	44	68
Categorical Variables	Description					
Country	Country where the Instagram profile is based					
Brand Name	Multinational company brand name					
Product Type	Categorical variable that describes the type of products between beer, cars, electronic products, hair and skin care, insurance, video streaming.					
Control variables						
Continuous Variables	Description	Reference	Mean	SD	Min.	Max.
HDI	Human Development Score of the country.	(United Nations Development Programme , 2020)	0.8613	0.0765	0.754	0.926
Population	The population of the country.	(United Nations, 2019)	1.97e+08	1.17e+08	4.75e+07	3.32e+08
Median Age	The mean age of the population from the country.	(United Nations, 2019)	38.5	4.844	33.2	44.9
KOF	Scores for the country's economic, social and political dimensions of globalization.	Gygli, Haelg, Potrafke, & Sturm, 2019	77.666	9.114	65	86

Source: The author

4. Methodological Approach

To test the hypothesis, a similar methodology from Chapter 1 was considered, using cross-sectional data collected from MNC's advertisements posted on Instagram. A quantitative study was conducted in order to explore, treat, sort, and classify advertisements from this social network. Content analysis, descriptive statistics, and linear models were used to analyze the data and test the hypothesis.

- Regression Model 1: $BP = \alpha + \beta \text{ product type} + \beta \text{ MNC ad standardization level} + \beta \text{ countries cultural variables} + \beta \text{ control variables}$.
- Regression Model 2: $BP = \alpha + \beta \text{ product type} + \beta \text{ MNC ad standardization level} + \beta \text{ countries cultural variables} + \beta \text{ control variables} + \beta (\text{product type} * \text{MNC ad standardization level}) + \beta (\text{product type} * \text{countries cultural variables}) + \beta (\text{product type} * \text{control variables})$.

5. Analysis and Results

The first four hypotheses of this work were developed from the functional matching effect theory. To test the hypotheses, it was fundamental to classify the six product types considered in this work (cars, beers, electronic products, hair care products, insurance, and video streaming) into the FCB Grid (see Figure 5). The following classification procedure for each product was conducted:

Cars: The FCB Grid divided the product cars into three categories that are sports vehicles, family cars, and economy cars. Ford and VW are two automakers that produce a range of vehicles, including compact, economy, family vehicles, medium sedans, SUVs, and luxury automobiles. In the Spanish⁴ and Brazilian⁵ market, among the most famous and sold models of the brands are family cars

⁴ Source: www.motor.es

⁵ Source: www.autoo.com.br

such as the VW T-Cross and Ford Focus and economic models such as the VW Polo and Ford Kuga. In the USA⁶, Ford stands out for its trucks and SUVs while VW stands out for its SUVs and family cars.

BMW, on the other hand, is a brand well-known for producing luxury and powerful sports cars. Their vehicles frequently have state-of-the-art technology, high-end components, and powerful engines, raising their price. In the three markets, Brazil, Spain, and the USA, among the brand's best-selling models are family cars, such as the 3 series and the 5 series sedans, the X series SUVs and sports cars, such as the M series.

From that analysis it is possible to verify that cars offered by the brands Ford and VW are classified as economy and family cars, while BMW can be classified as family and sport cars. Therefore, the product 'cars' was allocated in quadrant 2 of the FCB grid, between economy cars, family cars and sports cars.

Beer: Three types of beer are described in the grid; imported beer, regular beer, and light beer. Amstel, and Heineken are beers from the Heineken Group, and both originated in the Netherlands. Both beers are produced in Brazil, Spain and USA. Budweiser is originally an American beer, but since 2008 the brand belongs to the Belgian-Brazilian company INBEV. The beer is nationally produced by USA, Brazil and Spain. From that information, we assume that the product beer can be allocated between the category imported and regular beer in the FCB grid.

Electronic products: Five electronic products are displayed in the grid, all of them belonging to quadrant 1. LG, Panasonic, and Samsung are brands that have a wide variety of electronic products. Therefore, we consider that the products of the electronics brands considered in the studies are part of quadrant 1, being positioned in the grid between stereo components, portable TV and console TV.

Hair Care Products: To represent the products in quadrant 3, brands that represent shampoo were chosen. These types of products are different from beauty products such as makeup or perfume, which are considered to belong to the feel dimension. Therefore, three brands were chosen. Garnier, and

⁶ Source: www.best-selling-cars.com/usa/

TRESemme, that offers product for hair, such as shampoo, conditioner, and hair gels, and Johnson's Baby, that offers similar products for babies. Therefore, hair care products were displayed next to the product 'regular shampoo', in quadrant 3.

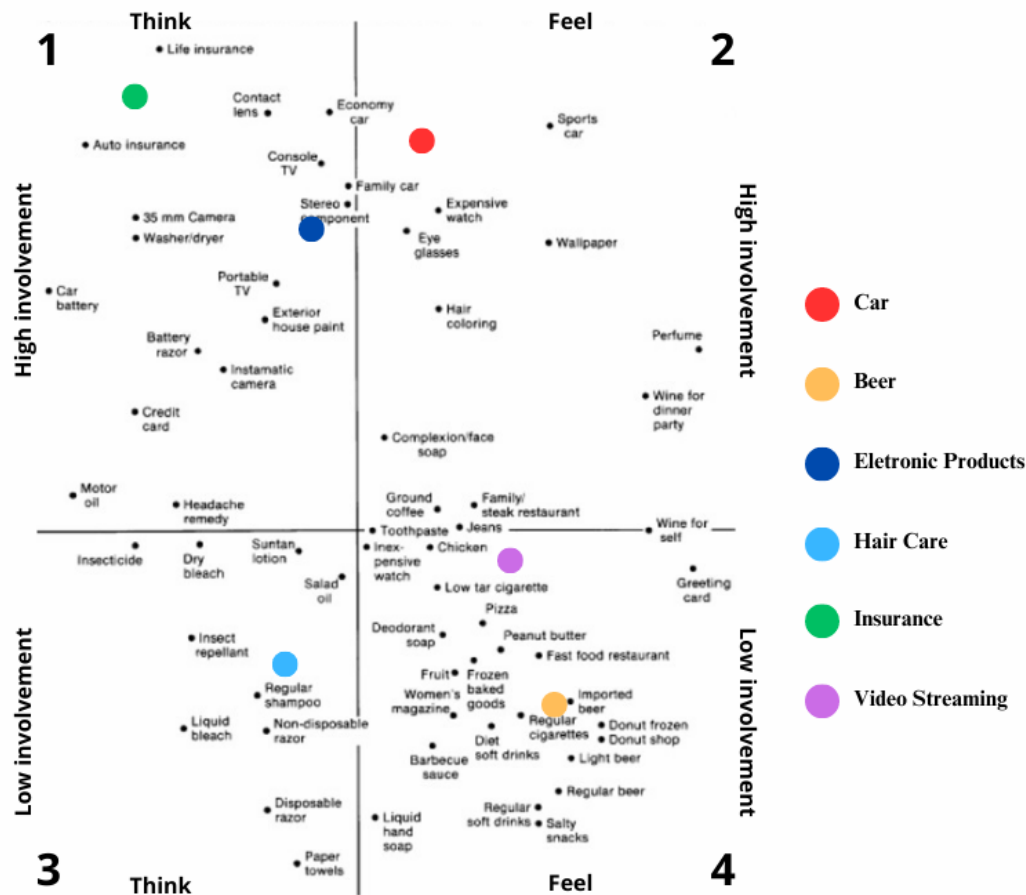
Insurance: Two insurance services are displayed in the grid, both positioned in quadrant 1. Thus, the insurance services representing the brands AXA, Allianz, and Mapfre were positioned between the 'life insurance' and the 'auto insurance' in the quadrant.

Video streaming: Among the five products, video streaming can be considered the one that has more indirect references in the FCB Grid. First because there aren't any internet-based services on the grid, and second because similar services such as cinema, music concerts, or TV shows are not displayed in the grid. Among the products from the grid, two were considered possible references for video streaming. The first is family steak restaurant, because it is a leisure service than can be consumed alone or by the family. The second one is the woman's magazine, which is also a leisure product and is contracted for monthly payments. In addition to these references, video streaming is a leisure service and therefore fits into the feel dimension. Furthermore, due to its low monthly fee, similar to magazines, we also consider that this service belongs to the low-involvement dimension. Thus, we assume that video streaming is a service that belongs to the feel / low-involvement quadrant (4).

To identify whether advertisements related to products predominantly have one type of content, three parameters of SNA content were considered. 1. For product advertising to be considered predominantly rational, all the analyzed brands must present the percentage of DI content equal to or greater than 50% ($BP < 50\%$); 2. For a product advertising content to be considered predominantly emotional, the perceptual of BP content from all the brands must be equal to or greater than 50%; 3. Advertisements from products for which all brands present BP content between 30% and 70% were considered to contain a mix of rational and emotional content.

Figure 5

Classification of the Products Analyzed in the Study on the FCB Grid.



Source: The author (adapted from Ratchford, 1987)

Initial results indicate that there are significant differences in BP mean between product types ($F\text{-test } (5, 489.51) = 35.124, p = 0.0000$). Table 10 indicates the relative ad content means and standard deviation, and Figure 6 present a graphic distribution of the BP percentage for each product type. Since the advertising content of each analyzed product was calculated based on the average of the advertising content of three brands per product in three different countries, an ANOVA analysis was conducted to check if the advertising content of the brands from the same product was similar or not. This test is important because if the advertising content between the brands of a given product were significantly different, the product brands could be determinant for the advertising content and not the products themselves. Results revealed that within the brands

from beer (Prob > F = 0.4491), electronics products (Prob > F = 0.1221), and insurance (Prob > F = 0.1721), there was no significant difference in SNA content, while within brands from cars (Prob > F = 0.0032), hair care products (Prob > F = 0.0042), and video streaming (Prob > F = 0.0001) significant difference within brands ad content were found.

Table 10

SNA Advertising Content Means by Product Type

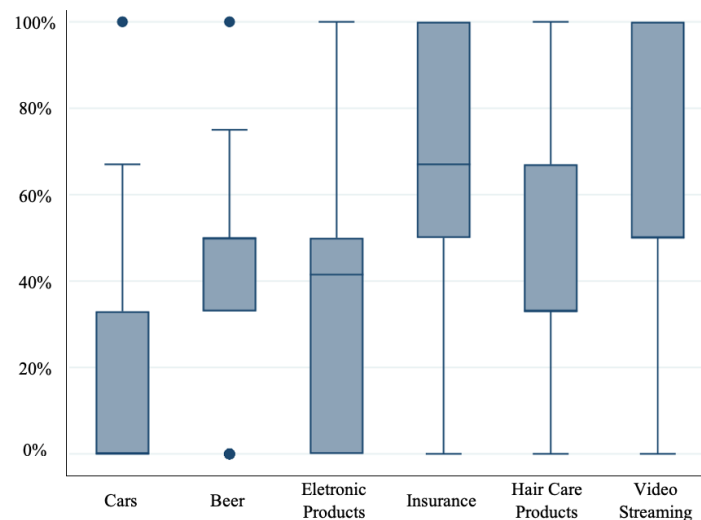
Product Type	BP Mean	DI Mean	Standard Deviation	Frequency
Cars	14.75%	85.25%	0.2223	90
Beers	39.43%	60.57%	0.2432	90
Electronic Products	35.41%	64.59%	0.2752	90
Hair Care Products	47.61%	52.39%	0.2627	90
Insurance	64.37%	35.63%	0.3450	90
Video Streaming	54.97%	45.03%	0.3102	90

Source: The author

Notes: BP Mean = brand personality advertising content percentage; DI Mean= product direct informative advertising content percentage.

Figure 6

Distribution of the Brand Personality Ad Content Percentage per Product Type



Source: The author

A Scheffé's post-hoc test was conducted to identify which brands from those products presented significant differences in ad content mean. Results revealed that among the cars brands, advertising from BMW presented significant content difference compared to Ford ($p = 0.086$) and VW ($p = 0.004$), while there was no significant difference in ad content within advertising from Ford and VW ($p = 0.485$). Within hair care brands, significant differences in ad content mean were identified just between the brands Garnier and Johnson's Baby ($p = 0.004$). Within video streaming brands, HBO Max did present significant differences in ad content when compared to Amazon Prime ($p = 0.012$) and Netflix ($p = 0.000$). The mean ad content for each brand is displayed in Table 11.

Table 11
SNA Advertising Content Means by Brand

Product	Brand	BP Mean	DI Mean	Standard Deviation	Frequency
Car	BMW	4.43%	95.57%	0.1377	30
	Ford	16.63%	83.37%	0.2662	30
	VW	23.20%	76.80%	0.2076	30
Beer	Amstel	40.03%	59.97%	0.2388	30
	Budwiser	43.10%	56.90%	0.2760	30
	Heineken	35.16%	64.84%	0.2123	30
Electronic Product	LG	33.26%	66.74%	0.2711	30
	Panasonic	43.46%	56.54%	0.2497	30
	Samsung	29.50%	70.50%	0.2867	30
Hair Care Product	Garnier	36.96%	63.04%	0.1305	30
	Johnson's Baby	58.93%	41.07%	0.2993	30
	TRESemme	46.93%	53.07%	0.2834	30
Insurance	AXA	54.76%	45.24%	0.3524	30
	Allianz	70.80%	29.20%	0.3644	30
	Mapfre	66.96%	33.04%	0.3073	30
Video Streaming	Amazon Prime	60.53%	39.47%	0.2921	30
	HBO Max	38.20%	61.80%	0.2886	30
	Netflix	71.16%	28.84%	0.2659	30

Source: The author

Notes: BP Mean = brand personality advertising content percentage; DI Mean= product direct informative advertising content percentage.

To verify if there is any correlation between advertising content and different types of products (H1, H2, H3, and H4), as well as a possible correlation between the interactive effects of products with cultural and macroeconomic variables from countries in relation to advertising content on social networks (H5,

and H6) two multiple regression models were tested, using the BP advertising content percentage as a dependent variable, and eleven independent variables. The correlation between the independent continuous variables was checked using Pearson's correlation test, which is based on the covariance method to measure the magnitude and direction of the association between variables.

As it's possible to check in Table 12, ten out of eleven independent variables (six cultural, and 4 macroeconomic) presented a correlation above 0.30 (gray observations). Only one variable, that measures the MNC's advertising standardization levels, did not present correlation problems.

Table 12

Pearson Correlation Test Results for Continuous Variables

	Ad Std. Levels	HDI	Population	Median Age	KOF	Power Distance	Individualism	Masculinity	Uncertain Avoidance	Long Term Orientation	Indulgence
Ad. Std. levels	1.0000										
HDI	0.0000 1.0000	1.0000									
Population	0.0000 1.0000	0.0246 0.6031	1.0000								
Median Age	0.0000 1.0000	0.6947 0.0000	-0.7020 0.0000	1.0000							
KOF	0.0000 1.0000	0.9559 0.0000	-0.2702 0.0000	0.8753 0.0000	1.0000						
Power Distance	0.0000 1.0000	-0.8752 0.0000	-0.5052 0.0000	-0.2599 0.0000	-0.6944 0.0000	1.0000					
Individualism	0.0000 1.0000	0.7701 0.0000	0.6567 0.0000	0.0760 0.1072	0.5487 0.0000	-0.9826 0.0000	1.0000				
Masculinity	0.0000 1.0000	0.2853 0.0000	0.9652 0.0000	-0.4912 0.0000	-0.0088 0.8517	-0.7134 0.0000	0.8311 0.0000	1.0000			
Uncertain Avoidance	0.0000 1.0000	-0.3883 0.0000	-0.9308 0.0000	0.3931 0.0000	-0.1005 0.0330	0.7857 0.0000	-0.8869 0.0000	-0.9940 0.0000	1.0000		
Long Term Orientation	0.0000 1.0000	-0.4528 0.0000	-0.9025 0.0000	0.3268 0.0000	-0.1709 0.0003	0.8277 0.0000	-0.9175 0.0000	-0.9837 0.0000	0.9975 0.0000	1.0000	
Indulgence	0.0000 1.0000	-0.0256 0.5887	0.9987 0.0000	-0.7368 0.0000	-0.3181 0.0000	-0.4613 0.0000	0.6181 0.0000	0.9508 0.0000	-0.9113 0.0000	-0.8798 0.0000	1.0000

Source: The author

The use of independent variables with unwanted correlation can generate multicollinearity problems in regression, making the estimation imprecise and with high variance enabling the acceptance of non-significant results (Cohen & Cohen, 2013). To minimize those possible problems, a principal components analysis with the continuous independent variables that present correlation problems was conducted, to avoid possible multicollinearity problems in the

regression model. This analysis is used to simplify data, reduce the number of variables, identify underlying factors, and eliminate multicollinearity problems (Basilevsk, 1994). As a result, two factor variables with eigenvalue greater than 1 were created, explaining 100% of the variance (proportion: factor 1= 0.6419; factor 2 = 0.3581) of the variables. Table 13 shows the variables present in each factor, as well as the respective factor coefficients from the rotated matrix.

Table 13

Factor's Variables and Coefficients from Rotated Matrix

Variable	Factor 1	Factor 2
Power Distance	- 0.6666	- 0.7454
Individualism	0.7935	0.6086
Masculinity	0.9979	
Uncertain Avoidance	- 0.9849	
Long Term Orientation	- 0.9701	
Indulgence	0.9689	
HDI		0.9749
Population	0.9800	
Median Age		0.8375
KOF		0.9973

Source: The author

Note: Rotated factor loadings (pattern matrix); < 0.6 were blanked

From the two factors obtained, it is possible to identify two patterns of countries. One is related to culture, and the other is related to macroeconomic index. The first factor related to culture indicates that, among the three countries considered in this study, there is a cultural pattern characterized countries that by high individualism, high masculinity, and high indulgence. This positive high correlation is possible to be verified in Table 13. Indeed, in general, countries where masculinity is highly present in society people tend to be more individualistic and are more prone to life enjoyments (Hofstede, Geert ; Hofstede, Gert ; Minkov, 2010). Therefore, we name factor 1 as Factor Masculine Countries. Regarding the second variable factor, it is possible to verify that this factor is characterized by positive values in the indices that measure the development of a country, such as KOF and HDI. In addition, more developed countries generally have a population with a higher average age, such as the USA and Spain, when

compared to Brazil. We give this factorial variable the name Factor Developed Countries. As a result, the following regression models were conducted:

- Regression Model 1: $BP = \alpha + \beta \text{ product type} + \beta \text{ MNC ad standardization level} + \beta \text{ factor masculine countries} + \beta \text{ factor developed countries}$.
- Regression Model 2: $BP = \alpha + \beta \text{ product type} + \beta \text{ MNC ad standardization level} + \beta \text{ factor masculine countries} + \beta \text{ factor developed countries} + \beta (\text{product type} * \text{MNC ad standardization levels}) + \beta (\text{product type} * \text{factor masculine countries}) + \beta (\text{product type} * \text{factor developed countries})$.

Variance Inflation Test (VIF) was conducted for the first model and no multicollinearity problems were identified (Model 1 mean VIF = 1.92). Due to the interaction terms present, the VIF test was not considered for regression model 2.

The regression model 1 presented a good fit and was statistically significant ($F(8, 531) = 22.71$, $\text{Prob} > F = 0.000$, $\text{adj R-squared} = 0.2437$), meaning that the null hypothesis (independent variables have no effect on the dependent variables) was rejected. As it's possible to see in table 14, the results indicated that all six product types are statistically significant in determining SNA content from MNCs. The variables MNC Ad Standardization Levels and Factor Masculine Countries did not presented significant results. On the other hand, the control factor variable Factor Developed Countries did present a significant result on the regression, indicating that countries that are more developed, that is, with higher scores HDI, and KOF indexes and the population presents higher median age, tend to present SNA with more BP content.

The first hypothesis of the present work suggests that ads from products displayed in the quadrant 1 from the FCB grid were expected to present predominantly rational appeals. Electronic products and Insurance were the products chosen to represent quadrant 1 and to test the first hypothesis. It was verified that advertisements from the three electronic products brands on social networks presented more rational appeals (<50% of BP content) while all insurance brands presented advertisements with more emotional appeals (>50% of BP content). This indicates that electronic product advertisements present the expected advertisement content according to the FCB Grid while insurance advertisements do not conform to the FCB Grid. Therefore, we consider that hypothesis 1 was partially accepted.

Table 14

Multiple Regression Models Results

Model 1	Beta Coefficient	Std. error	t
Beer	0.251 ****	0.048505	4.38
Electronic Products	0.202 ****	0.049623	3.41
Hair Care Products	0.359 ****	0.048873	7.51
Insurance	0.529 ****	0.052799	8.52
Video Streaming	0.450 ****	0.044539	6.88
MNC Ad Standardization Level	0.060	0.247148	1.37
Factor Masculine Countries (f1)	-0.002	0.011993	-0.25
Factor Developed Countries (f2)	0.073 **	0.011993	1.98
Constant (Car)	0.089 *	0.055732	1.49
Model 2	Beta Coefficient	Std. error	t
Beer	1.441 ****	0.365626	3.39
Electronic Products	3.226 ***	1.055548	2.63
Hair Care Products	1.219 ***	0.352343	2.97
Insurance	1.731 ****	0.38485	3.87
Video Streaming	-0.064	0.495824	-0.11
MNC Ad Standardization Level	0.913 **	1.762245	2.56
Factor Masculine Countries	-0.168 *	0.028801	-1.87
Factor Developed Countries	0.073 **	0.011758	2.00
Factor Masculine Countries (f1) * Beer	0.061	0.040731	1.17
Factor Masculine Countries (f1) * Electronic Products	0.093 *	0.040731	1.79
Factor Masculine Countries (f1) * Hair Care Products	0.130 **	0.040731	2.50
Factor Masculine Countries (f1) * Insurance	0.042	0.040731	0.82
Factor Masculine Countries (f1) * Video Streaming	0.080	0.040731	1.54
Ad Standardization Levels * Beer	-1.733 ***	1.82035	-2.72
Ad Standardization Levels * Electronic Products	-3.566 ***	3.751107	-2.71
Ad Standardization Levels * Hair Care Products	-1.248 **	1.797802	-2.19
Ad Standardization Levels * Insurance	-1.877 ***	1.847692	-2.66
Ad Standardization Levels * Video Streaming	0.003	2.142173	0.00
Constant (Car)	-0.718 **	0.339047	-2.12

Source: The author

Notes: Dependent variable is brand personality advertising content (%); * $p < .10$; ** $p < .05$; *** $p < .01$; **** $p < .001$.

Cars were the product analyzed that represents quadrant 2 from FCB Grid. Hypothesis 2 assumes that SNA content from products in quadrant 2 would present a mix between emotional and rational appeal, leading to a mix between brand personality and product direct informative content ($30\% < BP < 70\%$). Results indicated all cars brands presented more than 75% of DI content, indicating the prevalence of rational content for car's SNA.

Representing products from quadrant 3, the SNA content from hair care products were analyzed. The hypothesis (3) for this quadrant suggests that a mix between rational and emotional appeals would be more feasible for products that were perceived as belonging to the feel / low-involvement dimension. The results revealed that all brands did presents a mix of content ($30\% < BP < 70\%$), as expected. SNA from Garnier ($BP = 36.96\%$), and TRESemme ($BP = 46.93\%$) presented a little more DI content while the advertisements for Johnson's Baby ($BP = 58.93\%$) presented a little more BP content. Thus, hypothesis 3 was accepted.

Beer and video streaming were displayed in quadrant 4, representing the products tested for H4. For products from this feel / low-involvement dimension, it was expected that SNA would have more emotional appeals, leading to a higher amount of BP content. Results indicated that all beer brands presented more DI content ($BP \text{ mean} = 39.43\%$). The SNA content from video streaming presented some significant differences between the analyzed brands. While Amazon Prime ($BP = 60.53\%$) and Netflix ($BP = 71.17\%$) presented more BP content, HBO Max ($BP = 38.20\%$) had more DI content in its SNA. From those results, we conclude that H4 was partially accepted.

The regression analysis from model 2 was performed in order to test hypothesis 5 and 6 of this work⁷. The model was statistically significant and presented a good fit; $F(18, 521) = 12.37$, $\text{Prob} > F = 0.000$, $\text{adj R-squared} = 0.2752$. Results revealed that three products did present a significant interaction effect with factor masculine countries in determining SNA content. The positive (beta) coefficients for the interaction between *electronic products * factor masculine countries* and *hair care products * factor masculine countries* indicate that in countries where society are more masculine, individualistic and the indulgence behavior is higher the SNA content from electronic products and hair care products tends to present more BP content (emotional appeal). On the other

⁷ A regression model including the interactions between products and the factorial variable developed countries was tested. No significant results between these interactions were obtained. For this reason, they were not presented in this section. The results from this model are demonstrated in Appendices 1.

hand, for cars, that also did present a significant interaction effect with *factor masculine countries*, in those countries the SNA tends to present less content related to BP, that is, more rational appeal. Hypothesis 5 assume that there is a determinant interaction effect between culture and different product on SNA content. According to results, the interaction effect with culture characteristics were found in electronic products, hair care products, and cars. Thus, we partially accept this hypothesis.

The interaction effect between the MCNs advertising standardization levels and the product types was also tested in regression model 2. Results indicated that among the six products, only the interaction with video streaming did not have significant effect on the SNA content. The negative regression beta coefficient for those five significant interactions reveals that the higher the variability of advertising content from MNCs, the lower the presence of BP content. In other words, when the advertising standardization from a given MNC is lower, it is expected that SNA content will present more DI content (rational appeal). From those results, we partially accept Hypothesis 6 once five out of six products presented significant interaction with MNC SNA standardization levels. Table 15 shows a resume of the hypothesis test results.

Table 15**Hypothesis Results**

Hypothesis	Results
<i>H1: For products that are displayed in the think / high involvement (quadrant 1) the respective SNA will present more rational appeal, leading to product direct informative Content.</i>	Partially Accepted
<i>H2: For products that are displayed in the feel / high involvement (quadrant 2) the respective SNA will present a mix between rational and emotional appeal, leading to a mix of product direct informative and brand personality content</i>	Rejected
<i>H3: For products that are displayed in the think / low involvement (quadrant 3) the respective SNA will present a mix between rational and emotional appeal, leading to a mix of product direct informative and brand personality content.</i>	Accepted
<i>H4: For products that are displayed in the feel / low involvement (quadrant 4), the respective SNA will present more emotional appeal, leading to brand personality content.</i>	Partially Accepted
<i>H5: Culture moderates the effect of products on SNA content.</i>	Partially Accepted
<i>H6: Advertising standardization levels moderates the effect of products on SNA content.</i>	Partially Accepted

Source: The author

6. Discussion

The objective of this work is to identify the role of different product and service types in determining the content of advertisements on social networks. The hypotheses were developed based on the functional matching hypothesis theory, which has its origins in Katz's functional theories of attitude (1960). According to the functional matching hypothesis theory, advertisements that utilize appeals that "match" the qualities of the product and the psychological objectives of the target audience are more effective and compelling (Choi et al., 2018).

Initial results indicated that, in general terms, social media advertisements for a certain type of product tend to have similar content within competing brands. Of the 18 brands analyzed, only three brands showed significant differences from the other competing brands. They were BMW for cars, Johnson's Baby for hair

care products, and HBO Max for video streaming. These results indicate that product characteristics are capable of determining the advertising content on social networks. Thus, based on the initial results, we assume that the functional matching hypothesis can be considered as a generalist theory that give direction on the role of products in determining MNC advertising content on social networks.

To shed more light on which factors arising from the products are determinants for advertising content on social networks, the FCB Grid (Ratchford, 1987; Vaughn, 1986), a model derived from the functional matching hypothesis, was tested. The model assumes that advertising content must be adequate for the way consumers perceive products and their degree of involvement during the purchase process (Haley & Pittman, 2022). From this perspective, we assume that if the advertisements for different products are in accordance with the FCB Grid classifications, the way people perceive products would be decisive for the social network advertising content.

The descriptive statistic results, as well as the first four hypotheses' results, which are related to the quadrants of the FCB Grid, demonstrate that discussions must be carried out product by product, especially for those that did not present SNA content correlated with the FCB Grid. Despite evidence that the functional matching hypothesis can determine SNA content, the hypothesis based on the direct relation of quadrants from the FCB Grid, and the expected advertising content was able to determine the SNA content for only three out of six products analyzed.

Regarding the tested products in quadrant 1, while electronic products presented the expected advertising content from the raised hypothesis, the insurance advertising content is not in accordance with the FCB Grid model. One of the possible explanations for this is that, although both products are perceived in a similar way by consumers (think / high-involvement dimension), the products have different fundamental characteristics. While electronic products are durable goods, insurance is considered credence services. It is possible to identify that most part of the durable products are arranged in the high-involvement dimension of the FCB Grid. (Lou and Xie, 2020) identified that for products displayed in this dimension, consumers tend to pay more attention to informational content about

products. Thus, the use of DI advertising content must be more efficient for electronic products.

Although insurance is also displayed in the high-involvement dimension, due to its intangibility characteristic, a more accurate and tangible evaluation of this service by consumers depends a lot on their consumption experience and credence (Padgett & Allen, 1997). Furthermore, insurance is a service that is difficult to evaluate even with experience, leading customers to use faith to make decisions of consumption and evaluation (H. Zhang et al., 2014). One of the main possible solutions for credence service advertising is the reinforcement of credibility. Since credence services are difficult to be perceived and even evaluated after consumption (Keh & Pang, 2010; H. Zhang et al., 2014), the use of emotional appeal to reinforce the brand image can increase trust and credibility, minimizing the perceived risk of consumption by customers (Décaudin et al., 2010; Swani & Milne, 2017).

Cars, the product that had its advertising tested for quadrant 2, also did not present the expected advertising contents according to the FCB Grid. Due to the methodological need to standardize the expected results according to the position within one of the four quadrants, the hypothesis for this product was built considering that a mix of content was expected since the product is placed in quadrant 2. By observing Figure 2, it's possible to see that the brands chosen to represent cars in the FCB Grid were arranged close to the middle of the think/feel dimension, and at the top of the high-involvement dimension. Because this product is placed near the middle of the think/feel dimension, we assume that possibly this dimension has a smaller effect on car advertising content than the high-involvement dimension has. Something similar to the effects that occur with electronic products. Furthermore, the BMW brand, presented a significant difference in BP mean when compared with Ford and VW. One possible explanation for this difference is that BMW is a brand that has some difference in products characteristics when compared to Ford and VW once the cars from those two brands are more related to family and economy car categories from the FCB Grid while BMW is more related to family and sports cars.

Hair care, product displayed in quadrant 3, did present the expected SNA content. The fact that the product is arranged close to the vertical and horizontal axes of the grid indicates that the influence of the low-involvement and think

dimensions would have the same strength, making it crucial for the content to present a mix between rational and emotional appeals. Thus, the customer's perception of hair care is a determinant for the respective SNA content.

In quadrant 4, while video streaming presented the expected SNA content according to the hypothesis, beer did not. An important aspect is that beer is a nondurable product, which is more susceptible to cultural variations when compared to durable goods (Boddewyn et al., 1986; Hermeking, 2005b). As the advertising analyzed are from multinationals, the use of BP content would require greater care and adaptations to the local characteristics of each country. This is because the content of the BP type encompasses humor, emotions, philanthropic actions, and other aspects that are highly influenced by culture. Thus, DI content, which is related to product information, would be more feasible for products that are more culturally susceptible, such as beer.

Regarding the moderation effect of nations cultural characteristics on the relationship between products and SNA content, it was verified that in countries where masculinity, individualism and indulgence behaviors are present simultaneously, electronic products and hair care SNA advertising tend to present more brand personality content. Although this cultural effect is significantly positive for those products, those moderation effects are relatively weak. On the other hand, the moderation effect of advertising standardization presented stronger effects on the relationship between four products (electronic products, hair care, beer, and insurance) and the SNA content. Results indicated that the higher the standardization levels of SNA content from those products the higher the use of direct informative content. Considering that direct information content carries relatively less cultural information when compared to brand personality content, the use of this content for homonymous advertisements across different countries is more plausible, as it minimizes possible cultural conflicts.

Based on the above, we conclude that, in general terms, the perception of consumers in relation to products is a determining factor for the advertising content of multinationals on social networks. In addition, the FCB Grid can be used as a determinant model of advertising content. However, this must be considered with some caveats. First, the type of content directed to each product must be chosen not only based on the quadrant in which the product is located but also considering the exact position of the product in the grid. This is because,

depending on the position of the product on the grid, one of the dimensions (feel vs think / high vs low involvement) may have more effect than the other on the most appropriate advertising content to be used. Second, despite being perceived as think and high-involvement products, credence services tend to present advertisements with more emotional content than rational content. Third, when it comes to advertising from multinational companies, non-durable products from international brands that have higher levels of advertising standardization tend to use more informative content when compared to what is expected from the FCB Grid. Last but not least, for some products, especially culture-bound products such as clothes and foods, the MNCs advertising content may not be adequate for the FCB Grid once their SNA content is more susceptible to countries cultural variations.

7. Limitation and Future Research

One of the limitations of this work is related to the number of products analyzed. In quadrants 2 and 3 of the FCB Grid, only one product was considered, while in quadrants 1 and 4, two products were considered. Future research should consider a larger number of products to cover a larger area of the grid, thus obtaining more robust results.

Regarding the interactive effects between products and culture on advertising content on social networks, it is important to note that advertisements from only three countries were chosen for the analyses. Therefore, for the variable male factor countries, only three values, one for each country, were observed in the dataset. Although this small amount is due to the need for the MNC to have profiles in the same countries, a specific study with a larger number of countries should be carried out to obtain more robust results that can be generalized.

Chapter 3

The Role of Social Network Advertising on Digital Brand Engagement

Abstract

Purpose – This work aims to investigate the effects of advertising content on customer engagement with social network advertising, its consequences on customer brand engagement and customer brand-related activities, and the moderation effects of different product types on those relationships.

Design/methodology/approach – A survey was conducted with Brazilian Instagram social network users, generating a dataset with 767 observations. To test the six hypotheses developed, a structural equation model analysis was conducted using the Smart-PLS software.

Findings – Results indicate customer engagement with social network advertising is an antecedent of customer brand engagement, in terms of cognitive, affective, and active behavior, and customers online brand-related activities have a mediator effect on this relationship. Moreover, social network advertising that highlights product characteristics has a greater positive effect on those relationships when compared to ads that highlight brand's personality.

Originality – This work proposes a deeper investigation into the relationship between social network advertising engagement and its consequences for customer brand engagement, with a unique approach to the relationship between those concepts, including an unprecedented approach for customer engagement with social network advertising construct. Moreover, the results reinforce the effects of social network advertising on different types of customer engagement with brands and highlight the relationship between them.

Research limitations – The research was conducted online with Brazilian social network users. Future studies should consider analyzing the effects of advertising based on a greater number of products.

Keywords – Customer engagement; social network advertising; customer brand engagement; customer online brand-related activities.

1. Introduction

There is a growing trend among consumers to utilize social networks as a means of satisfying their consumption-related requirements. These needs encompass various aspects, including joining a brand community, seeking product knowledge, and obtaining assistance to aid in their purchasing decisions (Gavilanes et al., 2018). Customer engagement with online platforms, such as social networks, is an important antecedent to outcomes like usage, effect, and responses to advertising and brands (Calder et al., 2009; Cornwell, 2019; Gonçalves, 2017; Wu, 2016), moving forward the advertising research agenda and encouraging authors to investigate firms' digital advertising content strategy (Dwivedi et al., 2021; Kumar & Gupta, 2016).

The possibility of active participation by consumers has made social networks an important tool for promoting consumer engagement with brands, bringing favorable results for companies, such as brand equity, and purchase intention (Iglesias and Bonet, 2012; Ezgi and Jonah, 2017; Valentini et al., 2018; Chahal, Wirtz and Verma, 2020; Izogo and Mpinganjira, 2020). However, recent studies have revealed that customer brand engagement on social networks is still uncovered, especially the relationship between social network advertising and brand engagement (Bansal & Arya, 2015; Barari et al., 2020; Ng et al., 2020). For instance, the work from Gavilanes et al. (2018) highlighted the strategic significance of comprehending customer brand interaction within the digital environment, emphasizing the importance of social network advertising as a precursor to digital customer engagement. Given the lack of academic studies on how to conceptualize and operationalize digital consumer engagement in social networks, the authors assume that different types of customer engagement with social network advertising, such as likes, comments, and shares, are directly related to different levels of customer brand engagement.

In this work, we propose a deeper investigation to better elucidate the relationships between customer engagement with social network advertising and its consequences for customer brand engagement and brand-related activities. To shed light on this theme, we provide a literature review considering different approaches to consumer engagement with social network advertising, their

activities with brands on social networks, as well as the effects of those concepts on customer engagement with brands. Furthermore, following the previous chapters of this work, we analyze the effects of different types of advertising content on consumer engagement, as well as the influence of product types on these relationships.

The dataset considered for data analysis was extracted from 767 questionnaires answered by Brazilians Instagram social network users. Based on relevant academic literature, a research model was developed and analyzed through structural equation modeling using the Smart PLS software. After testing six hypotheses, results confirmed that positive customer engagement with social network advertising has a positive effect on customer brand engagement, influencing their cognitive and affective engagement with brands as well as their active engagement behavior. It was also revealed that customers that engage with social network advertising tend to carry out more online brand-related activities. Consequently, these activities positively influence their cognitive, affective, and active engagement with brands. Finally, results also demonstrated that product types can moderate the effect of social network advertising content type on customer engagement. Those results shed light on the social network advertising field, since they reinforce the importance of social network platforms as powerful tools to develop brand engagement.

Findings from the present work offers to brand and social media managers important information regarding how social network advertising can be utilized as an important tool for the increase of consumer engagement in social network environment. Although the relationships between advertising on social networks and engagement with the brand have already been addressed in academic literature, the present work contributes to gaps observed in the literature as well as offering a broader and deeper approach to the different aspects of engagement on social networks.

The subsequent sections of this chapter are structured in the following manner. Next a literature analysis examines the concepts and helps formulate the hypotheses related to the connection between consumer engagement with social network advertising, customer brand engagement, and customer brand-related actions. This is then followed by the presentation of a conceptual model. In the subsequent session, the data collecting, and procedure will be discussed,

including the survey details and the variables derived from it. The analysis and results section presents the empirical findings that provide answers to the tested hypotheses, followed by the discussion. Lastly, this study includes the conclusions, implications, limitations and potential lines for further research.

2. Literature Review

2.1. Customer Brand Engagement (CBE)

Customer brand engagement (CBE) holds significant importance in modern marketing theory and practice, comprising multiple characteristics and highlighting the extent of interactions between consumers and brands. This concept is considered crucial in business settings, playing a key role in improving overall company success, increasing sales, creating a strong competitive edge, and improving profitability (Brodie et al., 2011; Mishra, 2019). High levels of CBE are related to increased customer loyalty (Verhoef, 2003), a greater propensity to recommend the brand to others (Pansari & Kumar, 2017), a stronger emotional connection with the brand (H. Zhang et al., 2014), and the promotion of brand-friendly behaviors such as brand advocacy (van Doorn et al., 2010).

Due to the wide applications in different contexts that the CBE terminology allows, there are many different approaches to this concept in the literature, as exemplified in Table 16. However, several authors consider the work of Brodie et al. (2011) on customer engagement as the basis of CBE concept (Bazi et al., 2023; Brodie et al., 2013; Chahal & Rani, 2017; Gavilanes et al., 2018; Hollebeek et al., 2014; Vivek et al., 2012). Brodie et al. (2011) affirms that customer engagement is a complex phenomenon comprised essentially by three dimensions: the cognitive, affective, and behavioral responses of customers.

Table 16

Examples of consumer engagement concepts.

Authors	Concept	Definition	Dimensions
Algharabat et al., 2020	Customer Brand Engagement	Capacity to elicit a psychological state in customers' brains during their engagement with the central brand	Cognitive processing; affection; activation
Hollebeek et al., 2011, 2014	Customer Brand Engagement	Consumer's positively valenced brand-related cognitive, emotional and behavioral activity during or related to focal consumer/ brand interactions	Cognitive processing; affection; activation
Brodie et al., 2013	Customer engagement in virtual community	Specific interactive experiences between consumers and the brand, and/or other members of the community	Cognitive processing; emotional, behavioural
Mollen and Wilson, 2010	Online brand engagement	Customer interaction with brands on digital environment	Active sustained cognitive processing; Instrumental value: utility, relevance; Experimental value: emotional congruence
Abdul-Ghani et al., 2010	Engagement with the auction sites	Utilitarian, hedonic and social benefits that are the bases of engagement	Utilitarian; Hedonic; Social; Unidimensional
Calder et al., 2009	Customer brand engagement	A multilevel, multidimensional construct that emerges from the thoughts and feelings about one or more rich experiences involved in reaching a personal goal	Personal and Social-Interactive
Vivek, Beatty, and Morgan, 2012	Customer engagement	The intensity of an individual's participation in and connection with an organization's offerings and/ or organizational activities, which either the customer or the organization initiate.	Cognitively, affectively, behaviorally, or socially

Source: *The author*

Cognitive dimension of CBE pertains to the thinking aspects of interactions between consumers and brands. It refers to the rational processing of brand-related information by customers, encompassing their awareness, knowledge, and understanding of brand qualities, benefits, and values. Illustrative instances of customers' cognitive brand-related activity encompass the degree of focus and/or immersion in the brand. According to Hollebeek (2011), empirical evidence indicates that robust cognitive engagement is associated with improved brand recall, recognition, and consideration among consumers.

The emotional dimension of CBE encompasses the affective aspects of consumer-brand connections and can be characterized by a customer's level of inspiration and/or pride associated with the brand. Customer perception and attitudes are significantly influenced by the sensations, emotions, and sentiments elicited by brands (Brodie et al., 2011). Consequently, they are more inclined to develop robust affective bonds with brands that elicit positive emotions, such as joy, enthusiasm, or trust. This heightened emotional connection is associated

with increased levels of brand loyalty, attachment, and brand advocacy (Mingione et al., 2020).

The activation dimension, which corresponds to the behavioral responses, refers to the customers intents and activities exhibited towards a particular brand. It encompasses the exertion of energy and active engagement that individuals allocate towards a brand, such as making purchases, endorsing, or engaging in interactive activities associated with the brand (Hollebeek et al., 2014). Higher levels of activation dimension indicate a robust level of customer dedication and involvement with the brand, resulting in heightened customer lifetime value and brand profitability.

In the context of CBE concept based on those three dimensions, the work of Hollebeek et al. (2014) provide a conceptualization, and a validated scale of this concept and is considered one of the most preeminent in the marketing literature (Algharabat et al., 2020). Based on Brodie et al. (2011), and Hollebeek et al. (2014) works, in this study we consider CBE as the “consumer's positively valanced brand-related cognitive, emotional, and behavioral activity during or related to focal consumer/brand interactions” (Hollebeek et al., 2014, p. 149).

2.2. Customer Engagement with Social Network Advertising (CESNA)

The use of firm-generated content on social network platforms is a complex and crucial process for modern marketing. Brands that successfully engage with customers on social network platforms experience higher levels of visibility and brand loyalty, positive customer's sentiments and associations towards brands, and increase in purchase behavior (Dwivedi et al., 2021; A. J. Kim & Ko, 2012; A. Sharma et al., 2021; van Doorn et al., 2010). Engaged customers are more likely to advocate for the brand, influencing their social network connections and contributing to word-of-mouth marketing efforts (Algharabat et al., 2020; Brodie et al., 2011).

The main forms of customer engagement observed in social network are post views (impressions), likes, comments and shares. Once these actions are carried out, they are recorded and become information made available by the social network. Those metrics are widely used as a basis for concepts related to

consumer engagement such as brand engagement (del Rocío Bonilla Quijada et al., 2020; Moran et al., 2020), advertising engagement (D. H. Kim et al., 2015; Rietveld et al., 2020), social media content engagement (Lee et al., 2018a), and customer engagement (Rietveld et al., 2020).

Although social network metrics are numbers that measure the user interactions with a content, these actions can be related to consumers' levels of affective and cognitive engagement with a brand's advertising content. One example is the work of Gavilanes et al. (2018). The authors make use of the terminology 'digital customer engagement' to address the customer engagement with brand advertising on social network sites. They classify views, likes, comments and shares as actions that represents different levels of customer engagement. The action of view a post is considered the lowest level of engagement, since it requires minimum effort from customers. A like is considered a middle level of customer engagement, since it represents a customer emotional investment towards a content. A comment made by a customer is considered moderate to strong engagement since it demands additional time and exertion, compared to a like, and involves more intense cognitive processing of the branded content. Sharing a post is considered by the authors the strongest type of engagement, since it fulfills three conditions. First, users have the ability to enhance a share by adding their own text, so strengthening the investment similar to a comment. Second, when individuals share branded material made by the company, it serves as a definitive endorsement (similar to a "like"). Third, publishing a post necessitates the users using their networks of contacts and personal feeds, which can hold significant worth for the firm.

Customer engagement with brand content is possible to be achieved by a "particular psychological state induced by the individual's specific interactive experiences" (Brodie et al., 2011, p. 257). In social network environment, this optimal psychological condition is primarily driven by the hedonic (affective) and utilitarian (cognitive) benefits from social network advertising (SNA) (Lee et al., 2018). The utilitarian benefits present in advertising content are available to customers through messages with informative content. Social network advertising can communicate information regarding products and services to customers such new products, features, promotions, or offers, empowering them

to make well-informed purchasing decisions. Informational content of brand and products provided by influencers on social network has a positive impact on the followers' trust, influencing their brand knowledge and their purchase intents (Lou & Yuan, 2019). Hedonic benefits encompass the emotional and experiential satisfactions that customers obtain from interacting with an advertisement. It can be achieved by an experience of pleasure, enjoyment, and personal satisfaction during the customer interaction with a SNA, stimulated by content such as humor, philanthropic, and emotion. Hedonic content has a positive effect on consumers inspiration and triggers customer engagement behavior (Izogo & Mpinganjira, 2020).

In this work we consider that customer engagement with social network advertising (CESNA) encompasses three dimensions, that are similar to the CBE dimensions previously discussed. The customers active behavior dimension of CESNA is represented by the customers clicks, likes, comments, and shares towards a firm-generated content. The other two dimensions refers to the cognitive and affective processing. Customer's perception of utilitarian (informativeness) benefits from SNA represents the cognitive dimension of CESNA, while the hedonic (entertainment) perceived benefits from a content represents the affective dimensions of CESNA (Abdul-Ghani et al., 2011; Calder et al., 2009; del Rocío Bonilla Quijada et al., 2020; Gavilanes et al., 2018; Lee et al., 2018; Moran et al., 2020; Quesenberry & Coolson, 2019; van Doorn et al., 2010).

Customers who perceive utilitarian and hedonic benefits from an ad are expected to present positive effects on ad value, purchase intention, and attitude toward SNA (A. Sharma et al., 2021). Aligning consumer personality with relevant advertising messages can enhance consumer persuasion across various personality types (Shumanov et al., 2022). According to (Ruiz and Sicilia, 2004), the efficiency of those two types of content is related to the customer's process style. Utilitarian contents are expected to be more efficient to customers with a thinking processing style, once they are more incline to create cognitive bonds with products and brand. For customers who tend to have an affective processing style, hedonic advertising content would be more efficient since emotional bonds can generate more positive engagement.

Despite the importance of these two types of advertising appeal, entertainment is one of the main factors that most positively affects the use of social networks (Antoniadis et al., 2020), making hedonic appeal a crucial element that motivates individuals to engage, create, or contribute to online brand content (Muntinga et al., 2011). Moreover, hedonic appeals are more applicable to companies that have limited difference from their competitors, whereas rational appeals are more applicable to brands that are easily distinguished by reasonable means (Grigaliunaite & Pileliene, 2016).

Studies have shown that hedonic appeal is more efficient in generating consumer engagement and positive attitudes towards brands. For instance, hedonic appeal has been shown to be an important marketing strategy for viral marketing. This strategy encourages users to spread marketing content through multiple channels, including viral commercials. In 60% of global viral advertisements the hedonic appeal, such as joy, happiness or gladness is present (R. R. Sharma & Kaur, 2018), showing a certain preference among social media users for this type of content. The use of hedonic content in inspirational advertising is also related to being more efficient when compared to utilitarian appeal. A study by Izogo & Mpinganjira (2020a) affirms that hedonic appeal (vs utilitarian) is more efficient in exerting a positive differential effect on customer inspiration (CI), that is, a motivational state that drives a person who experiences it into action. When it comes to targeted advertising, the hedonic appeal also has a greater positive impact on consumer satisfaction compared to the utilitarian appeal (Byun et al., 2023a).

Thus, in the first hypothesis of this chapter, we assume that advertisements with a hedonic appeal (brand personality content) have a significantly greater positive effect on consumers' engagement with SNA when compared to utilitarian appeals (direct informative content).

H1. Advertisements with hedonic (brand personality content) appeals have a significantly greater positive effect on customer engagement with social network advertising (CESNA) when compared to utilitarian (product direct informative content) appeals.

2.3. Customer Engagement with Social Network Advertising (CESNA) as Antecedent of Customer Brand Engagement (CBE)

Hollebeek affirms that customer brand engagement refers to “the level of an individual customer’s motivational, brand-related and context-dependent state of mind” (2011a, p. 790). This psychological state of mind is characterized by the three cognitive, affective, and activation dimensions proposed by Brodie et al. (2011). SNA has an important role in CBE, since it can establish customers cognitive and emotional bonds with brands through authentic and interactive brand experiences provided by utilitarian and hedonic content (Hollebeek, 2011; Rietveld et al., 2020).

Marketers can make use of social network advertising to stimulate the cognitive CBE dimensions by effectively conveying brand messaging and product information that enhances brand loyalty and preference, such as concrete utilitarian information about brand advantages, product prices and promotions (Algharabat et al., 2020; Lee et al., 2018a). To create an affective CBE and foster stronger emotional relationships between customers and brands, marketers may have the ability to utilize emotive storytelling, experiential marketing, and advertising content that highlights the brand’s personality (Kang et al., 2020; Lee et al., 2018a). Moreover, the activation dimension of CBE can be stimulated by making use of advertising content that provides interactive brand experiences, individualized offerings, incentives for customer loyalty, and advocacy (Algharabat et al., 2020; Jeon & Yoo, 2021; Kwon et al., 2017).

After undergoing thorough cognitive or emotional processing with a brand advertisement, customers are expected to take actions such as purchasing, repurchasing, or advocating for a product or brand, positively reflecting on the levels of brand engagement (Calder et al., 2009; Duffett, 2015; Hamelin et al., 2017; Maslowska et al., 2016; Morris et al., 2016; Teichert et al., 2018). Due to the advantageous outcomes for firms that result from consumers' engagement in the online environment, social network advertising is a robust precursor to CBE (Gavilanes et al., 2018). Indeed, a high number of likes on a brand’s social network page is positively correlated with brand attitude, brand involvement, feelings of trust, and purchase intention (Phua & Ahn, 2016). Thus, by generating

and distributing pertinent and noteworthy brand-related content on social networks, firms can enhance CBE (Hollebeek & Macky, 2019). From this perspective, we assume that higher levels of CESNA will lead to higher levels of CBE.

H2. The higher the customer engagement with social network advertising (CESNA), the higher the customer brand engagement (CBE).

2.4. The mediation effect of Customer Online Brand-related Activities (COBRAs) on the relationship between CESNA and CBE

The consumers' online brand-related activities (COBRAs) concept (Muntinga et al., 2011) is a behavioral construct that offers a comprehensive framework for understanding consumer involvement with brand-related material on social network platforms. The theory differs from effect-oriented CBE research traditions by focusing on the individual user's perspective rather than the effects of media on users, as proposed in the Hollebeek (2014) work. The COBRAs authors argue that, although the aforementioned research motivation is valuable for comprehending overall social media usage, it does not specifically examine brand-related usage in this environment. The typology model comprises three dimensions that align with a trajectory of progressive engagement with brand-related material in an online environment: consumption, contribution, and creation (Table 17).

The consuming typology represent a lower level of engagement with brands. It refers to customers consumption of brand-related material, without active contribution or creation of content. Some examples of this activities are viewing videos produced by firms, examining product ratings and reviews posted by others, and engaging with other users in online brand forums. The contributing dimensions represent the medium level of brand-related online activity. It encompasses both user-to-content and user-to-user engagements pertaining to brands. Brand enthusiasts engage in conversations on a brand's fan page on a social media platform, actively participate in brand forums, and provide feedback on blogs, images, videos, and other brand-related content generated by others.

The COBRAs creation dimension represents the pinnacle of customer digital brand-related engagement. It refers to the active creation and dissemination of brand-related material that is consumed and contributed to by others. Individuals that engage in the creation of brand-related weblogs, publish product reviews, generate and share branded films, music, and images, or compose articles pertaining to various brands.

Table 17

COBRAs typology

	COBRA type	Examples of brand-related social media use
<div style="display: flex; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); margin-right: 5px;">Level of brand related-activeness</div> <div style="flex-grow: 1; border-left: 1px solid black; position: relative;"> <div style="position: absolute; top: 0; left: -5px; right: -5px; height: 100%; border-left: 1px solid black;"></div> <div style="position: absolute; bottom: 0; left: -5px; right: -5px; height: 100%; border-left: 1px solid black;"></div> </div> </div>	Consuming	<ul style="list-style-type: none"> • Viewing brand-related video • Listening to brand-related audio • Watching brand-related pictures • Following threads on online brand community forums • Reading comments on brand profiles on social network sites • Reading product reviews • Playing branded online videogames • Downloading branded widgets • Sending branded virtual gifts/cards
	Contributing	<ul style="list-style-type: none"> • Rating products and/or brands • Joining a brand profile on a social network site • Engaging in branded conversations, e.g. on online brand community forums or social network sites • Commenting on brand-related weblogs, video, audio, pictures, etc.
	Creating	<ul style="list-style-type: none"> • Publishing a brand-related weblog • Uploading brand-related video, audio, pictures or images • Writing brand-related articles • Writing product reviews

Source: Muntinga et al., 2011

COBRAs are driven by three motivations: information (cognitive), entertainment (affective), and remuneration. The acquisition of information serves as a significant incentive for individuals to engage with brand-related content. Individuals utilize the internet as an informational source about products and brands on social network sites, making brand communities and word of mouth (WOM) powerful influences on purchase decisions (Hasan & Sohail, 2020; Yoon et al., 2017). Firms can stimulate customers engagement with informative firm-generated content on SNA by informing them about brand and products information regarding features, prices, special offers, encouraging them to share their brand experiences (Chahal et al., 2020a). The entertainment motivation is verified in all three COBRA dimensions. It encompasses several incentives, such as enjoyment, relaxation, and pastime. Brand personality SNA content can

extimulated customers hedonic experience by offering people an inherently pleasurable encounter, allowing them to relax and detach from the demands of everyday existence (Aguar & Farias, 2015). The remuneration dimension suggested the possibility of financial gain, benefits related to one's job, or other rewards may influence online behavior associated with brands. Individuals hold the belief that the online environment offers valuable information that aids them in making significant decisions and achieving personal goals (Zollo et al., 2020).

Since brand-related content on social networks can offer content that stimulates the three motivations of COBRAs - information (cognitive), entertainment (affective), and remuneration - we consider that the three dimensions of CESNA are antecedents of COBRAs. Thus, we assume that a higher CESNA with brand personality or direct informative content will lead to a higher direct effect on COBRAs.

H3. The higher the customer engagement with social network advertising (CESNA), the higher the consumers' online brand-related activities (COBRAs).

Studies have demonstrated that customers from online environments who have an interest in particular brands are more likely to dedicate substantial cognitive and affective resources to brand-related knowledge and loyalty behavior. Indeed, activities considered in the COBRAs typology are positively associated with ongoing brand search activity, word-of-mouth recommendations, and repeat purchase behavior (Cheung et al., 2021a; Hollebeek et al., 2014).

The consuming dimension of COBRAs refers to customers' interactions with brand content, such as browsing product information or reading reviews. Customer browser or visits to a company's social network pages are a strong driver of short-term sales (Brettel et al., 2015). Thus, the act of visiting a brand's social network pages, that represents the consuming level of COBRAs, is positively related to the activation dimension of CBE, since sales is related to the activation dimension of CBE. Moreover, browsing or interacting with brand social network posts are activities that demands attention, perception, and understanding of brand-related information. Thus, it can also be considered

antecedent of cognitive CBE dimension, since it stimulates “consumers’ activation of mental activities” (Bazi et al., 2023, p. 5).

The act of commenting, sharing content, and participating in a discussion is part of the contributing aspect of COBRAs. This behavior demands higher levels of cognitive, affective processing and active behavior, including customers’ emotional reactions and attachments to the brand. According to Brodie et al. (2013), virtual brand community is an environment dedicated to a specific brand where community members and visitors, through individual and collaborative effort, create and co-create value for themselves, other members, and/or organizations. Users that are engaged in virtual brand community activities demonstrate increased consumer loyalty, contentment, empowerment, connection, emotional attachment, trust, and commitment. Thus, those activities will lead to an increase in all dimensions of customer engagement with a brand.

The creating aspect of COBRAs concerns the involvement of consumers in the co-creation of brand experiences or content, including the creation of user-generated content and participation in brand-sponsored challenges. Due to a higher effort demand, these activities will lead to higher levels of cognitive and affective processing and the activation dimension of CBE. Customers who are actively involved in activities with a brand may contemplate it more, have a sense of pride, and engage in supportive behavioral exchanges (Cornwell, 2019).

Since consumer engagement with advertisements can lead to increased levels of customer activity with brands on social networks, it is expected that these brand activities will have a positive effect on the cognitive, affective, and active behavior dimensions of consumers’ brand engagement. Therefore, we assume the following hypothesis:

H4. The higher the consumers’ online brand-related activities (COBRAs), the higher the customer brand engagement (CBE).

Considering the relationships established in H3 and H4, we are hypothesizing in this study that COBRA mediates the relationship between CESNA and CBE.

H5. Consumers' online brand-related activities (COBRAs) mediate the effect of customer engagement with social network advertising (CESNA) on customer brand engagement (CBE).

2.5. The moderation effect of product type

Advertising is the most powerful tool to influence customer engagement with brands and products on social network (Gavilanes et al., 2018; Wu, 2016). In the quest for strategies to enhance consumer engagement with advertising, academic literature considers the adequacy of its content according to product characteristics as a valid approach (Choi et al., 2012; Padgett & Allen, 1997; Paek et al., 2010; Shavitt, 1990). In chapter two of this work, this topic was addressed using as theoretical foundations the functional matching hypothesis and the Foote, Cone and Belding Grid (FCB) model (Ratchford, 1987; Vaughn, 1986). Based on those theories, advertisements that present its content align with products characteristics and with the psychological goals of the target audience are expected to be more impactful and persuasive (Choi et al., 2018).

In the FCB model, products are exhibited in a grid partitioned into four quadrants. The X axis represents the think vs. feel dimensions, and the Y axis represents the high versus low involvement dimensions. The hypothesis from Chapter 2 suggests that advertising content types are expected to be adequate to products according to the position of on the grid in order to maximize their effectiveness. Results revealed that SNA from the same product type tends to present similar content between competing brands. From the 18 brands analyzed, only three exhibited significant differences in ad content compared to their direct rivals. However, results also revealed that only three out of six products presented the expected advertising content based on the FCB Grid. For instance, the FCB Grid positioned video streaming and beer in the fourth quadrant. It was expected that advertisements for products falling within this quadrant predominantly present more hedonic/emotional content, that is categorized in this work as brand personality (BP) SNA content type. However, while advertising content from video streaming brands met this expectation (BP mean = 71.17%; DI mean = 28.83%), beer brands predominantly presented more

product direct informative (DI) ad content (BP mean = 38.20%; DI mean = 61.80%).

The use of specific social network metrics by profile managers could potentially explain the results observed in Chapter 2. In addition to the traditional metrics such as views, likes, comments, and shares, marketing practitioners who manage firms' profiles on social networks have access to other performance indicators such as cost-per-click (CPC), click-through rate (CTR), and cost per thousand impressions (CPM) (Kannan & Li, 2017; Mazerant & Willemsen, 2018; Zollo et al., 2020). Marketers can use this information to determine the most effective SNA content strategy (Rietveld et al., 2020; Venkatesan, 2017). Thus, it is plausible to assume that beer's SNA did not present predominantly brand personality (hedonic) content type, as expected based on the FCB grid, because this type of content is not the most efficient in generating engagement for this product. Similarly, it is possible that the predominance of brand personality content verified in the video streaming SNA may also be related to the higher efficiency of this type of content in generating customer engagement for this type of product. Therefore, we assume that product type moderates the effect of SNA content on CESNA.

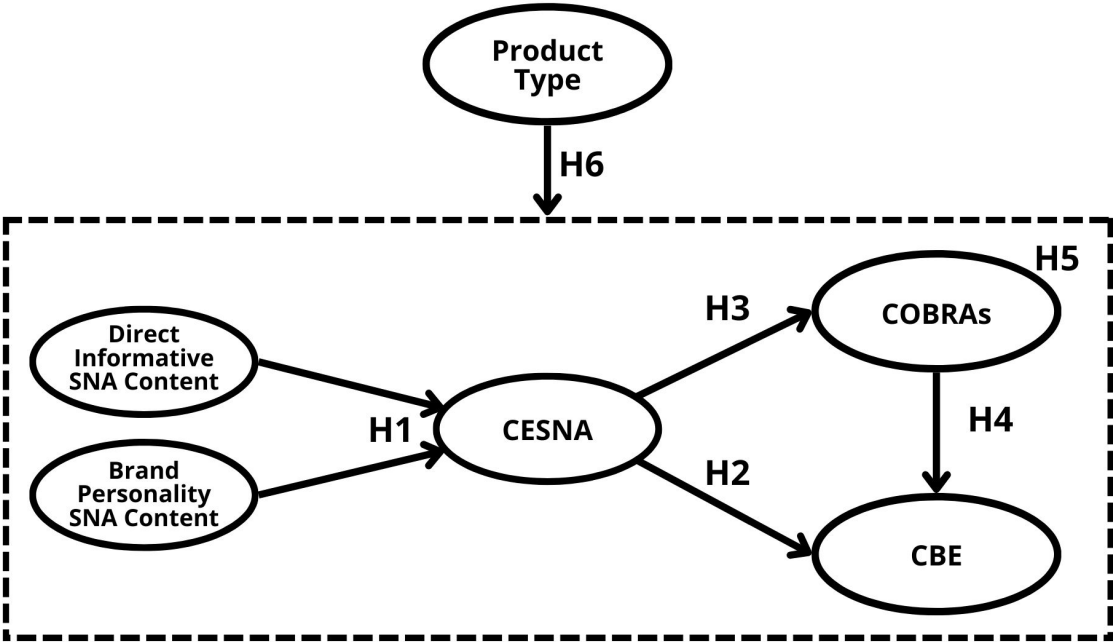
In the previous hypotheses, CESNA is expected to have an effect on CBE and COBRA. Thus, it is also expected that SNA have an indirect effect on those relationships. Therefore, in the next hypothesis we assume that type of product has a moderating effect on the relationships between SNA and CESNA, and CESNA with CBE and COBRAs.

H6. Product type moderates the effect of social network advertising (SNA) content on customer engagement with social network advertising (CESNA), and the relationships between customer engagement with social network advertising (CESNA), customer brand engagement (CBE) and consumers' online brand-related activities (COBRAs).

2.6. Conceptual Model

Figure 7 illustrates the conceptual model that was developed using the seven hypotheses. It demonstrates how the Hofstede cultural dimensions and the advertising standardization strategy impact the social network advertising content.

Figure 7
Conceptual Model



Source: The author

3. Data Collection and Procedure

A survey was conducted with Brazilian social network users between December 15, 2023, and February 28, 2024. The questions were extracted from the works that gave rise to the constructs CESNA, COBRAs and CBE constructs. To recruit participants, two distinct approaches were employed. Firstly, a campaign was launched on the author's Instagram profile, specifically targeting

social network users, particularly those active on Instagram. This method ensured the participation of individuals familiar with social network platforms, aligning with the study's objectives. The campaign post provided a succinct overview of the survey's purpose, accompanied by a link redirecting users to the online questionnaire hosted on Google Forms. For the second approach, researchers personally invited students from two Brazilian universities to participate in the survey. This approach enhanced engagement and response rates among potential participants and diversified the participant pool, ensuring representation from different demographic groups within the target population. As a result, A total of 767 questionnaires were answered. Table 18 provides a summary description of the survey participants.

Table 18

Summary of demographic characteristics from social network user participants in the survey

Gender	Mean
Female	49.5%
Male	50.5%
Other	0.0%
Age	Mean
< 20 years	11.5%
20 < years < 40	44.5%
41 < years < 60	36.1%
years > 60	8.0%
Education	Mean
Primary	1.6%
Secondary	33.8%
Bachelor's or equivalent	28.2%
Master's or higher	36.5%

Source: The author

All questionnaires present the same questions⁸. However, we developed three types of questionnaires based on the advertisements included in the survey. The first type of questionnaire presented advertisements characterized by the brand personality content type. The second group presented advertisements predominantly characterized by direct informative content, and

⁸ An example of the questionnaires is available on the Appendices section.

the third control group did not contain any advertisements on the questionnaires. Respondents who had access to the first and second groups of questionnaires watched an advertisement⁹ for a specific product and later answered the questions. Respondents who had access to the control questionnaires, which did not present any advertisements, answered the questions based on their previous memories regarding a certain product / brand of advertising. Two products, among the brands present in Chapter 2 of this work, were considered: beer, and video streaming. The criteria for the selection were the brands that had the most followers on the social network Instagram in Brazil.

The survey instrument utilized a validated five-point Likert scale to measure respondents' attitudes and perceptions accurately. The Likert scale responses ranged from "strongly disagree" (1) to "strongly agree" (5), allowing for nuanced insights into participants' opinions. To mitigate potential response biases, certain survey items were reverse-coded. This coding strategy aimed to counteract acquiescence bias and ensure the accuracy of data interpretation. Table 19 provides a summary of the variables from the dataset.

⁹ The advertisements were extracted from the official brand's profiles on the social networks YouTube and Instagram.

Table 19

Variables description and summary

Variable	Description	Mean	SD	Min.	Max.
DI_SNA	1 for SNA with direct informative content (representing utilitarian appeal); 0 for SNA with brand personality content (representing hedonic appeal) or no SNA (control)	NA	NA	0	1
BP_SNA	1 for SNA with brand personality content (representing hedonic appeal); 0 for SNA with direct informative content (representing utilitarian appeal) or no SNA (control)	NA	NA	0	1
CESNA_DE1	<i>I would give a like to this post</i>	3.88909	1.23390	1	5
CESNA_DE2	<i>I would make a comment on this post</i>	3.17857	1.23390	1	5
CESNA_DE3	<i>I would share this post</i>	2.99812	1.09959	1	5
CESNA_ENT1	<i>I feel that SMS advertising is interesting/entertaining.</i>	3.62969	1.31344	1	5
CESNA_ENT2	<i>I feel that SMS advertising is enjoyable.</i>	3.28947	1.36088	1	5
CESNA_ENT3	<i>I feel that SMS advertising is pleasant.</i>	3.53759	1.31931	1	5
CESNA_INF1	<i>I feel that SMS advertising is a good source of product information.</i>	3.73684	1.24960	1	5
CESNA_INF2	<i>I feel that SMS advertising is a good source of timely product information.</i>	3.65225	1.28196	1	5
CESNA_INF3	<i>I feel that SMS advertising supplies relevant product information.</i>	3.72368	1.34204	1	5
COBRAs_CONS1	<i>I read posts related to BRAND on social media.</i>	2.45488	1.43005	1	5
COBRAs_CONS2	<i>I watch pictures/graphics related to BRAND.</i>	2.69172	1.48783	1	5
COBRAs_CONS3	<i>I follow BRAND on social network sites.</i>	2.15601	1.52570	1	5
COBRAs_CONT1	<i>I comment on posts related to BRAND.</i>	1.94172	1.33558	1	5
COBRAs_CONT2	<i>I share BRAND related posts.</i>	1.94172	1.31283	1	5
COBRAs_CONT3	<i>I "Like" posts related to BRAND.</i>	2.42669	1.46145	1	5
COBRAs_CREA1	<i>I post pictures/graphics related to BRAND.</i>	1.75375	1.22646	1	5
COBRAs_CREA2	<i>I write reviews related to BRAND.</i>	1.79699	1.26228	1	5
COBRAs_CREA3	<i>I post videos that show BRAND.</i>	1.49436	1.01864	1	5
CBE_CP1	<i>Using the BRAND/PRODUCT gets me to think about it</i>	3.18609	1.42784	1	5
CBE_CP2	<i>I think about BRAND/PRODUCT a lot when I'm using it</i>	3.04887	1.43715	1	5
CBE_CP3	<i>Using BRAND/PRODUCT stimulates my interest to learn more about it</i>	2.50375	1.42018	1	5
CBE_AF1	<i>I feel very positive when I use BRAND/PRODUCT</i>	3.05639	1.38889	1	5
CBE_AF2	<i>Using BRAND/PRODUCT makes me happy</i>	3.31391	1.37133	1	5
CBE_AF3	<i>I feel good when I use BRAND/PRODUCT</i>	3.41165	1.36325	1	5
CBE_AC1	<i>I spend a lot of time using BRAND/PRODUCT compared to other brands</i>	3.88909	1.23390	1	5
CBE_AC2	<i>Whenever I'm using a PRODUCT, I usually use BRAND</i>	3.88909	1.23390	1	5
CBE_AC3	<i>I use BRAND/PRODUCT the most</i>	3.88909	1.23390	1	5

Source: The author

4. Analysis And Results

4.1. Common Method Bias¹⁰

The common method bias (CMB) is a potential problematic phenomenon in self-reported quantitative studies, especially when all variables in the model are measured using the same response method (Spector, 2006). The presence of common method bias in PLS-SEM can lead to suspicious relationships between variables and result in inflated or distorted results (Burton-Jones & Andrew, 2009). As a statistical control for these potential problems, Harman's single-factor test was considered. An explanatory factor analysis was conducted to identify the total variance explained by one factor. Four factors were obtained from the analysis. A total of 44.31% was the highest explained variance from the first factor, falling below the 50% threshold indicated (Fuller et al., 2016).

A Harman's single-factor test using confirmatory factor analysis (CFA) was also considered to test the presence of common method bias. CMB is verified if "the simple, one factor measurement model, fits the data as well as the hypothesized model" (F. Kock et al., 2021, p. 8). Although the model with one factor did present good scores for Cronbach's alpha (0.945) and composite reliability rho_c (0.955), it didn't present an acceptable convergent validity with an AVE value of 0.439 (AVE < 0.5). Since the hypothesized model proposed in this chapter presents acceptable values for convergent validity (see item 4.3. in this chapter), this test also confirms that there are no possible problems of common method bias.

A third method to verify the possible presence of common method bias was run. The test is based on the work of Kock (2015). According to the author, performing a confirmatory factor analysis is not a very successful strategy for detecting common method bias, as certain models may meet the criteria for

¹⁰ Other alternatives were considered to evaluate the common method bias, such as the Latent Common Method. To use this method, there is a need to consider other variables that have no relationship with the constructs in the analyzes proposed in the work (CESNA, CBE, COBRAs). The addition of new questions to the questionnaire was evaluated as a factor that would considerably increase the response time. This factor could negatively affect the number of questionnaires answered. To avoid this possible problem, only questions related to the constructs and three demographic questions were considered.

acceptable convergent and discriminant validity, yet still be affected by common method bias. They suggest a method based on full collinearity assessment based on the variance inflation factors (VIFs) scores for all latent variables as the main indicator of common method bias presence and affirms that “the occurrence of a VIF greater than 3.3 is proposed as an indication of pathological collinearity, and also as an indication that a model may be contaminated by common method bias” (N. Kock, 2015, p. 7). After extract the VIF’s scores for the latent variables¹¹ from the model it was identifies that all the scores were below the 3.3 troubleshoot. Does, the model was considered free of common methos bias.

4.2. Measurement of Constructs

With the purpose of establishing the validity of the study model, each of the components that comprise the model were derived from pre-existing scales in the field of digital advertising. More specifically, scales were extracted from the body of literature concerning firm generated content on social network.

Content validity is defined as the degree to which the items accurately reflect the theoretical content of the construct (Hair et al., 2017). The model proposed in the present work is composed of nine lower order constructs (LOC), three higher order constructs (HOC), and two construct with a categorical dummy variable, representing the ad content type. Thus, we propose a hierarchical component model (HCM). The benefits of using the HCM include lowering the number of relationships in the structural model, minimizing collinearity concerns, and avoiding potential discriminant validity problems (Hair et al., 2017).

It is important to have an equivalent number of indicators throughout the LOCs in HCM to prevent bias in the relationships between the HOC and LOCs due to unequal indicator distribution (Hair et al., 2017, apud Becker et al., 2012). For this reason, we considered the following items for the LOCs. For the HOC CESNA, three reflective LOC were considered, representing the cognitive, affective, and behavioral responses of customers to a SNA. To identify the

¹¹ The table Appendix 11, at the Appendices section, shows all the VIF’s scores obtained from the latent variables.

cognitive and affective customer processes, we considered the work of Sharma et al. (2021) who manage to identify the precursors of SNA perception and the process by which it influences the purchase intention. Representing the cognitive process, we use the construct informativeness, which measures the customer's perception of how informative the ad is about a product or brand. To represent the affective process, the entertainment construct was used. This construct identifies how interesting, enjoyable, and pleasant the ad is based on the customer's perception. The customers behavior response was measured by the user's intention to like, comment, and share regarding the SNA of a product. Those three items from the behavior response construct have been extensively used in the research, and they are considered here as the digital active engagement (DAE) construct (Lee et al., 2018; Moran et al., 2020; Quesenberry & Coolson, 2019; van Doorn et al., 2010). Each of these concepts also presented three reflective items of measurement.

The HOC COBRAs, proposed by Muntinga et al. (2011) are reflected by the LOC consumption, contribution, and creation. The measurement of those constructs was based on the work from (Schivinski, Christodoulides and Dabrowski, 2016). The three LOC are originally comprised by 17 items. To ensure the equivalent number of indicators throughout those LOCs, three items were selected for each LOC. The criteria for the selection were the items best applicable to the social network Instagram. For instance, items such as "I follow blogs related to brand" were not included since Instagram is not a blog social network. The HOC CBE was extracted from the important work of Hollebeek (2014). The construct is reflected by three LOC: cognitive processing, affection factor, and activation factor. In accordance with the works of earlier research (Schivinski et al., 2021a; Schivinski & Dabrowski, 2016; A. Sharma et al., 2021), the construct was a reflective-reflective HCM type. In Table 20 it is possible to verify all the items from HOCs and LOCs.

Table 20

Constructs and its measurements

High Constructs	Order	Low Constructs	Order	Measurement	Reference
(CESNA) Customer Engagement with Social Network Advertising		(DCE) Digital Customer Engagement		(DCE1) I would give a like to this post (from this brand) (DCE2) I would make a comment on this post (from this brand) (DCE3) I would share this post (from this brand)	van Doorn et al., 2010; Lee et al., 2018; Quesenberry and Coolsen, 2019; Moran et al. 2020 Sharma et al. 2021
		(ENT) Entertainment		(ENT1) I feel that the advertising (from this brand) is interesting/entertaining. (ENT2) I feel that the advertising (from this brand) is enjoyable. (ENT3) I feel that the advertising (from this brand) is pleasant.	
		(INF) Informativeness		(INF1) I feel that the advertising (from this brand) is a good source of product information. (INF2) I feel that the advertising (from this brand) is a good source of timely product information. (INF3) I feel that the advertising (from this brand) supplies relevant product information.	
(COBRAs) Customers' Brand-related Activities	Online	(CONS) Consumption		(CONS1) I read posts related to BRAND on social media. (CONS2) I watch pictures/graphics related to BRAND. (CONS3) I follow BRAND on social network sites.	Muntinga et al., 2011; Schivinski et al., 2016
		(CONT) Contribution		(CONT1) I comment on posts related to BRAND. (CONT2) I share BRAND related posts. (CONT3) I "Like" posts related to BRAND.	
		(CREA) Creation		(CREA1): I post pictures/graphics related to BRAND. (CREA2): I write reviews related to BRAND. (CREA3): I post videos that show BRAND.	
(CBE) Customer Brand Engagement		Cognitive processing (CP)		(CP1): Using the BRAND/PRODUCT gets me to think about it. (CP2): I think about BRAND/PRODUCT a lot when I'm using it. (CP3): Using BRAND/PRODUCT stimulates my interest to learn more about it.	Hollebeek et al., 2014
		Affection factor (AF)		(AF1): I feel very positive when I use BRAND/PRODUCT. (AF2): Using BRAND/PRODUCT makes me happy. (AF3): I feel good when I use BRAND/PRODUCT. (AF4): I'm proud to use BRAND/PRODUCT.	
		Activation factor (AC)		(AC1): I spend a lot of time using BRAND/PRODUCT compared to other brands. (AC2): Whenever I'm using a PRODUCT, I usually use BRAND. (AC3): I use BRAND/PRODUCT the most.	

Source: The author

4.3. Assessments of the Constructs

Lower Order Constructs (LOCs)

The key criteria for evaluating the reflective lower order constructs in PLS-SEM are reliability, convergent validity, and discriminant validity (Hair et al., 2017). To test the measurement model, we evaluated outer loading, composite reliability (CR), average variance extracted (AVE), and discriminant validity.

The outer loadings of the first-order reflective constructs presented values above 0.700 for all items. The composite reliability values ranged from 0.871 to 0.948, to which was higher than the suggested threshold value of 0.700. Cronbach's alpha values were higher than 0.700, falling in the range of 0.866 to 0.947, below the threshold value of 0.950 (Hair et al., 2019).

Table 21

Heterotrait-monotrait Ratio (HTMT) Matrix from LOCs

	AC	AF	CONS	CONT	CREA	CP	DCE	ENT
AF	0.747							
CONS	0.661	0.676						
CONT	0.454	0.570	0.776					
CREA	0.324	0.448	0.575	0.832				
CP	0.464	0.695	0.600	0.577	0.515			
DCE	0.442	0.558	0.521	0.552	0.427	0.579		
ENT	0.359	0.560	0.457	0.414	0.268	0.529	0.772	
INF	0.356	0.519	0.357	0.413	0.246	0.479	0.676	0.817

Source: The author

Values of the Average Variance Extracted (AVE) for the constructs were higher than the acceptable threshold of 0.50, with values ranging from 0.622 to 0.904 (Hair et al., 2017). The Heterotrait-Monotrait ratio of correlations test (HTMT) also presented acceptable scores (<0.900) between the LOCs (Henseler et al., 2015). All results above are available on Table 21 and Table 22.

Table 22

Summary of reliability and validity of lower order constructs

Construct	Latent Variables Indicators	Convergent Validity		Internal Consistency Reliability	
		Loadings	AVE	Composite Reliability	Crombach's Alpha
		>0.70	>0.50	0.60-0.95	0.60-0.90
CESNA (Customer Engagement with Social Network Advertising)	Digital Customer Engagement (DCE)	0.842	0.789	0.871	0.866
		0.751			
		0.692			
	Entertainment (ENT)	0.854	0.834	0.904	0.901
		0.778			
		0.877			
	Informativeness (INF)	0.860	0.890	0.939	0.938
		0.854			
		0.818			
CBE (Customer Brand Engagement)	Cognitive Processing (CP)	0.693	0.809	0.881	0.881
		0.718			
		0.707			
	Affective Processing (AF)	0.797	0.862	0.919	0.920
		0.857			
		0.857			
	Activation Behavior (AC)	0.775	0.904	0.948	0.947
		0.826			
		0.797			
COBRAs (Customer Online Brand-related Activities)	Consumption (CONS)	0.756	0.818	0.889	0.888
		0.724			
		0.787			
	Contribution (CONT)	0.830	0.843	0.909	0.907
		0.861			
		0.889			
	Creation (CREA)	0.833	0.878	0.932	0.930
		0.828			
		0.773			

Source: The author

Notes: The variables DI_SNA and BP_SNA were not included in the table since they are dummy variables.

Hierarchical Component Model Constructs

As this study involved nine LOCs and multigroup analysis, the two-stage technique was considered the best approach for the hierarchical component modeling (HCM) analysis on this work (Hair et al., 2017). In the first stage, all indicators from LOCs were repeated in the respective HOC to obtain the latent variable scores for the LOCs. In the second stage, the LOC latent variable scores serve as manifest variables in the HOC measurement model.

Table 23

Summary of reliability and validity of reflective latent variables from the HOC

Construct	Latent Variables Indicators	Convergent Validity		Internal Consistency Reliability	
		Loadings	AVE	Composite Reliability	Cronbach's Alpha
		>0.70	>0.50	0.60-0.95	0.60-0.90
CESNA (Customer Engagement with Social Network Advertising)	Digital Customer Engagement (DCE)	0.881	0.790	0.875	0.868
	Entertainment (ENT)	0.909			
	Informativeness (INF)	0.877			
CBE (Customer Brand Engagement)	Cognitive Processing (CP)	0.819	0.723	0.816	0.807
	Affective Processing (AF)	0.916			
	Activation Behavior (AC)	0.811			
COBRAs (Customer Online Brand-related Activities)	Consumption (CONS)	0.871	0.773	0.879	0.855
	Contribution (CONT)	0.932			
	Creation (CREA)	0.833			

Source: The author

Notes: The variables *DI_SNA* and *BP_SNA* were not included in the table since they are dummy variables.

The reliability, convergent validity, and discriminant validity from the reflective latent variables of the HCM were accessed, as it is possible to verify on Table 23. The outer loadings from the reflective latent variables of the HCM presented values above 0.700, between 0.811 and 0.932. The composite reliability values were acceptable (>0.700), with 0.875 for CESNA, 0.816 for CBE, and 0.879 for COBRAs. Cronbach's alpha values were 0.868 for CESNA, 0.807 for CBE, and 0.855 for COBRAs (>0.700), and the Average Variance Extracted

(AVE) for the constructs was higher than the acceptable threshold of 0.50, with values of 0.723 for CESNA, 0.790 for CBE, and 0.773 for COBRAs. The Heterotrait-Monotrait ratio of correlations test (HTMT) also revealed acceptable scores between constructs, ranging from 0.076 to 0.781.

5. Results of the Structural Model

Following the confirmation of the measurement model's reliability and validity, the subsequent task involved examining the structural model to validate the proposed hypothesis (Hair et al., 2017). In order to address the issue of multicollinearity, we conducted an analysis of the collinearity. The findings indicate that the prediction construct's tolerance level is significantly lower than the critical threshold of VIF 5.

Results from the structural model assessment (Table 24) revealed a significant direct effect of the variables BP_SNA ($\beta = 0.174$, $t = 1.808$, $p = 0.071$) and DI_SNA ($\beta = 0.506$, $t = 6.040$, $p = 0.000$) on CESNA. However, the effect of direct informative SNA content on CESNA is greater than brand personality SNA¹². Thus, the first hypothesis was rejected. The second hypothesis posits that CESNA has a positive effect on CBE. Results indicated a positive significant relationship between CESNA and CBE, confirming H2 ($\beta = 0.354$, $t = 11.630$, $p = 0.000$). The relationship between CESNA and COBRAs was also found to be positive and significant ($\beta = 0.486$, $t = 18.758$, $p = 0.000$), revealing that CESNA has a direct positive effect on COBRAs, confirming hypothesis 3. The positive effects of COBRAs on CBE were also positive and significant ($\beta = 0.493$, $t = 18.488$, $p < 0.000$), confirming hypothesis 4.

The quality of the structural model was evaluated by reporting the coefficient of determination (R^2), effect size (f^2), and predictive significance (Q^2)

¹² At 10% significance level, the confidence interval of the path coefficient from BP_SNA \rightarrow CESNA (0.017 [5.0%] – 0.334 [95.0%]) and DI_SNA \rightarrow CESNA (0.370 [5.0%] – 0.646 [95.0%]) do not overlap, suggesting a significant difference between those coefficients.

predict). The model demonstrates a significant level of explanatory power for CBE. A total of 53.8% of variance of CBE was explained by the CESNA and COBRAs. However, CESNA explained just 23.6% of the variance of COBRAs. The effect size of the constructs was also accessed, indicating that that CESNA has a medium effect size ($f^2 = 0.208$) on CBE, COBRAs have a large effect size on CBE ($f^2 = 0.401$), and CESNA has a medium effect size on COBRAs ($f^2 = 0.308$). The predictive relevance (Q^2) was assessed and all latent reflective variables from the endogenous construct (CBE) presented an acceptable level of consistency ($Q^2 > 0.000$) in the model's predictive capability. The standardized root mean square residual (SRMR) was 0.076 (<0.080) indicating a good fit (Hair et al., 2017).

Table 24

Bootstrapping Path Coefficient Matrix

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BP_SNA -> CESNA	0.174	0.176	0.096	1.808	0.071*
DI_SNA -> CESNA	0.506	0.508	0.084	6.040	0.000***
CESNA -> CBE	0.354	0.355	0.030	11.630	0.000***
CESNA -> COBRAs	0.486	0.486	0.026	18.758	0.000***
COBRAs -> CBE	0.493	0.493	0.027	18.488	0.000***

Source: The author

Notes: * significant at 0.10 level; ** significant at 0.05 level; *** significant at 0.01 level.

5.1. Mediation analysis

The hypothesis 5 of this work assumes that COBRAs mediate the relationship between CESNA and CBE, whereby positive COBRAs with a given brand will encourage customer to positively engage with brands in terms of cognitive, emotional, and behavioral responses. Firstly, the indirect effect was calculated multiplying the effect of CESNA on COBRA by the effect of COBRAs on CBE, resulting in a 0.239 value ($p = 0.000$). To calculate the total effect of COBRAs, the indirect effect was summed with the direct effect of CESNA on CBE ($0.239 + 0.354$), resulting in a 0.593 value. To verify the strength of the mediation

effect we consider the variance accounted for (VAF) calculation (Sarstedt et al., 2019), using the following formula: $VAF = \text{Indirect effect} / \text{total effect}$.

The VAF formula provided a result of 40.30%, which indicates a partial mediation of COBRAs on CESNA \rightarrow CBE (Hair et al., 2016). Thus, the hypothesis 5 was also confirmed. Table 25 present the total indirect effects, and table 26 present the specific indirect effects.

Table 25

Total indirect effect between constructs

	CBE	COBRAs
BP	0.103*	0.085*
CESNA	0.239***	
DI	0.300***	0.246***

Source: The author

Notes: * significant at 0.10 level; ** significant at 0.05 level; *** significant at 0.01 level.

Table 26

Specific indirect effect between constructs

Constructs Relationship	Coefficient
BP \rightarrow CESNA \rightarrow COBRAs \rightarrow CBE	0.042**
BP \rightarrow CESNA \rightarrow COBRAs	0.085*
DI \rightarrow CESNA \rightarrow COBRAs \rightarrow CBE	0.121***
DI \rightarrow CESNA \rightarrow COBRAs	0.246***
CESNA \rightarrow COBRAs \rightarrow CBE	0.239***
BP \rightarrow CESNA \rightarrow CBE	0.062*
DI \rightarrow CESNA \rightarrow CBE	0.179***

Source: The author

Notes: * significant at 0.10 level; ** significant at 0.05 level; *** significant at 0.01 level.

5.2. Moderation analysis

The hypothesis 6 suggest that the product type has a moderator effect on the relationship between SNA content and CESNA, and between CESNA with CBE and COBRAs. To identify the possible moderation effect of product types, a permutation multigroup analysis (PLS-MGA) was considered. The PLS-MGA enables the comparison of sub-groups within the dataset. The methodology involves conducting a comparison between each bootstrap estimate obtained from one group and all other bootstrap estimates in the other group that pertain to the same parameter. The probability value for a one-tailed test is derived by counting the number of cases in which the bootstrap estimate of the first group is greater than that of the second group (Hair et al., 2017). Two groups were created. Group one represents social network users who answered questionnaires that contained advertising from beers, and group two represents users who answered questionnaires that contained advertising from video streaming brands.

Results revealed that the outer loadings from the reflective latent variables of the HCM in all two groups presented values above 0.700¹³. The composite reliability (> 0.700), the cronbach's alpha values (> 0.700), and the average variance extracted (AVE > 0.50) were also above the acceptable parameters. The Heterotrait-Monotrait ratio of correlations test (HTMT < 0.900) also revealed an acceptable score between constructs.

After running the bootstrapping for both groups (Table 27), results indicated that, for the group 'beer', the effects of advertising with brand personality content (variable BP_SNA) on CESNA were positive ($\beta = 0.174$) and significant. However, for the group 'video streaming' the effect of BP_SNA on CESNA is not significant. Thus, product type moderates this relationship. Direct informative content SNA have positive and significant effect on CESNA for group 'beer' ($\beta = 0.546$) and for group 'video streaming' ($\beta = 0.421$). The effects of

¹³ Tables with composite reliability, cronbach's alpha, average variance extracted, and heterotrait-monotrait ratio from the LOCs, HOCs and the reflective latent variables are available in the appendices.

CESNA on CBE, CESNA on COBRAs, and COBRAs on CBE were also found to be positive and significant in both groups.

After running the MICOM test, results (Table 28) indicated that only partial measurement of invariance was verified between groups of 'beer' and 'video streaming'. The bootstrap multigroup analysis (Table 29) indicated that, when compared group beer and group video streaming, no significant difference between the path coefficient from relationships between CESNA and CBE, CESNA and COBRAs, and COBRAs and CBE were found. Considering that, among the relationships compared between groups, the effect of BP_SNA on CESNA presented difference between groups, we confirm that product types moderate the effect of BP SNA content on CESNA. Thus, we partially accept H6. Table 30 present the results from all hypotheses tested.

Table 27

Bootstrapping results from groups beer vs video streaming

	Original (Beer)	Original (Video Streaming)	STDEV (Beer)	STDEV (Video Streaming)	p value (Beer)	p value (Video Streaming)
BP -> CESNA	0.311	0.174	0.164	0.170	0.058*	0.306
DI -> CESNA	0.546	0.421	0.127	0.155	0.000***	0.006**
CESNA -> CBE	0.323	0.355	0.052	0.054	0.000***	0.000***
CESNA -> COBRAs	0.427	0.512	0.044	0.043	0.000***	0.000***
COBRAs -> CBE	0.495	0.413	0.047	0.048	0.000***	0.000***

Source: The author

Notes: * significant at 0.10 level; ** significant at 0.05 level; *** significant at 0.01 level.

Table 28

MICOM Results for group beer vs video streaming

Construct	Original correlation	Correlation permutation mean	5.0%	Permutation p value
Step 2				
BP SNA	1.000	1.000	1.000	0.094
DI SNA	1.000	1.000	1.000	0.272
CESNA	1.000	1.000	0.999	0.716
CBE	1.000	0.999	0.998	0.792
COBRA	0.998	0.999	0.998	0.070

Construct	Original correlation	Correlation permutation mean	2.5%	97.5%	Permutation p value
Step 3a (mean)					
BP SNA	0.059	0.001	-0.080	0.080	0.136
DI SNA	-0.028	0.000	-0.079	0.088	0.524
CESNA	0.251	-0.001	-0.155	0.157	0.000
CBE	0.423	0.001	-0.159	0.169	0.000
COBRA	0.343	-0.002	-0.164	0.178	0.001
Step 3b (variance)					
BP SNA	0.112	0.002	-0.159	0.153	0.152
DI SNA	-0.032	0.000	-0.093	0.097	0.524
CESNA	-0.118	0.002	-0.195	0.186	0.242
CBE	-0.520	0.003	-0.187	0.195	0.000
COBRA	0.226	-0.004	-0.224	0.245	0.065

Source: The author

Table 29

Bootstrap MGA results from groups beer and video streaming

	Original (Beer)	Original (Video Streaming)	STDEV (Beer)	STDEV (Video Streaming)	Path Difference (Beer vs Video Streaming)	2-tailed p value (Beer vs Video Streaming)
BP → CESNA	0.311	0.174	0.164	0.170	0.137	0.564
DI → CESNA	0.546	0.421	0.127	0.155	0.125	0.673
CESNA → CBE	0.323	0.355	0.052	0.054	-0.032	0.166
CESNA → COBRAs	0.427	0.512	0.044	0.043	-0.085	0.221
COBRAs → CBE	0.495	0.413	0.047	0.048	0.082	0.534

Source: The author

Table 30

Hypothesis results

Hypothesis	Results
<i>H1. Advertisements with hedonic (brand personality) appeals have a significantly greater positive effect on customer engagement with social network advertising (CESNA) when compared to utilitarian (product direct informative) appeals.</i>	Rejected
<i>H2. The higher the customer engagement with social network advertising (CESNA), the higher the customer brand engagement (CBE).</i>	Accepted
<i>H3. The higher the customer engagement with social network advertising (CESNA), the higher the consumers' online brand-related activities (COBRAs).</i>	Accepted
<i>H4. The higher the consumers' online brand-related activities (COBRAs), the higher the customer brand engagement (CBE).</i>	Accepted
<i>H5. Consumers' online brand-related activities (COBRAs) mediate the effect of customer engagement with social network advertising (CESNA) on customer brand engagement (CBE).</i>	Accepted
<i>H6. Product type moderates the effect of social network advertising (SNA) content on customer engagement with social network advertising (CESNA), and the relationships between customer engagement with social network advertising (CESNA), customer brand engagement (CBE) and consumers' online brand-related activities (COBRAs).</i>	Partially Accepted

Source: The author

6. Discussion

The objective of this chapter was to identify how customer engagement with social network advertising affects customer brand engagement, and how different SNA content types applied to different products advertising affect those relationships. The hypothesis was developed based on important studies of customer engagement with brands and their engagement behavior in social networks, such as Brodie et al. (2011), Hollebeek et al. (2011; 2014), and Muntinga et al., 2011.

To understand the relationships between different types of customer's engagement on social network and their consequent engagement with the brand,

three distinct constructs were considered. First, customer brand engagement (CBE). Based on the works of Brodie et al. (2011), and Hollebeek (2014), this concept encompasses as the main dimensions the cognitive, emotional, and behavioral responses from customers regarding a brand. In order to measure the customer engagement with social network advertising (CESNA), the present study conceptualized a new construct considering the customer advertising perception, in terms of the utilitarian and hedonic benefits, and their intentions in engage with an advertisement. Consistent with prior research, the inclusion of social network measures such as clicks, likes, comments, and shares was a crucial component of this construct (Lee et al., 2018a; Moran et al., 2020; Quesenberry & Coolson, 2019). The third construct, customer's online brand-related activities (COBRAs) (Muntinga et al., 2011), represented their active engagement with brands inside the social network environment.

The first hypothesis of this chapter was developed to test if hedonic (brand personality content) SNA content generates more CESNA when compared to utilitarian (direct informative) content. Results indicated that both types of content presented significant positive effects on the CESNA, with no difference between them. The relationship between constructs was also tested, considering the direct effects of CESNA on CBE, CESNA on COBRAs, COBRAs on CBE and the possible mediation effect of COBRAs on the relationship between CESNA and CBE. The results revealed that all direct effects were positive and significant. Customer engagement with SNA through likes, comments, and shares, as well as their perception of the SNA content regarding its hedonic and utilitarian characteristics, was found to be positively related to customer engagement with brands in terms of cognitive, emotional, and behavioral responses. Although the relationship was not strong ($\beta = 0.348$), these results demonstrated agreement with previous studies, reinforcing the notion that the use of SNA is important to increase positive associations, sentiments, and experiences with brands (Dwivedi et al., 2021; Zollo et al., 2020). CESNA was found to be a good predictor of COBRAs ($\beta = 0.468$). Higher levels of customer engagement with social network advertising are related to a significant customer active relationship with the brand in an online environment, such as word-of-mouth, which is a powerful driver of customer behavior (Fulgoni & Lipsman, 2015). Thus, SNA content that

stimulates customer's engagement increase customer brand activities in the social network environment.

A positive relationship between the COBRAs and CBE was found, confirming their role as a partial mediator on the effects between CESNA and CBE. Customer engagement with a SNA stimulates their activities related to brands inside the social network environment (COBRAs) and positively reflects on the customer's cognitive, emotional, and behavioral responses related to brands (CBE). Those findings are significantly important for marketing practitioners since they highlight the benefits of SNA content that stimulates customers online brand activities, such as playing online branded games, branded conversations, participation in community forums, and participation in branded promotions on social networks, once those activities can generate more engagement with brands.

Many academic studies seek to identify which advertising content is most efficient in order to collaborate with the development of advertising content strategies on social networks for companies (Chen et al., 2015; Lee et al., 2018a; Moran et al., 2020; Quesenberry & Coolsen, 2019). Considering Chapter 2 of the present study, we assume that the efficiency of advertising content would change depending on the type of product that is advertised. In this chapter a hypothesis was developed to test if product types would have a moderation effect in the relationships between SNA content and CESNA, and between CESNA, CBE and COBRAs. Two products were considered, beer and video streaming.

The results indicated that the effects of brand personality content on CESNA for video streaming advertising has no significant effect, while for beer advertising it is positive and significant. In other words, brand personality content type generates consumer engagement for beer advertising but not for video streaming advertising. DI advertising content is more efficient than BP in generating engagement for both products. Moreover, regarding the effects of DI content on consumer engagement, no significant differences were observed between the path coefficients for the two products groups. This implies that the type of product moderates the effects of brand personality SNA content on CESNA but does not moderate the effects of direct informative SNA content on CESNA.

Based on the studies carried out in chapter 2, the FCB Grid model suggests that brand personality content would be more suitable for beers and video streaming. However, it is observed that direct informative content generates customer engagement both products, while brand personality content don't. In Chapter 2 it was observed that in advertisements for different beer brands, direct informative content predominates, while for video streaming brands, brand personality content ad type prevails. These results suggest that while beer brand content managers seek to use SNA content that generates more engagement, streaming video content managers prefer to use content on social networks aimed at building brand identity. One of the possible explanations for the beer brands managers choice for SNA with direct informative content is the strong relationship between media engagement and purchase intention (Kilger & Romer, 2007). For video streaming brand managers, there may be a preference for a type of content that, despite generating less engagement, is ideal for building brand identity (Lee et al., 2018a).

From those results we conclude that SNA plays an important role in consumer behavior towards brands and products. Specifically, certain advertising content can stimulate spontaneous consumer activities with brands, as well as considerably increase their engagement with them.

7. Conclusions

In this research, we seek to identify the role of social network advertising in consumer engagement with brands. To this end, important theories related to consumer engagement with advertisements on social networks, with brands, and their online activities were considered. PLS structural equation analysis was applied to analyze a dataset containing 767 observations from field research carried out with social media users in Brazil.

The results from the present study reveal that direct informative (utilitarian) and brand personality (hedonic) SNA content has an appositive effect on customer engagement with SNA. The direct informative content type was found to generate significantly more customer engagement with SNA compared to

brand personality, indicating a preference of social network users for this type of content for MNC advertising. Customer engagement with SNA was also found to be positively related to customer brand engagement, including an important and significant indirect effect of direct informative SNA content. A partial mediation effect of customer online brand-related activities was also verified in this relationship. It means that advertising that stimulates brand activities in an online environment has a greater positive effect on CBE. Moreover, these results were compared considering the moderating effects of two different types of products, video streaming and beer, revealing that for these products product types moderates the effect of brand personality SNA content on CESNA.

In conclusion, in a social network environment, advertising that highlights product characteristics and stimulates customer brand activities such as visiting brand profiles, having brand conversations, and interacting with brand content is expected to generate higher levels of customer brand engagement.

8. Implications

Social networks are today one of the most important communication vehicles in the world for companies, their brands and products. The findings of this study reinforce the importance of social network advertising in stimulating consumer engagement with brands. Here are some important considerations for practical application.

Many academic and practical aspects have demonstrated the importance of brand identity for consumers, as evidenced by their search behavior for brands that align with their values and principles. Due to its characteristics, the type of advertising content most suitable for addressing brand identity is hedonic (brand personality). The findings of this chapter demonstrate that utilitarian content has a greater potential for generating consumer engagement with advertisements and, consequently, with brands. These findings suggest that a higher level of brand engagement directly correlates with greater consumer affective and cognitive engagement with the brand.

The perception of consumers and their opinions, disseminated mainly by word of mouth, play an important role in the reputation of brands. Therefore, marketing practitioners, especially social network content managers, can make use of utilitarian content to bring identity benefits to the brand, once it can generate more engagement with brands. It is also important to highlight that consumers' brand-related online activities have a positive moderating effect on the relationship between consumer engagement with advertisements and customer brand engagement. Based on this information, digital content professionals should encourage brand-related actions, such as joining brand profiles, participating in brand communities, and forums, and playing branded online videogames, to maximize the effects of advertising content on brand engagement.

9. Limitation and Future Research

In this chapter Brazilian social network users were interviewed to identify the effects of SNA perception on customer engagement. Studies demonstrate that consumers' perception of advertising content can change according to their cultural characteristics (T. K. Chang et al., 2009; de Mooij & Hofstede, 2010; Ogada, 2017). Future research should be carrying out in other countries to identify the possible cultural effects on the relationship between SNA and customer brand engagement.

The effects of ad content product characteristics such as, such as product vs services, and customer perception of products (Haley & Pittman, 2022; Mortimer, 2008; Swani & Milne, 2017) can influence on the efficiency of advertising content. Academic literature has frequently studied the effects and efficiency of advertising content in relation to various product types. Among these studies, we highlight the FCB Grid, which suggests the adequacy of advertising content according to the characteristics of different products. In this work, we consider the possible moderating effects of just two products on the relationships between advertising and consumer engagement. Therefore, we suggest testing

advertisements for more products in future research, including those that represent all four quadrants suggested by the FCB Grid model.

The results from this chapter suggest that the strategy of standardizing international communication on social networks moderates the effects of product type on advertising content. In other words, for beer, electronics, hair care and insurance products, when advertisements are standardized they tend to have more DI content. Given these results, it is suggested that future research explore in more depth the interactions between product type and advertising content strategies, considering not only the strategies of adaptation or standardization of advertisements for different countries according to the type of product but also the adaptation of product characteristics, such as design elements, function and packaging and their consequent effects.

Conclusions

1. Summary and Implications for Research

The present study has three main objectives: First, identify which factors determine the advertising content of multinational companies on social networks considering the international advertising strategies standardization vs cultural adaptation. Second, identify how different product types can determine MNC's social network advertising content. Third, identify the effects of international social network advertising content on consumer engagement with MNC's brands. To achieve these objectives, three empirical studies were carried out in three chapters.

In the first study, Chapter 1, two established theories in academia were tested as possible determinants of SNA content. The first theory is the advertising standardization across nations. This theory has its roots on the theory of market globalization, that was proposed by Levit in 1983. According to the concept, consumer behavior remains relatively consistent across different markets and nations (Vrontis, Thrassou, & Lamprianou, 2009). Considering this viewpoint, the standardization of advertising content would be beneficial for multinational corporations (MNCs) once implemented across nations, since it would result in cost reduction and the establishment of a unified brand image for their products or services (Armstrong, 2006). The second theory pertains to cross-cultural advertising adaptation. Advocates of this approach contend that culture is the primary determinant of both the content of advertisements and the subsequent attitudes and behaviors of customers towards advertising (Brettel & Spilker-Attig, 2010; Valaei et al., 2016).

The analysis of 65 Instagram profiles from five multinational fast-food companies in thirteen countries revealed that the content of fast-food SNA is similar within countries but varies across nations. It suggests that MNCs are employing a more customized advertising approach rather than a uniform one. This strategy was further confirmed by the lack of ad standardization levels verified in SNA from MNCs. The results also showed that the SNA content had a stronger correlation with external factors, such as cultural features, than internal factors, such as the MNCs ad strategy. Moreover, the hypothesis that fast-food

MNCs would employ a uniform SNA strategy across nations using brand personality content, was rejected. These findings are consistent with the research conducted by Nelson and Paek (2007). In summary, the first study reveals that fast-food advertising on social network tends to showcase content that is tailored to the local market, causing MNCs to employ varying advertising content in different nations.

The aim of Chapter 2 was to determine how different product types influence the content of ads on social networks. The hypotheses were formulated according to the functional matching hypothesis theory, which is derived from Katz's functional theories of attitude (1960). According to the functional matching hypothesis theory, advertising that employs appeals that align with the characteristics of the product and the psychological goals of the target audience is more impactful and persuasive (Choi et al., 2018). Analysis was conducted on a total of 1080 Instagram social network advertisements from eighteen multinational organizations across three countries. Data analysis techniques such as content analysis, descriptive statistics, and linear models were employed to examine the data and evaluate the hypothesis.

Findings suggest that, overall, SNA for a specific product category tend to exhibit comparable content among rival brands. Out of the 18 brands examined, only three exhibited notable distinctions from the remaining competing brands. The findings suggest that the attributes of a product can influence the content of advertisements on social networks. Therefore, based on those findings, we posit that the functional matching hypothesis can be regarded as a comprehensive theory that provides guidance on how products influence the content of SNA from MNC. To further elucidate the elements that influence advertising content on social networks, the FCB Grid (Ratchford, 1987; Vaughn, 1986), a model based on the functional matching hypothesis, was examined. According to the concept, advertising content should be suitable for how consumers perceive products and their level of engagement while making a purchase (Haley & Pittman, 2022). Although there is evidence supporting the functional matching hypothesis's ability to determine SNA content, the hypothesis that relies on the direct relationship between quadrants from the FCB Grid and expected advertising content was

successful in determining the SNA content for three out of the six investigated goods.

The third study had as its main objective to determine the impact of SNA on customer engagement with brands. To achieve this objective, significant theories pertaining to consumer engagement with advertisements on social networks, brand engagement, and customers online brand-related activities were considered. Structural equation analysis was utilized to evaluate a dataset consisting of 767 observations from a survey conducted with social media users in Brazil. The findings of this study indicate that direct informative (utilitarian) and brand personality (hedonic) ad content positively influence customer engagement with SNA. The study revealed that SNA with direct informative content type generates higher consumer engagement on social network advertising when compared to brand personality content. Furthermore, findings indicated that the different product types have a moderating effect on the relationship between brand personality ad content, and customer engagement with SNA. Thus, customer engagement with ads that present brand personality content can vary according to the product type that is been advised.

Customer engagement with SNA was found to have a positive relationship with customer brand engagement. Ad contents that generate more customer engagement with SNA will lead to higher levels of customer brand engagement. The customer's online brand-related activities were confirmed as a partial mediator in this relationship. Thus, advertising that promotes customer activities with brand-related content in an online environment has a stronger positive impact on CBE.

2. Academic Literature Implication

The academic literature on the topic of cultural adaptation and standardization in multinational advertising is vast. In this context, most studies that relate advertising and culture use Hofstede's cultural dimensions (2010) as

a reference for the cultural characteristics of a nation (T. K. Chang et al., 2009). In a literature review conducted by Saleem & Lamiro (2017), the author identified that only 14% of the studies that considered Hofstede cultural framework and advertising considered 7 or more countries. They conclude that studies should use a minimum 7-10 or more countries for credible generalization. Moreover, there is a lack of studies that evaluate the impact of global consumer culture on advertising (Taylor, 2018).

Fast-food is an important global market valued at USD 529.5 billion in 2020 and expected to reach around 625 billion by 2024 (Grand View, 2021). Firm generated content on social network has an important role on this numbers since it has a positive relationship with latter and online fast-food shopping behavior (Ali-Alsaadi et al., 2023). Despite the importance of advertising content on social networks for fast food brands, this subject is rarely addressed in the literature. In research made on Web of Science on the topic of fast food, advertising, and culture, only six articles from the business economics or communication area were found.

Thus, results from Chapter 1 fill important gaps in the literature for some reasons. First, it offers important results about how cultural characteristics influence fast-food social network advertising, fulfilling some gaps regarding the impact of global consumer culture on advertising. Second, according to Saleem & Lamiro (2017), due to the scope of the research, results can be generalized. Based on Hofstede cultural dimensions, a total of 78 different cultural characteristics were considered, since the cultural characteristics of 13 countries were considered, each represented by six Hofstede cultural dimensions. Third, it contributes to the literature by addressing a topic that is still little explored. Furthermore, this chapter offers a validated methodological approach that can be applied to other international brand products.

To evaluate the possible influence of product characteristics in determining the content of multinational advertising on social networks, advertisements for six different products in three countries were considered in the second chapter. A total of 18 brands were analyzed. The work demonstrates that, in agreement with previous studies, advertising content varies according to product characteristics and can vary according to local cultural characteristics (Choi et al., 2012; Lin et

al., 2014; Paek et al., 2010; Ploom et al., 2020; Song et al., 2018; Y. Zhang & Gelb, 1996). An important contribution of these results to academic research is the identification that it is not possible to generalize the results of research on advertising content without linking them to the product or market segment present in the advertisements as well as the cultural context in which the research was carried out. Therefore, studies that consider evaluating how the FCB grid can determine the advertising content of products on social networks must restrict their results to the geographic place where they have been conducted or consider a minimum number of 7-10 countries to be generalized, since it was found that the cultural characteristics of a nation can affect consumer perception in relation to the products.

An important literature contribution from this work is its approach to evaluating the effects of advertising content on social networks on consumer engagement with brands. In the third chapter, we identified that certain types of SNA content can generate consumer engagement with advertisements and that this engagement is directly linked to consumer brand engagement. To measure consumer engagement with social network advertising (CESNA), we present a unique construct that, despite being unprecedented, was developed based on approaches already established in the literature. This construct considers three of the most important aspects related to advertising and social networks. The first two pertain to how consumers perceive advertisements. Several important studies highlight the dichotomous classification in relation to the utilitarian and hedonic appeals of advertisements (Abdul-Ghani et al., 2011; Byun et al., 2023; Chahal et al., 2020; Dodoo & Padovano, 2020; Izogo & Mpinganjira, 2020). The CESNA construct considers consumers' perceptions of the benefits (utilitarian or hedonic) offered by advertising content. The more consumers perceive these benefits, the more they engage with advertising. Furthermore, we considered the actions of liking, commenting, or sharing an advertisement on the social network as crucial components of this construct, as they reflect the active actions of users towards the advertisement's content. Other works have made use of those three metrics as the only variables that measure consumer engagement with social network advertising content (Rietveld et al., 2020; Lee et al., 2018; Pletikosa Cvijikj & Michahelles, 2013). Some even propose an engagement intensity simply based on these three metrics, each of which represents a level of engagement

(Gavilanes et al., 2018). Therefore, one of the main contributions of this chapter to the literature on customer engagement in the online environment is the CESNA construct, which measures consumer engagement with advertisements on social networks with a greater scope in aspects involving consumer engagement.

Another contribution for the literature offered by the third chapter is the identification of the positive mediating effect of customer brand-related online activities (COBRAs) on the relationship between CESNA and customer brand engagement. Although studies have shown the relationship between COBRAs and social media marketing (Cheung et al., 2021b), brand equity (Schivinski et al., 2021b), and word of mouth (Piehler et al., 2019), this construct has not yet been considered in the literature as a moderator between the relationships between CESNA and CBE.

In summary, the third chapter proposes a conceptual model unprecedented in the literature to identify the relationships between SNA, engagement with advertising, and their effects on engagement with the brand, as well as the mediating effects of activities involving brands in the online environment. It is suggested that researchers use this same model, considering advertisements for other products that have not yet been tested, especially international brands in different cultural contexts.

3. Practical Implications

Large multinational companies carry within themselves the premise that they are consolidated companies, with successful strategies in their history leading them along paths of prosperity. In this context, international marketing strategies are always fundamental part of this success, especially digital marketing, which is today the main part of company's communication strategies.

In agreement with previous studies, this study demonstrated that SNA can generate consumer engagement. More specifically, this work demonstrated that certain advertising content can generate more consumer engagement with

advertisements than other types of content. It is important to highlight that the consumer engagement with social network advertisements (CESNA) construct measured in this study considers not only the classic metrics of social networks, such as likes, comments, and shares. It also encompasses the customer's perception of the utilitarian and hedonic benefits of the content. Moreover, higher levels of CESNA are directly related to consumer's engagement with brands. Thus, SNA content has an indirect effect on customer brand engagement. Marketing managers must consider that, since there is an indirect relationship between consumers' perception of advertisements and engagement with brands, SNA content must be developed not only with the aim of generating greater numbers of social media metrics but also with the aim of generating hedonic and utilitarian benefits for consumers. Furthermore, the results in chapter 3 demonstrate that advertisements that encourage consumers to engage in activities with brands in digital environment tend to generate even more engagement with the brand. Based on this information, marketing and content managers can make use of content that generates consumer interaction with advertisements and encourages activities such as interactive games, participation in discussions with content relevant to the brand or product, and videos with content that leads to greater involvement with brands.

Despite this relevant findings, digital marketing content managers must consider other aspects in this process of generating customer engagement through SNA content. First, the perceived benefits arising from the content and the consequent engagement of consumers with advertisements may vary according to the type of product. The results of chapter three demonstrated that the type of product can influence the relationship between the type of content and consumer engagement with advertising. Furthermore, it was found that multinational companies tend to use similar advertising content to promote products in the same category. This phenomenon is related, in chapter 3, to the functional matching theory. It is therefore suggested that advertising content should be adapted according to the types of products, since the same type of SNA content can have different effects when applied to different products. More specifically, consumers' perception of products should be a factor to be taken into

consideration by content managers when developing advertising strategies on social networks.

Another important aspect to be taken into consideration is the influence of the cultural characteristics of different nations. The results of chapters 1 and 2 demonstrated that cultural aspects can be a determining factor for the SNA content of MNCs. The results showed that within each country, advertising content for certain products tends to be similar, but when compared between countries they tend to be different. Considering that MNCs seek greater engagement in their SNA strategies across countries, it is suggested that the cultural aspects of each country should also be taken into consideration when developing content strategies that generate more consumer advertising and brand engagement.

4. Limitations and Future Research

Despite the contributions to academics and practices of this work, we highlight here some limitations and indications for future research related to the topic addressed in this study. Considering that each chapter as an individual study, we highlight here the limitations of each one.

A limitation of the first chapter is the examination of SNA only from the fast-food industry. Given that specific advertising content may be more suitable for certain products compared to others, it is not possible to apply the findings of this study to all sorts of products universally. Keown, Synodinos, and Jacobs (1989) demonstrate notable distinctions in advertising between durable and non-durable products. These distinctions can extend beyond products that are durable or not durable. Product direct informative advertising content may be more suitable for TV set advertisements, whilst brand personality advertisements may be more prevalent in jewelry advertising because to their distinct functional purposes. Subsequent studies may examine the impact of cultural factors on advertising strategies for various product categories. This chapter did not consider the aspect of DCE (digital customer engagement). Digital engagement

refers to the emotional, psychological, or physical relationship that customers have with brands through digital channels, such as social networks (Gavilanes et al., 2018). This index is extensively utilized by researchers and marketing professionals to quantify the efficacy of advertising. Customers from diverse cultural backgrounds may have varying perceptions of the same product. Ekebas-Turedi et al. (2020) assert in their study that gender has an impact on gender-based food stereotypes. A study revealed that customers from Turkey and the USA have distinct gender perceptions of the same meal, which in turn affects their likelihood of consuming it. Furthermore, these variations in behavior can also have an impact on the customer's level of involvement with SNA. Another unexplored hypothesis in this study is that multinational corporations (MNCs) employ advertising content that elicits higher levels of engagement. This aspect, in addition to cultural traits, may influence the selection of advertising content. Subsequent studies could explore the impact of culture on DCE and the impact of DCE on SNA content.

In the second chapter, we acknowledge that the primary constraint lies in the quantity of products examined. Quadrants 2 and 3 of the FCB Grid focused on a single product, whereas quadrants 1 and 4 addressed two products. Subsequent investigations should encompass a greater quantity of products to encompass a broader expanse of the grid, hence yielding more reliable outcomes. Regarding the synergistic impact of products and culture on advertising content on social networks, it is noteworthy that the analysis focused exclusively on advertisements from a select group of three nations. Thus, the dataset only contained three distinct values, each corresponding to one of the countries, for the variable representing male factor countries. While the current sample size is limited due to the requirement for the multinational corporation (MNC) to have presence in the same nations, it is advisable to conduct a comprehensive study with a larger number of countries to achieve more reliable and widely applicable results. The findings from this chapter demonstrate that the strategy of standardizing international communication on social networks moderates the impact of product type on advertising content. Put simply, when advertising for beer, electronics, hair care, and insurance items are made to follow a standard format, they tend to contain a higher amount of DI content.

Based on these findings, it is recommended that future studies delve deeper into the relationship between product type and advertising content strategies. This should include examining not only the adaptation or standardization of advertisements for different countries based on the product type, but also the adaptation of product characteristics such as design elements, function, and packaging, and the resulting effects.

Chapter three of the study involved conducting interviews with Brazilian social network users to ascertain the impact of social network analysis (SNA) perception on consumer engagement. Research indicates that consumers' interpretation of advertising material can vary based on their cultural traits (T. K. Chang et al., 2009; de Mooij & Hofstede, 2010; Ogada, 2017). Further investigation should be conducted in different countries to ascertain the potential cultural influences on the correlation between social network analysis (SNA) and customer brand engagement. The efficacy of advertising content can be influenced by factors such as the qualities of the advertised items or services, as well as the customer's impression of such products. This has been studied by researchers such as Haley & Pittman (2022), Mortimer (2008), and Swani & Milne (2017). The effects and efficiency of advertising content in connection to different product kinds have been extensively examined in academic literature. One notable study is the FCB Grid, which proposes the suitability of advertising content based on the specific attributes of various items. This study examines the potential moderating influence of two specific items on the connections between advertising and consumer involvement. Hence, we recommend conducting future research to test advertisements for a wider range of products, encompassing all four quadrants proposed by the FCB Grid model. Moreover, we also recommend that this study should be conducted with Instagram users from other countries to verify the possible influence of cultural characteristics on the effects of SNA content on CESNA, CBE and COBRAs.

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Appendices

Appendix 1

Multiple Regression Results Including the Interaction Effect of Factor Developed Countries and Products

Variable	Beta Coefficient	Std. error	t
Beer	1.441 ****	0.365626	3.39
Electronic Products	3.226 ***	1.055548	2.63
Insurance	1.731 ****	0.38485	3.87
Video Streaming	-0.064	0.495824	-0.11
Hair Care Products	1.219 ***	0.352343	2.97
MNC Ad Standardization Level	0.913 **	1.762245	2.56
Factor Masculine Countries	-0.168 *	0.028801	-1.87
Factor Developed Countries	0.086	0.011758	2.00
Factor Masculine Countries (f1) * Beer	-1.732 ***	0.040731	1.17
Factor Masculine Countries (f1) * Electronic Products	0.093 *	0.040731	1.79
Factor Masculine Countries (f1) * Hair Care Products	0.13 **	0.040731	2.50
Factor Masculine Countries (f1) * Insurance	0.042	0.040731	0.82
Factor Masculine Countries (f1) * Video Streaming	0.08	0.040731	1.54
Ad Standardization Levels * Beer	-1.733 ***	1.82035	-2.72
Ad Standardization Levels * Electronic Products	-3.566 ***	3.751107	-2.71
Ad Standardization Levels * Hair Care Products	-1.248 **	1.797802	-2.19
Ad Standardization Levels * Insurance	-1.877 ***	1.847692	-2.66
Ad Standardization Levels * Video Streaming	0.003	2.142173	0.00
Factor Developed Countries (f2) * Beer	-0.055	0.040797	-1.05
Factor Developed Countries (f2) * Electronic Products	0.001	0.040797	0.01
Factor Developed Countries (f2) * Hair Care Products	-0.022	0.040797	-0.43
Factor Developed Countries (f2) * Insurance	0.031	0.040797	0.59
Factor Developed Countries (f2) * Video Streaming	0.014	0.040797	0.27
Constant	-0.718 **	0.339598	-2.12

Source: The author

Notes: Dependent variable is Brand Personality advertising content (%); *p < .10; **p < .05; ***p < .01; ****p < .001.

Appendix 2

Summary of reliability and validity of LOC and HOC constructs - group video streaming

Construct	Latent Variables Indicators	Convergent Validity		Internal Consistency Reliability	
		Loadings	AVE	Composite Reliability	Crombach's Alpha
		>0.70	>0.50	0.60-0.95	0.60-0.90
CESNA (Customer Engagement with Social Network Advertising)	Digital Customer Engagement (DCE)	0.863	0.757	0.842	0.842
		0.700			
		0.625			
	Entertainment (ENT)	0.839	0.864	0.922	0.921
		0.827			
		0.862			
	Informativeness (INF)	0.853	0.895	0.941	0.941
		0.862			
		0.840			
CBE (Customer Brand Engagement)	Cognitive Processing (CP)	0.646	0.810	0.886	0.882
		0.716			
		0.746			
	Affective Processing (AF)	0.809	0.845	0.909	0.908
		0.847			
		0.808			
	Activation Behavior (AC)	0.627	0.820	0.903	0.891
		0.779			
		0.664			
COBRAs (Customer Online Brand-related Activities)	Consumption (CONS)	0.780	0.796	0.870	0.870
		0.769			
		0.775			
	Contribution (CONT)	0.850	0.819	0.891	0.889
		0.893			
		0.810			
	Creation (CREA)	0.810	0.880	0.938	0.932
		0.830			
		0.720			

Source: The author

Notes: The variables DI_SNA and BP_SNA were not included in the table since they are dummy variables.

Appendix 3

Summary of reliability and validity of LOC and HOC constructs - group beer

Construct	Latent Variables Indicators	Convergent Validity		Internal Consistency Reliability	
		Loadings	AVE	Composite Reliability	Crombach's Alpha
		>0.70	>0.50	0.60-0.95	0.60-0.90
CESNA (Customer Engagement with Social Network Advertising)	Digital Customer Engagement (DCE)	0.841	0.783	0.870	0.862
		0.746			
		0.647			
	Entertainment (ENT)	0.848	0.813	0.896	0.885
		0.708			
		0.869			
	Informativeness (INF)	0.841	0.878	0.934	0.931
		0.869			
		0.780			
CBE (Customer Brand Engagement)	Cognitive Processing (CP)	0.797	0.830	0.906	0.897
		0.764			
		0.665			
	Affective Processing (AF)	0.874	0.861	0.919	0.919
		0.839			
		0.862			
	Activation Behavior (AC)	0.765	0.923	0.960	0.958
		0.801			
		0.831			
COBRAs (Customer Online Brand-related Activities)	Consumption (CONS)	0.685	0.816	0.892	0.887
		0.626			
		0.729			
	Contribution (CONT)	0.800	0.859	0.921	0.917
		0.872			
		0.889			
	Creation (CREA)	0.855	0.862	0.922	0.919
		0.833			
		0.791			

Source: The author

Notes: The variables *DI_SNA* and *BP_SNA* were not included in the table since they are dummy variables.

Appendix 4

Summary of reliability and validity of reflective latent variables - group beer

Construct	Latent Variables Indicators	Convergent Validity		Internal Consistency Reliability	
		Loadings	AVE	Composite Reliability	Crombach's Alpha
		>0.70	>0.50	0.60-0.95	0.60-0.90
CESNA (Customer Engagement with Social Network Advertising)	Digital Customer Engagement (DCE)	0.877	0.762	0.869	0.846
	Entertainment (ENT)	0.881			
	Informativeness (INF)	0.860			
CBE (Customer Brand Engagement)	Cognitive Processing (CP)	0.857	0.732	0.845	0.819
	Affective Processing (AF)	0.920			
	Activation Behavior (AC)	0.785			
COBRAs (Customer Online Brand-related Activities)	Consumption (CONS)	0.786	0.734	0.832	0.832
	Contribution (CONT)	0.916			
	Creation (CREA)	0.864			

Source: The author

Notes: The variables *DI_SNA* and *BP_SNA* were not included in the table since they are dummy variables.

Appendix 5

Summary of reliability and validity of reflective latent variables - group video streaming

Construct	Latent Variables Indicators	Convergent Validity		Internal Consistency Reliability	
		Loadings	AVE	Composite Reliability	Crombach's Alpha
		>0.70	>0.50	0.60-0.95	0.60-0.90
CESNA (Customer Engagement with Social Network Advertising)	Digital Customer Engagement (DCE)	0.877	0.780	0.897	0.862
	Entertainment (ENT)	0.881			
	Informativeness (INF)	0.860			
CBE (Customer Brand Engagement)	Cognitive Processing (CP)	0.857	0.661	0.772	0.746
	Affective Processing (AF)	0.920			
	Activation Behavior (AC)	0.785			
COBRAs (Customer Online Brand-related Activities)	Consumption (CONS)	0.786	0.784	0.901	0.863
	Contribution (CONT)	0.916			
	Creation (CREA)	0.864			

Source: The author

Notes: The variables *DI_SNA* and *BP_SNA* were not included in the table since they are dummy variables.

Appendix 6

Survey Questionnaire from Chapter 2

Thank you for participating!

My name is Paulo Tiballi, I am a PhD student at the Autonomous University of Barcelona - Spain, and I would like to thank you for participating. This is research for strictly academic purposes and respects the Brazilian General Personal Data Protection Law (LAW No. 13,709, OF AUGUST 14, 2018). All information collected here is confidential and will not be passed on to third parties. The information is processed in conjunction with other questionnaires. Therefore, the data will not be considered individually. If you have any questions, please contact me at phd.paulotiballi@gmail.com.

paulotiballi@gmail.com [Mudar de conta](#)



Rascunho salvo.

* Indica uma pergunta obrigatória

E-mail *

paulo@gmail.com

Please answer the following questions.

How old are you? *

- ☐ Less than 20 years old
- ☐ Between 20 and 40 years old
- ☒ Between 41 and 60 years old
- ☐ More than 60 years old

Gender: *

- ☒ Masculine
- ☐ Feminine
- ☐ Outro: _____

What is your level of education? *

- ☐ Primary
- ☐ Secondary
- ☐ Bachelor's
- ☒ Master's or higher

Próxima



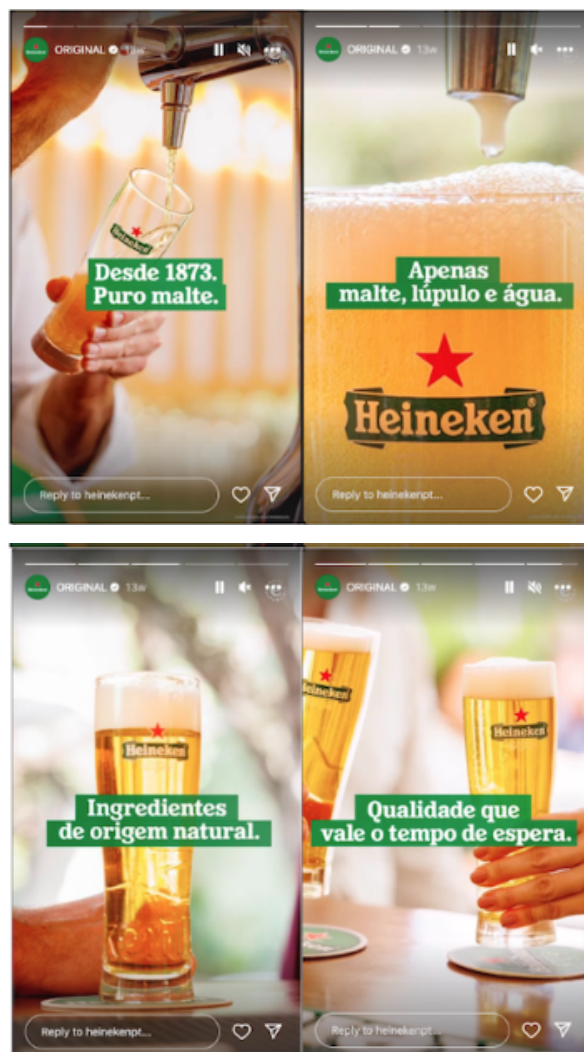
Página 1 de 4

Limpar formulário

(CESNA)

- The advertisements below were taken from an official Heineken brand page on a social network.
- Please, after viewing and reading the content of the advertisements, answer the questions.

Heineken Brasil



(DE1) I would give a like to this post *

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

(DE2) I would make a comments on this post *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(DE3) I would share this post on my social network page *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(ENT1) I feel that the ad is interesting/entertaining. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(ENT2) I feel that the ad is enjoyable. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(ENT3) I feel that the ad is pleasant. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(INF1) I feel that the ad was a good source of product information. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(INF2) I feel that the ad was a good source of timely product information. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(INF3) I feel that the ad supplies relevant product information. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(CBE)

- The questions below are related to the Heineken brand and its products.
- Please read the statements below and select the option based on your personal experiences.

(CP1) Consuming Heineken beer makes me think about the Heineken brand. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(CP2) I think about the Heineken brand when I am consuming Heineken products. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(CP3) Consuming Heineken beer stimulates my interest in learning more about the Heineken brand. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(AF1) I feel positive when I drink Heineken beer. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(AF2) Consuming Heineken products makes me happy. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(AF3) I feel good when I consume Heineken products. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(AC1) I tend to consume more Heineken beers than other brands. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(AC2) When I drink beer I usually drink Heineken. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(AC3) Heineken is a product that I usually buy when I drink beer. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(COBRAs)

- The questions below are related to the Heineken brand and its products.
- Please read the statements below and select the option based on your personal experiences.

(CONS1) I read posts related to the Heineken brand on social network. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(CONS3) I often see photos and images related to Heineken on social network. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(CONS5) I follow at least one Heineken page on social network. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(CONTR2) I often comment on posts related to Heineken on social network. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(CONTR4) I often share posts related to Heineken on social network. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(CONTR6) I often "Like" posts related to Heineken on social network. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(CREA2) I create posts related to Heineken on social network. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(CREA36) I post images and videos related to Heineken on social network. *

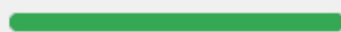
	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

(CREA4) I write articles related to Heineken on social network. *

	1	2	3	4	5	
Totally Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally Agree

Voltar

Enviar



Página 4 de 4

Limpar formulário

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Appendix 7

Beer advertisement with brand personality content



Source: Heineken Brazil official profile on YouTube (<https://youtu.be/2xyWRGntG9Q>)

Notes: The images are frames extracted from the video advertisement. The advertisement reports the use of clean energy from its wind farm for beer production in Brazil.

Appendix 8

Beer advertisement with direct informative content



Source: Heineken Brazil official profile on Instagram.

Notes: The images were extracted from a stories from the brand. The advertising texts are in Portuguese. The images feature the following phrases: Image 1: "Since 1873. Pure malt"; Image 2: "Only malt, hops and water". Image 3: "Ingredients of natural origin"; Image 4: "Quality worth the wait".

Appendix 9

Frame from video streaming advertisement with brand personality content



Source: Netflix Brazil official profile on YouTube (https://www.youtube.com/watch?v=sl_17dENBds).

Notes: The video pays tribute to Women's Day, recounting historic moments of women's achievements in the show business. The following phrases are shown during the video: "1963: First black woman to appear with her natural hair on American television"; "1978: First out lesbian on American national television"; "1933: First female orgasm in a feature film"; "1967: First female comedian to appear pregnant on television"; "2016: First pregnant comedian to have her own Netflix comedy special"; "2020: First black woman to direct a superhero film"; "2020: First Korean superhero series produced, written, directed, and starring a woman"; "2019: First indigenous woman of Mexican descent to be nominated for an Oscar"; "2019: First trans artist to sign an exclusive deal with a studio. Netflix, we're one story away".

Appendix 10

Frames from video streaming advertisement with direct informative content



Source: Netflix Brazil official profile on YouTube (<https://www.youtube.com/watch?v=rvJHa5b-by8>).

Notes: The video titled "New Year, New Movies" is an advertisement broadcast on Netflix's official YouTube channel which shows the films that would be released in 2024.

Appendix 11

Variation Inflation Factors (VIFs) from Latent Variables

	VIF
BP -> CESNA	1.391
CBE -> AC	1.000
CBE -> AF	1.000
CBE -> CP	1.000
CESNA -> CBE	1.280
CESNA -> COBRA	1.000
CESNA -> DCE	1.000
CESNA -> ENT	1.000
CESNA -> INF	1.000
COBRA -> CBE	1.280
COBRA -> CONS	1.000
COBRA -> CONST	1.000
COBRA -> CREA	1.000
DI -> CESNA	1.391

Source: The author.