



Vaasan yliopisto
UNIVERSITY OF VAASA

František Hendl

The influence of cultural differences on the effectiveness of advertising appeals in social media ads in case of gen Z from Czechia, Finland and Turkey

School of Marketing and Communication
Master's thesis in International Business

Vaasa 2024

UNIVERSITY OF VAASA**School of Marketing and Communication****Author:** František Hendl**Title of the Thesis:** The influence of cultural differences on the effectiveness of advertising appeals in social media ads in case of gen Z from Czechia, Finland and Turkey**Degree:** Master of Science in Economics and Business Administration**Programme:** International Business**Supervisor:** Minnie Kontkanen**Year:** 2024 **Pages:** 119

ABSTRACT :

The cultural differences have always been an important aspect of international advertising and the cultural values stemming from these differences have been found to be reflected in the centre-point of an advertisement – the advertising appeals. While there already have been number of studies examining the effectiveness of advertising appeals in cross-cultural setting in various contexts, the literature review of this work has revealed, that this topic has been yet not examined from the perspective of social media and generation Z. This is crucial, as the appeal's effectiveness can be significantly moderated by the generational differences and media type. Moreover, as the recent development in this line of research has shown, the role of these differences might be continuously decreasing due to the progressing globalization and associated possibility of the cultural convergence. For this reason, the examination of social media and gen Z is important not only due to the growing importance of both of these aspects for advertising practitioners, but also due to their link with the topic of cultural convergence.

The study has been further delimited to three countries, Czechia, Finland and Turkey, based on the author's data accessibility in these countries. To answer the main research question, which is defined as: *"What is the influence of the differences in cultural values on the effectiveness of advertising appeals in social media ads in case of generation Z members from Czechia, Finland and Turkey"*, the thesis has based its theoretical framework on the concept Hofstede's cultural dimensions and Pollay's list of 42 appeals. The research itself was carried out as a quantitative study, with the data being collected through internet self-completed questionnaire and final sample size of 93 participants. The effectiveness was measured with the concepts of attitude toward the advertisement and purchase intention and the study examined four appeals (status, cheap, convenient and natural).

The results of the empirical study have in majority of the cases shown, that there are no significant differences in effectiveness of the examined appeals between the three groups, suggesting relative homogeneity of response of gen Z consumers to advertising appeals on social media. However, not all the examined appeals have been found to be equally effective. Moreover, the data indicated, that while the response to the appeals might be similar across countries, there are still differences in purchasing behaviour and the preference of ad personalization. The outcomes therefore suggest, that in case of gen Z and social media, the advertising practitioners could effectively utilize the standardized international advertising strategy instead of the adaptation strategy. However, they still have to consider some of the cultural differences, which might have influence on the advertisement's success and necessary investments.

KEYWORDS: Advertising appeals, Hofstede, Pollay, attitude toward the ad, purchase intention, cultural differences, social media, generation Z

Contents

1	Introduction	7
1.1	Background of the study	7
1.2	Aims, research question and delimitations	11
1.3	The structure of the study	12
2	Theoretical background	13
2.1	The social media marketing and advertising	13
2.2	The generation Z	15
2.3	Cultural values in marketing and advertising	18
2.3.1	Hofstede's cultural dimensions	20
2.3.2	Validity of Hofstede's cultural dimensions in international advertising	22
2.3.3	Hofstede's cultural dimensions scores for Czechia, Turkey and Finland	23
2.4	Advertising appeals	25
2.4.1	Pollay's advertising appeals	28
2.4.2	Hofstede – Pollay framework	30
2.4.3	The advertising appeals in cross-cultural research	32
2.4.4	Effectiveness of advertising appeals	34
2.5	Literature review summary and theoretical framework	37
2.6	Conceptual framework and hypotheses	39
3	Research methodology	44
3.1	Research approach and research methodology	44
3.2	Data collection	45
3.2.1	Sample	47
3.2.2	Selection of ads	49
3.3	Scales and measures	50
3.4	Data analysis	51
3.5	Research quality	51
3.5.1	Reliability	52
3.5.2	Validity	53
4	Findings	56

4.1	The sample description	56
4.2	Social media user behaviour	59
4.3	Descriptive statistics and hypotheses testing	66
4.4	Additional testing	72
5	Discussion and conclusion	76
5.1	Summary of the key findings	76
5.2	Discussion of the key findings	79
5.3	Practical implications	82
5.4	Theoretical contributions	84
5.5	Limitations and future research suggestions	85
	References	88
	Appendices	102
	Appendix 1. The questionnaire	102
	Appendix 2. The list of Pollay's appeals and their definitions	113
	Appendix 3. The group interview – coding sheet	118

Figures

Figure 1. The scores of Hofstede’s dimensions for Czechia, Finland and Turkey (0-100 points).	25
Figure 2. The conceptual framework.	43
Figure 3. Sample age composition.	57
Figure 4. Sample age composition by country.	57
Figure 5. Sample gender composition.	58
Figure 6. Sample educational background composition.	58
Figure 7. The daily time spent on social media.	59
Figure 8. Frequency of stopping scrolling on social media to watch video advertisements.	60
Figure 9. Frequency of visiting brand website or social media profile after viewing related video advertisement on social media.	61
Figure 10. Frequency of purchase of products and services based on the social media advertisement.	62
Figure 11. How strongly does it influence the consumer, when the content of the advertisement on social media aligns with their personal values and beliefs.	63
Figure 12. To what extent do the consumers like the ads on social media to be personalised (ads appearing based on your browsing history, interests and your online activity).	64
Figure 13. How comfortable are the consumers with the advertisers using the data from their browsing history and online activities to personalize the advertisements on social media.	65
Figure 14. Consumer preferences towards targeted advertising on social media based on the demographic information.	66

Tables

Table 1. The list of Pollay’s advertising appeals categorized as rational or emotional appeals.	29
--	----

Table 2. Filter question – nationality.	48
Table 3. Filter question - usage of Facebook and Instagram.	48
Table 4. Filter question - year of birth.	48
Table 5. Tests of normality.	55
Table 6. The descriptive statistics.	67
Table 7. One-way ANOVA.	71
Table 8. Robust test of equality of means.	71
Table 9. Paired samples t-tests.	73
Table 10. Correlation matrix.	75
Table 11. Pollay’s list of 42 appeals.	113
Table 12. Advertisements coding sheet.	118

1 Introduction

This introductory chapter presents the reasoning behind the need for this thesis. Its parts gradually present the background information of the topic, including the identification of the gaps in the current literature. Subsequently, it presents the main research question and objectives of the thesis and provides a brief overview of the key concepts, used research methods and the structure of the work.

1.1 Background of the study

In the modern world of 21st century, many companies are entering and participating in the globalized international market (Mandler et al., 2021). The global market integration driven by “worldwide investment and production strategies, standardization of manufacturing techniques, emergence of global media and the Internet, growing urbanization, rapid increase in education and literacy levels, and expansion of world travel and migration” (Steenkamp & Jong, 2010, pp. 18) has, according to the systematic literature review by Mandler et al. (2021), led many advertising researchers and practitioners back to the topic of international advertising standardisation and adaptation (Özsomer et al., 2012; Tan & Sousa, 2013).

The standardization approach is based on the minimalization of the costs through the economies of scale and savings on the research and development, while also allowing for faster presentation of the new products on the global market and easier control over the international advertising activities, resulting in increased profitability and efficiency. However, the standardized advertising strategies are not always effective on all markets, due to the cross-national and cross-cultural differences (Steenkamp & Jong, 2010). The adaptation strategy on the other hand addresses these differences and adapts the advertisements to the cultural values. If done successfully, the adaptation might lead to increased sales and market share (Westjohn & Magnusson, 2017). The decision between the adaptation or standardization approach to international advertising is therefore of great importance to the company because the choice might greatly affect the necessary investments, significantly moderating the resulting profits (Ra'd Almestarihi et al., 2024)

as well as the overall success of the advertising campaign. As such, the factors influencing the right choice between these approaches need to be further studied, in order to increase the capability of the international advertising practitioners to make appropriate decisions.

The cultural values, upon which is the adaptation strategy based, can be understood as a set of norms and values, that are common for a specific society and transferred through time between generations (Belch & Belch, 2018, pp. 134–136). As such, these values impact what is generally expected or acceptable and they thus also influence the decision-making process of a consumer. To be able to further study and understand the differences between cultures, Hofstede et al. (2010) constructed six cultural dimensions, that allow for the cross-cultural comparison and classification of countries on national level. Subsequently, this cultural framework has inspired a solid research body focusing on the examination of the cross-cultural differences (Saleem, 2016).

To be able to take advantage of the understanding of cross-cultural differences for the purposes of adaptation in international advertising, the researchers started to examine the differences in use (Cheong et al., 2010; Mortimer & Grierson (2010); Ruanguttamanun, 2023; Sook Moon & Chan, 2005; Swaminathan ,2015) and effectiveness (Gevorgyan & Manucharova, 2015; Lepkowska-White et al., 2003; Min Jung et al., 2009; Teng et al., 2014; Zhang & Gelb 1996) of the advertising appeals in different cultures (Saleem, 2016). The advertising appeals are essentially themes that aim to gain attention and interest of the consumer by appealing to the consumer's inner desires (Long Yi, 2011). One of the most influential frameworks defining the specific appeals, often used in the subsequent studies (Albers-Miller & Stafford, 1999; Mortimer & Grierson, 2010; Saleem, 2016), is the list of 42 appeals created by Pollay (1983). An early example of a study directly linking the Pollay's advertising appeals with Hofstede's cultural dimension is the renowned research by Albers-Miller and Gelb (1996). This study has through correlation confirmed the existence of the relationship between the use of the appeals in advertising and the cultural values represented by Hofstede's framework.

The meta-analytic review of empirical studies from Hornikx and O’Keefe (2009) has proven that adapted advertising messages are more persuasive and liked than the standardized messages. To facilitate the adaptation advertising strategy, the researchers have examined the advertising appeals effectiveness from various perspectives, such as culturally congruent versus non-congruent appeals (Gevorgyan & Manucharova, 2015; Teng et al., 2014; Zhang & Gelb, 1996) and product categories in different cultures (Lepkowska-White et al., 2003). Moreover, many studies examined the use and effectiveness of appeals by grouping them into rational and emotional appeals (Akbari, 2015; Hornik et al., 2017; Lee & Heere, 2018; Zhang et al., 2014) and few did so even with the inclusion of cross-cultural comparisons (Albers-Miller & Stafford 1999; Bang et al., 2005; Chang, 2006; Mortimer & Grierson, 2010).

Moreover, some authors argue that cultural values change over time through the cultural convergence due to the increasing modernization and interconnectivity of the world (Kaasa & Minkov, 2020). The change of the cultural values, that serve as the underlying drivers affecting consumer’s perceptions, desires and decision-making process, might in turn also influence the effectiveness of advertising appeals in different cultures and as such affect the effect of the adaptation strategy (Hornikx et al., 2023). To examine this assumption, Hornikx et al. (2023) have through the meta-analysis of the studies conducted between 1994-2018, discovered, that while the culturally adapted advertisements are still more persuasive and better liked, the cultural adaptation effectiveness diminishes over time. The authors suggest that the reason for this phenomenon are the effects of globalization, enabled by the media globalization, such as social media, that exposes consumers from various backgrounds to different cultures and allows for fast cross-cultural communication (Hornikx et al., 2023).

According to the systematic literature review by Hornik et al. (2017) the media type is the most significant moderator of the advertising appeals effectiveness. However, this analysis did not include the social media. Additionally, despite its growing importance as an advertising platform (Mason et al., 2021) stemming from its cost effectiveness (Bharti

& Kumar, 2020), massive user base of 5,04 billion users in 2024 and the average user's daily time spent on social media (2 hours and 23 minutes in 2023) (We Are Social & Meltwater, 2024), the research of the effectiveness of advertising appeals on social media in the cross-cultural context is extremely limited (Choi et al., 2020). Given the fact that social media are one of the main drivers of globalization (Hornikx et al., 2023) and as such also one of the main facilitators of cultural convergence (Jenkins & Deuze, 2008), the further research facilitating better understanding of social media as an advertising platform is needed (Shneor & Efrat 2014). The need for further study of social media is furthermore supported by the outcomes of the literature overviews from Arora and Sanni (2019) and Alalwan et al. (2017). These comprehensive overviews have identified many different areas, which have been already examined by the researchers. However, despite both of them drawing from different databases, the results have shown lack of consideration for cross-cultural differences.

Furthermore, according to Kotler and Armstrong (2018, pp. 100-102) the advertisers also need to consider the differences between generations, as each generation might have different reactions and associations with various appeals. Among the generations, which are active on the social media, gen Z are the generation, which daily spends there the most time (GWI, 2023) and at the same time makes up around 26% of the estimated world population in 2024 (United Nations, 2022). Moreover, the gen Z members are considered to be the true digital natives, as they are the first generation to have access to internet and social media throughout their childhood and thus are to certain degree defined by social media (Van den Bergh et al., 2023). As such, they are the most prone generation to be affected by the social media (Rue, 2018) and by extension also its possible cultural convergence effects. The importance of the exploration of the cross-cultural differences in effectiveness of advertising appeals in case of gen Z is additionally supported by the existing gap in the literature, with no existing studies examining this topic.

1.2 Aims, research question and delimitations

Based on the identified gaps in the literature, this thesis aims to examine whether there are differences in effectiveness of advertising appeals on social media between the members of the generation Z from different countries or if the effectiveness of these appeals is the same, suggesting the homogeneity of the response among the generation Z members from different countries to advertising appeals and thus supporting the use of standardized advertising strategy. As such, the thesis sets out to deepen the understanding of this topic, which should both facilitate further research and help the advertising practitioners to increase the effectiveness of their strategies.

The study is further delimited in terms of examined countries and applied frameworks. The empirical data for cross-country comparisons are going to be collected from consumers from Czechia, Finland and Turkey. These countries have been selected due to their cultural distinctiveness and data accessibility to the author. To examine the cultural differences between the three countries, this work employs the Hofstede's framework of cultural dimensions (Hofstede et al., 2010) and to classify define the appeals the thesis utilizes the list of 42 appeals by Pollay (1983). The reason for selection of these frameworks is their frequent usage in the preceding literature (Albers-Miller & Gelb, 1996; Saleem, 2016), which facilitates the comparability of the results of this study with previous research. Moreover, both of these concepts are considered to be the most influential frameworks in this line of research, both respectively and combined (Saleem, 2016; Zhang, 2014; Zhou & Kwon, 2020).

Following years of research observing the link between the differences in use and effectiveness of advertising appeals in cross-cultural context, this thesis assumes that cultural values still play a significant role in the consumer's advertising perceptions even in case of generation Z members originating from different countries and in social media setting. The research question of this work thus is: *“What is the influence of the differences in cultural values on the effectiveness of advertising appeals in social media ads in case of generation Z members from Czechia, Finland and Turkey”*.

The process of answering the research question is divided into three main objectives, which are:

- To identify the key characteristics and importance of social media as an advertising platform and the forming aspects of the generation Z, as well as their advertising-related characteristics.
- To explore the connection between the cultural values and the advertising appeals utilizing the Hofstede's framework of cultural dimensions (Hofstede et al., 2010) and Pollay's list of 42 advertising appeals (1983).
- To empirically examine the similarities and differences in effectiveness of advertising appeals in case of members of generation Z originating from Czechia, Finland and Turkey.

1.3 The structure of the study

The thesis consists of six chapters including the introduction. The theoretical background chapter assesses the theory and existing literature regarding the social media, generation Z, cultural values, and advertising appeals and their effectiveness. The aim of this chapter is to examine the past studies delving into these topics and theoretical models, such as Hofstede's framework of cultural dimensions (Hofstede et al., 2010) and Pollay's framework of advertising appeals (1983), to deepen the understanding of the topic for the construction of the theoretical framework, which facilitates subsequent empirical research. The methodology section clarifies the research design, which consists of the data collection through questionnaire and data analysis utilizing ANOVA to examine differences in attitude toward the ad and purchase intentions between the three sample groups to assess the differences in effectiveness for the examined appeals. Moreover, it discusses the sampling process and methods, as well as the research quality. The next chapter depicts and describes the results of the analysis, which are then discussed in the discussion chapter in the context of existing literature, leading up to the practical implications of the study. Finally, the outcomes of the thesis are summarized and interpreted in the final chapter.

2 Theoretical background

Chapter two consists of review of existing literature and description of the key concepts for this thesis. Firstly, the chapter discusses social media and gen Z in the advertising context. Subsequently, the chapter explores cultural values in marketing, with specific focus on Hofstede's cultural dimensions and the scores of the pre-selected countries on these dimensions. Afterwards, the topic of advertising appeals and their link to the Hofstede's cultural dimensions is discussed. Lastly, these topics are synthesized into a conceptual framework, which is used as a base for the empirical research of this thesis.

2.1 The social media marketing and advertising

According to Kotler and Keller (2016, pp. 26-27) the essence of marketing lies within identifying and fulfilling the needs of people. In other words, marketing is a tool for companies for recognizing or creating needs and then communicating and delivering the right solutions for the right customers and other stakeholders (Armstrong et al., 2014, pp. 4-10). The promotion and communication of these needs and their solutions is then what the advertising is concerned with (Kotler & Armstrong, 2018, pp. 452). To communicate the desired content effectively, the companies need to consider two main factors – advertising messages, which are discussed in the sub-chapter 2.4 in the context of advertising appeals, and advertising media (Kotler & Armstrong, 2018, pp. 457).

The advertising media can be viewed and grouped in various ways. Firstly, in terms of offline and online marketing, the advertising media can be divided into two groups: traditional marketing and digital marketing. In essence, the traditional marketing is the offline way of advertising and utilizes various channels, such as print, broadcast, outdoor advertising and telemarketing. Conversely, digital marketing offers the online advertising channels such as search engine optimisation (SEO), email, content and web advertising as well as the social media marketing (Bharti & Kumar, 2020). Secondly, the media can be distinguished between the mass and personal media. The first one usually employs one-way communication to a large audience, as for the example broadcast and print,

and the second one focuses on the small-scale communication in two-way manner, such as phone and mail communication. All these media have different purposes, pros, cons, and applicability. However, one of the digital channels managed to create a complex and accessible way, how to combine the characteristics of mass and personal advertising media. The social media advertising allows for the customers to communicate not only with the company, but also with one another. At the same time, the social media allow the companies to reach large audience, while keeping the perks of two-way communication (Tuten, 2020, pp. 3–20).

To define the social media platforms, Tuten (2020) describes it as follows: “online means of communication, conveyance, collaboration, and cultivation among interconnected and interdependent networks of people, communities and organizations enhanced by technological capabilities” (Tuten, 2020, p. 4.). According to Bharti and Kumar (2020) the social media marketing is the most important tool from the non-traditional marketing channels. The reasoning behind this statement lies in the complexity and sheer number of options it provides for the advertisers. The social media as an advertising medium has also many advantages compared to the traditional media, such as relatively higher return on investment and cost effectiveness, lower time for the change of the message, global reach and the interactive nature of the platform, which helps the company with brand development (Bharti & Kumar, 2020).

The social media as an advertising channel are not important to the advertisers only due to the expedient advertising characteristics, but also because of the large consumer base and the significant amount of time spent on these platforms. The data published in the Digital 2024 Global Overview Report in January shows (We Are Social & Meltwater, 2024) that there are currently 5,04 billion social media users, which is approximately 62,3% of the general population on earth. Compared to the preceding year, the user base has grown by 5.6% (approximately 266 million new users). Although substantial, the growth of social media has in last two years slowed down, as the result of rapid increase between 2019 and 2021 attributed to the Covid19 pandemics (Mason et al., 2021). From

all of the social media users, 94,2% use it at least once a month. The daily time spent on these platforms was in the third quarter of 2023 on average 2 hours and 23 minutes. The most used social media platforms are Facebook, with approximately 3 billion users, followed by YouTube with 2,49 billion and WhatsApp with Instagram with both around 2 billion users. However, despite having the largest user base, Facebook ranked as third most favourite social media platform, with Instagram and WhatsApp taking the lead. This also corresponds with the fact, that Instagram is the most used platform for following or research of brands and products. It is nonetheless important to say, that most users use actively (at least once a month) more than one site, with the average being 6,7 sites. As for the reasons of using social media, they have according to Jeong and Coyle (2014) over time become a necessity in terms of social needs satisfaction and communication with friends. This also is the case based on the data from the January of 2024, which state that the most frequent reason for the usage of social media is to keep in touch with friends and family. Among other main reasons of the social media usage belongs filling the spare time, following the news and trends, looking for content and finding inspiration for things to buy, as well as the products to purchase (We Are Social & Meltwater, 2024).

2.2 The generation Z

As was previously explained, the core of the marketing activities lies within understanding of the needs and wants of company's target markets and customers. To effectively target the right audience, the advertising experts and researchers are dividing the consumer base of a general market or platform into smaller groups, which are homogenous on the inside and heterogenous on the outside of the group. This process is called market segmentation, and it is one of the key components of the successful social media marketing strategy (Tuten, 2020, pp. 39-50).

There are many characteristics, that might be considered and used together to form a specific picture of the company's target audience, such as values, country of origin, lifestyle, gender etc. One of the most straightforward ways of the market segmentation, is the division of the market by age, or more specifically, generations (Tuten, 2020, pp. 39-

50). The generations are used for market segmentation due to that fact, that their members generally possess similar characteristics and behaviours specific to their generation. These underlying patterns of behaviour, interests, values and other characteristics specific to a certain generation are stemming from the fact, that there are common aspects to the life journey of the generation's members. The members of a specific generation are undergoing similar life phenomena, events and experience at the relatively same age. Due to that, they are exposed to similar social standards, norms or possibly discrimination, share similar experiences and are used to different technological, political and economic environment in comparison to other generations (Williams & Page, 2011).

One of the technological disruptions, that has had a large impact on the lives of individuals, are the social media platforms. And while the social media has in some form affected the lives of most generations from baby boomers to generation X and generation Y (Ünal, 2021), the generation that has been influenced the most, and in this case even to certain degree formed by the social media, was the generation Z (gen Z) (Prakash Yadav & Rai, 2017). The reason for this is the time period, and its associated technological and social advancements, in which the members of generation Z had grown up. Although the exact classification of the generations differs between authors, the members of generation Z are generally considered to be born between the second half of the nineties and 2010 (Prakash Yadav & Rai, 2017; Ünal, 2021; Van den Bergh et al., 2023). As a result, the gen Z has been the first generation to be exposed to the internet and digital world throughout their whole life and as such are considered to be the true digital natives (Van den Bergh et al., 2023).

The general world population is, based on the United Nation World Population Prospects (2022), estimated to reach 8 118 836 000 (United Nations, 2022) people in 2024. According to Williams and Page (2011) to generation Z belong individuals born between 1994 and 2010. As such, the generation Z would be approximately 26% of the general estimated world population with 2 098 200 479 people by 2024. Based on the data from the GWI (2023), the gen Z is the generation, which spends daily the most time on social

media all around the world. For the example in Europe, it is 2 hours and 59 minutes, as opposed to the millennials, who here daily spend 43 minutes less. Given the fact, that the generation Z makes up to slightly over quarter of the whole world's population and at the same time spend the most daily time on social in comparison to other generations, they are a significant market for the companies and therefore also crucial segment for the advertising experts on social media (Van den Bergh et al., 2023).

As for the characteristics of the gen Z from the marketing perspective, this generation is in general skilful in the usage of information technologies, creative and innovative (Van den Bergh et al., 2023). For the communication with friends and family, as well as their favourite brands, they mostly use TikTok, Instagram, Snapchat and YouTube. To interact on these platforms, they rely on the usage of smartphones and mobile apps (Axcell & Ellis, 2023). However, according to Van den Bergh et al. (2023) gen Z puts pressure on the looks and social acceptance, due to the frequent usage of social media. This in generation Z leads to increased social anxiety and stress caused by the comparison of oneself to others. Due to the fast pace that the digital world is providing them with, they are effective multitaskers. Moreover, the generation Z has high standards in terms of customer experience. The members of this generation expect problem-free, fast and user-friendly experience. Due to that Dimitriou and AbouElgheit (2019) recommend the advertisers to focus on creation of the advertisement, which are quick to draw attention and allows for fast sharing with others. The message should therefore be concise, preferably in form of a short video or image. This agrees with the findings of the study by Llopis-Amoros et al. (2019), which found, that gen Z is more agile and less patient compared to other generations. On the other hand, gen Z is realistic, focused on mental health and tends to have problems with confidence. Moreover, Goldring and Azab (2020) state, that gen Z members are individualistic in terms of identity and self-image creation. They strive to be unique and independent. Nonetheless, the way they form and perceive the uniqueness and their own identity, is closely linked with their immediate social group, as gen Z in general is characterized by strong desire to belong (Williams et al., 2010). As for the underlying values, the gen Z value restraint and trust. For that reason,

transparency and authenticity is crucial part of marketing communication with this generation (Van den Bergh et al., 2023). Additionally, Coman et al. (2022) states that gen Z are relatively more concerned with issues such as sustainability, diversity and race discrimination. As a result, they prefer brands which are dealing with such topics.

2.3 Cultural values in marketing and advertising

The culture plays according to marketing researchers a significant role when it comes to the explanation of the underlying drivers of consumer's decisions and thus also reactions to advertising (Nayeem, 2012). It can be understood as a set of shared norms, customs and values that are passed down from generation to generation within a group of people. These shared values create behavioural patterns, which help the consumers to guide their consumption behaviour. From the perspective of international advertising, it is therefore crucial to take into account the specific cultural customs, traditions and cultural values, to be able to create effective advertising strategy (Belch & Belch, 2018, pp. 134–136)

The impact of the culture on the consumer's decision making process, which is important for the advertising, is according to Sak Onkvisit and Shaw (2009, pp. 182–190) given by some of the foundational characteristics of a culture. Firstly, the culture is prescriptive and socially shared. This means that it determines, what is and what is not acceptable within the cultural group. The prescriptive nature of a culture limits the consumer's choices based on what is socially acceptable. The consumer thus might in his decision-making process eliminate certain products because they do not align with the cultural values of his society. Secondly, the culture is a communication facilitator. People coming from the same culture carry on a general level similar beliefs and feelings. As a result, it is easier for people coming from the same culture to communicate with one another. However, for the same reason it can also complicate the communication between the people from groups with different cultural values. Lastly, the culture is subjective. The characteristic of subjectivity is reflected in the differing perception of the same object or phenomenon by people with different cultural values. Due to that, the

consumers with different cultural background might interpret things or messages in different ways. All of these characteristics influence the consumer's decision making, perceptions and choices and for that reason they also alter the effectiveness of the advertising in different countries (De Mooij, 2014)

The reason why these characteristics have an impact on the consumer's thinking process is so called self-reference criterion (SRC) (Doole et al., 2022, pp. 121–123). This phenomenon can be explained for the example on the people traveling to different countries or regions. In the new environment, given that the environment is culturally different, the people might encounter behaviours, things and situations, which do not align with their cultural values. However, instead of understanding the observed thing from the perspective of the locals, the travellers are unconsciously interpreting the situation based on the values of their own culture and reflect back to what they are used to. Similarly, the SRC applies not only to consumers, but also to the advertisers and marketers. When constructing the advertising message or advertising campaign, the decision makers can be influenced by their own cultural values, which differ from the values of the consumers they are targeting. To avoid the possible negative implications of SRC, the advertisers should approach the foreign market from the perspective of its own culture and avoid transferring their cultural values onto their campaigns on the foreign markets. According to Sak Onkvisit and Shaw (2009, pp. 182–190) the awareness of the difference in cultural values should lead to a advertising strategy, which is more reflective of the true needs of the consumers on that market.

Due to its practical importance, the topic of the differences in cultural values has been one of the most addressed topics of the researchers in the advertising sphere (Zhang, 2014). The continuous study of the cross-cultural differences has therefore over the years resulted in several frameworks and models, such as Hall's (1976) framework of high and low communication context cultures or the Trompenaars model of seven dimensions of culture (Hampden-Turner & Trompenaars, 1993), that are trying to capture and provide perspective on the differences in cultural values among different countries.

According to Zhou and Kwon (2020), the most influential framework, that addresses these differences in values among countries and regions based on culture, is the model of cultural dimensions from Hofstede (Hofstede et al., 2010). The original model consisted of four dimensions, namely individualism-collectivism, uncertainty avoidance, power distance and masculinity-femininity (Hofstede, 1980). This model has been afterwards broadened by fifth dimension, short-term vs. long-term orientation, 11 years later (Hofstede, 1991) and once more by adding the sixth dimension, indulgence and restraint, in 2010 (Hofstede et al., 2010).

2.3.1 Hofstede's cultural dimensions

The Hofstede's model of cultural dimensions (Hofstede, 1980) depicts how the national culture creates and influences a set of values of the people within the specific society. When conducting the original research in 1980, Hofstede found, that there are four underlying problems, which people face in every country. These could be described as: the problem of social inequality and manner in which people view and react to authority, the connection between a group and an individual, the emotional and social impacts on person's life as a result of being born as a female or a male and lastly the manner in which a person deals with uncertainty and ambiguity (Hofstede et al., 2010, p. 30). The model states, that all countries face these common problems, however what differs from country to country is the response to these issues. In that sense, these four underlying issues of the societies serve as the building blocks of the model and can be within the context of the model understood also as the questions, to which the dimensions then give the answers to.

Hofstede for the purposes of his theory defined culture as the "the collective programming of the mind, that distinguishes the members of one group or category of people from another" (Hofstede, 2001, p.9). The dimensions in his model are therefore clusters of phenomena occurring within societies, that have been statistically discovered to occur in combination with one another, and which can be measured in relation to other countries. The original four dimensions are thus combinations of values, which are answering

one of the underlying issues of the society (Hofstede et al., 2010, p. 31). After the discovery of the first four dimensions, the model has over the years evolved and added two more dimensions.

These six dimensions represent sets of cultural values, which distinguish and characterize the cultures of different countries on national level (Zhang, 2014). Reacting to the problem of social inequality and authority acceptance, the power distance index (PDI) shows how the members of the society with relatively lower level of power react to the level of inequality between the less and more powerful. The countries with lower PDI scores expect the distribution of power to be equal, while the countries with higher PDI consider the distribution of power within their society as a given fact and therefore accept the existing distribution without need for justification (Hofstede, 2001, pp. 79-121). The individualism index (IDV) focuses on the relationship of an individual to a group. The high IDV score, described as individualism, is characterized by the people looking out for their personal rights and the needs of themselves and their close relatives. On the other hand, people in collectivistic countries with low IDV score are looking out for the needs and well-being of the whole group. Due to that, the loyalty to the group plays a significant role in collectivistic countries, as opposed to individualistic countries (Hofstede, 2001, pp. 209-254). The uncertainty avoidance index (UAI) describes how people within a society deal with the unknown or uncertain situations. The people coming from a country with high UAI have difficulty to deal with uncertainty, changes and risk-taking. The fear of uncertainty in these countries lead to people trying to create and stick to clear rules and regulations. Reversely, the people in countries with lower UAI score are less resistant to changes, more likely to take risks and to thrive in unstructured environment. For that reason, they also prefer less regulated environment (Hofstede, 2001, pp. 145-181). The masculinity index (MAS) focuses on the emotional and social implications of being biologically born as a man or a woman. The high MAS score is perceived as masculine society. In such society the gender roles and their implications are clearly distinguished. The men are expected to strive for material success and be assertive, tough and competitive. The women are expected to be nurturing, modest, tender and be

concentrated on the quality of life. On the other hand, in the countries with low MAS score the social gender roles overlap. Men and women in such countries hold similar positions and both genders are expected to be modest and focused on the quality of life (Hofstede, 2001, pp. 279-333). The fifth dimension is the long- versus short-term orientation and its scores are given by the long-term orientation index (LTO). The long-term oriented societies with high LTO scores focus on perseverance and long-term success rather than the immediate gains. In such societies, people value persistence and endurance. Conversely, the short-term oriented countries with low LTO score are oriented towards respect for tradition, living in the present and prefer immediate results and gains (Hofstede, 2001, pp. 351-370). Lastly, the dimension of indulgence versus restraint (IVR) describes the approach of a society to life enjoyment. The indulgent societies with high IVR score are oriented towards free gratification regarding fun and life enjoyment. On the other hand, the societies that have low IVR score are considered restrained, as the gratification is limited and controlled by the societal rules (Hofstede et al., 2010, pp. 277-296).

2.3.2 Validity of Hofstede's cultural dimensions in international advertising

The model (Hofstede, 1980) has been originally devised for the use in the area of human resource management. Despite that, the dimensions have been according to Soares et al. (2007) since its publication applied to growing number of fields, including the business and advertising. However, the model has over the four decades of its existence faced critique regarding its reliability and applicability (Zhang, 2014). The opposing authors first of all criticize the overreliance of the research area of cultural differences on the concept of cultural dimensions as a whole (Chang et al., 2009). According to McSweeney (2013) the model is lacking in terms of theoretical background due to incorrect definition of the dimensions and discussion of the implications. This aligns with previous statements from Schwartz (1994) who criticized the Hofstede's cultural dimensions for their oversimplification of a such a complex concept as a culture into mere four or five dimensions. Additionally, some authors argue that Hofstede's model ignores

some cultures coming from the Africa and Middle East (Okazaki & Mueller, 2007), as well as the internal cultural diversity of a country (Sivakumar & Nakata, 2001).

Despite the criticism, the literature review by Saleem (2016), focused on cultural values and advertising, has shown that many studies in fact confirmed strong applicability and reliability of Hofstede's dimensions when it comes to the international advertising. This argument was based upon systematic literature review and content analysis of 57 empirical studies focusing on the area of advertising utilizing Hofstede's cultural dimensions. The findings of the analysis shown that vast majority of these articles have successfully discovered the cultural differences in advertising messages in different countries utilizing the Hofstede's cultural framework. Moreover, some studies, such as the one from Albers-Miller and Gelb (1996), have even found correlations between the specific advertising appeals and Hofstede's dimensions. The systemic literature analysis by Saleem (2016) affirms the conclusions of previous literature assessments of the Hofstede's inspired research in this area (Zhang, 2014; Soares et al., 2007) and together they underpin the reliability and validity of Hofstede's model in the context of international advertising.

2.3.3 Hofstede's cultural dimensions scores for Czechia, Turkey and Finland

The Hofstede's cultural dimension scores are calculated based on the Value Survey Module (VSM) (Hofstede, 2001; Hofstede & Minkov, 2013). The VSM consists of a set of questions, which are answered on the scale of 1 to 5. The answers to these questions then through additional calculation create the dimension scores, whose values are between 0 and 100, where 0 is the lowest score and 100 is the possible highest score (Hofstede & Minkov, 2013). In this setting, the score 50 can be considered as the mid value and thus the score beneath 50 is relatively low on the scale and score above 50 is relatively high on scale. However, to understand the logic behind the dimensions, it is important to say that Hofstede himself understood culture as a construct, which he would describe as follows "Constructs do not 'exist' in absolute sense: We define them into existence" (Hofstede, 1980: p.14). In the same line of reasoning, he expressed himself, that the

dimensions themselves do not exist in absolute terms, but only as an imaginary tool that helps us understand the differences between cultures (Hofstede, 2002). Hofstede in this sense understood the study of culture as the comparison between societies (Hofstede, 2001, p. 15.). This is important for the understanding of the dimensions, because if the culture itself only exists by comparison, the scores of dimensions for each country have only meaning in comparison to each other (The Culture Factor Group, n.d.).

To compare the scores of the selected countries for the empirical research of this thesis, the figure 1. provides graphic illustration of the dimensional scores for these countries. In terms of power distance, Czechia and Turkey can be considered relatively high in PDI, while Finland relatively low. Among the three selected countries, Turkey has the highest score in PDI of 66. This is a substantial difference compared to Finland with 33 points. Finland is also considerably lower in PDI than Czechia, where the PDI is 57. On the other hand, in terms of individualism, Turkey is the most collectivistic country. Compared to that, Czech and Finland can be viewed as individualistic and score relatively higher than Turkey, with Finland scoring slightly higher than Czech. When it comes to the masculinity index, Czechia can be considered masculine and is relatively more masculine than Turkey and Finland. Finland is the relatively most the feminine one, with 26 points. In terms of the uncertainty avoidance, all three countries have relatively high UAI score and are therefore likely to prefer to avoid the unknowns. Despite that, Turkey has the relatively lowest UAI score and thus can be in comparison to the other two countries viewed as the most accepting of the uncertainty. Czechia and Finland however both score high on UAI, with Finland reaching 85 points. In terms of LTO, Czechia has 70 points and is the only one scoring above the mid value of 50 and thus can be considered a long-term oriented country. As opposed to that, Turkey and Finland are relatively more short-term oriented, with Turkey being slightly more long-term oriented than Finland. In case of IVR, Finland is the relatively most indulgent country with 57 points. On the other hand, the Czechia scores considerably lower with 29 points and is therefore the most restrained out of the three. As for turkey, the IVR is 49, which is almost reaching the mid value of

50. However, in comparison, Turkey is relatively more indulgent than Czechia and relatively more restrained than Finland.

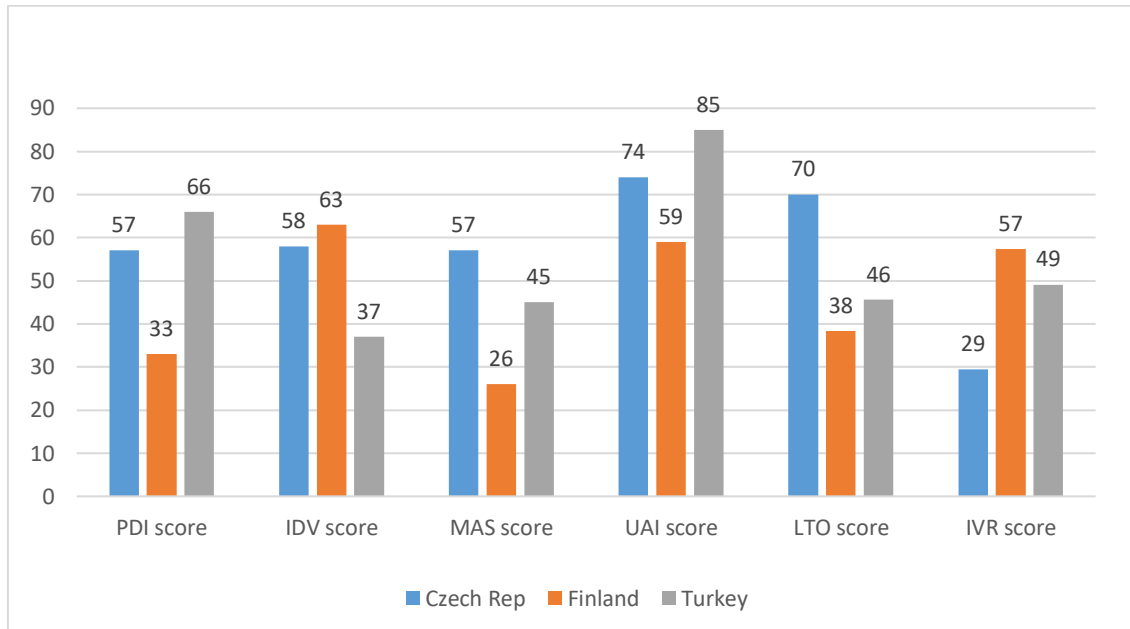


Figure 1. The scores of Hofstede's dimensions for Czechia, Finland and Turkey (0-100 points) (Hofstede, 2020).

2.4 Advertising appeals

To effectively communicate and engage the consumers, the advertising experts first need to devise concrete marketing communication program for selected market or segment. The two major tools for effective communication are the media, which have been discussed in the sub-chapter 2.1 and the message. The message is essentially the idea, which the sender (the company) communicates to the receiver (the consumer). As such, it might consist of a set of images, words or other symbols, eventually creating the ad which transmits the message content. However, to ensure its effectiveness, the message needs to be communicated in words, symbols and settings, which the consumer understands and is familiar with. To successfully deliver the content of the message with the desired response of the consumer, the sender therefore needs to select the appropriate appeal, which will decide whether the message communication will be successful or not. For that reason, the advertising appeals can be viewed as one of the key components of

the marketing communication, as their selection plays a significant role in the effectiveness of the given ad (Kotler & Armstrong, 2018, pp. 423-434).

The appeal itself can be understood as theme through which the advertisement tries to grasp the interest and attention of the consumer. Every appeal thus describes a specific type of arousal, which stems from the consumer's internal desire (Long Yi, 2011). In this manner, the advertising appeals create the ground for the message content. The selection of the right advertising appeal is therefore important for successful delivery of the message content of the advertisement (Kotler & Armstrong, 2018, pp. 433-436). When it comes to the cultural values and the advertising appeals, one can understand the link between these two concepts as a reflection. The advertising appeals themselves are not the same as the cultural values, however the advertising appeals can be considered as a reflection of these values in advertising and therefore the selection of these appeals is a representation of the cultural values by themselves (Albers-Miller & Gelb, 1996). With that being said, the successful delivery of the message content in different countries is thus also dependable on the selection of the right advertising appeals, as consumers in different markets expect and accept different advertising appeals, as well as they react to various appeals differently, resulting in varying effectiveness of the advertisements and advertising strategies across different markets (Zhang & Gelb, 1996).

According to Kotler and Armstrong (2018, pp. 433-435) advertising appeals can be generally categorized into three main categories. The first one's are the emotional appeals. The goal of these appeals is to evoke either positive or negative emotions, which might lead the consumer to the desired behaviour. Such appeals are for the example humour, joy, love or on the negative side of the spectrum fear and guilt. Second, focusing on the presentation of the objective benefits of the service or product, are the rational appeals (also called functional). These appeals are based on objectivity and are supposed to inform the customer of the product's performance, quality, value or for the example versatility (Zhang et al., 2014). Lastly, the moral appeals are addressing people's conscience

and moral sense and as such are often used in a cause-related marketing (Kim & Johnson, 2012).

However, the effectiveness of the advertising appeals can be altered by various factors such as culture or age. As the advertising appeals are in the cross-culture context closely related to the cultural values, the marketers must consider these differences, because the effect of the same appeal might vary depending on the cultural values of the target market (Zhang & Gelb, 1996). The reason for that lies in the cultural learning process. The people are since birth exposed to culture they grow up in, which in turn forms their perceptions and attitudes. As a result, these values limit the range of advertising appeals, which might be at least acceptable and for the acceptable ones they alter the consumer's attitude towards the advertisement and associated purchase intention stemming from the advertising attitude (Zhang & Neelankavil, 1997; Long Yi, 2011). Moreover, the effectiveness of the advertising appeals might differ based on the generational affiliation, due to the fact that every generation has different underlying characteristics which subsequently influence their perception and impact what people in each generation find acceptable or desirable (Kotler & Armstrong, 2018, pp. 100-102; Williams & Page, 2011).

The classification of the advertising appeals by Kotler and Armstrong (2018, pp. 433-435) provides the general idea and definition of the concept. Nonetheless, there is number of various appeals which fall into these groups. To understand these appeals and their possible differences in effectiveness and applicability, several researchers attempted to create a framework, that would find, categorize and define these appeals (Zhang, 2014). According to Saleem (2016) among the most influential one's belongs Pollay's framework of 42 advertising appeals (Pollay, 1983). This model has been created as a synthesis of the work of previous authors who delved into the topic of human values and from its stemming advertising appeals, prior to Pollay's study (Zhang, 2014). The framework has since its publication inspired a great number of studies and has been most frequently used in combination with Hofstede's framework of cultural dimensions

(Hofstede et al., 2010) for the exploration of the applicability and effectiveness of different advertising appeals across cultures (Saleem, 2016).

2.4.1 Pollay's advertising appeals

Believing that the cultural characteristics reflected in the appeals used in advertising play significant role in understanding the commercialized societies, Pollay (1983) decided to create a framework of 42 appeals, which would fill the, at the time, existing lack of methodology for the study of cultural values utilized in advertising. Before Pollay's advertising appeals were devised, several authors attempted to approach this issue. Starch (1923) developed a model of 48 motives varying in advertising effectiveness and Murray (1938) created a widely recognized list of 26 needs (Pollay, 1983). Building on Murray's work, White (1951) has evolved the list of needs and extended them to over 50 needs. Finally, the most cited work in the context of value analysis was the one of Rokeach (1973), who defined 18 terminal and 18 instrumental values. While all of these studies played a significant role in the research of the impact of cultural values on advertising, they did not provide a standardized research methodology for measurement of the value appearance in advertising.

The Pollay's framework synthesized the work of these, and other authors in this field, and created a unified methodology for measuring the appearance of cultural values within advertising (Pollay, 1983). The values within the framework are divided into categories, that are depicted in pairs of opposing values and, when needed, into sub-categories, such as the division of leisure into relaxation and enjoyment. To ensure the applicability and reliability of the model, the author devised a coding procedure for print advertisements and the subsequent test has confirmed high reliability of the model (Pollay, 1983).

The framework proposed by Pollay (1983) has since its publication played a significant role in the research of advertising appeals in cross-cultural context, with many authors expanding and building on this model (Saleem, 2016). Albers-Miller and Stafford (1999)

have conducted a study, which proposed that the use of the advertising appeals is dependent both on the country and the product type. The authors have found that there are differences in the use of advertising appeals in different countries based on the product category. This means that the selection of the advertising appeals depends not only on the country of origin, but it also differs between goods and services. However, the difference in the usage of appeals to advertise goods and services also depends on the culture, as for the example in Taiwan and USA, the advertisers advertise the goods and services very differently, while advertisers in Mexico and Brazil use more similar approach to both categories (Albers-Miller & Stafford, 1999). This line of thought inspired further research of the link between the effectiveness and use of advertising appeals and the product category. The subsequent research has confirmed this assumption for the example in case of high and low involvement products (Akbari, 2015) or on products and services of various categories ranging from automobile and clothing to financial and travel services (Shen, 2013).

However, to be able to provide more generalizable answers, the study by Albers-Miller and Stafford (1999) did not address specific appeals, but rather distinguished between two main groups of appeals: rational and emotional. Utilizing the Pollay's framework as the base, defining each appeal, Albers-Miller and Stafford (1999) categorized his appeals into two groups of rational and emotional appeals. This research approach follows a general trend within advertising literature, which is based on the assumption, that people generally buy products due to rational or emotional reasons (Zhang et al. 2014).

Table 1. The list of Pollay's advertising appeals categorized as rational or emotional appeals (Albers-Miller and Stafford, 1999).

Appeal	Rational/emotional	Appeal	Rational emotional
Effective	Rational	Durable	Rational
Convenient	Rational	Ornamental	Emotional
Cheap	Rational	Dear	Emotional
Distinctive	Emotional	Popular	Emotional
Traditional	Emotional	Modern	Rational

Appeal	Rational/emotional	Appeal	Rational emotional
Natural	Rational	Technological	Rational
Wisdom	Rational	Magic	Emotional
Productivity	Rational	Relaxation	Emotional
Enjoyment	Emotional	Maturity	Emotional
Youth	Emotional	Safety	Rational
Tamed	Rational	Morality	Emotional
Modesty	Emotional	Humility	Emotional
Plain	Emotional	Frail	Emotional
Adventure	Emotional	Untamed	Emotional
Freedom	Emotional	Casual	Emotional
Vain	Emotional	Sexuality	Emotional
Independence	Rational	Security	Emotional
Status	Emotional	Affiliation	Emotional
Nurturance	Emotional	Succorance	Emotional
Family	Emotional	Community	Emotional
Healthy	Rational	Neat	Rational

The original Pollay's advertising appeals (see table 1.) have been later on broadened by Shen (2013), who added 5 additional appeals, by synthesising the Pollay's appeals with the work of Muller (1986), Cheng and Schweitzer (1996) and Lin (2001). The added advertising appeals were also divided into emotional and rational groups, with the newly added emotional appeals being patriotism, respect for the elderly and courtesy and rational appeals being competition (distinguishment of a product from the competing companies) and work (diligence and dedication to perform).

2.4.2 Hofstede – Pollay framework

The introduction of Pollay's advertising appeals has facilitated and inspired large body of the subsequent research regarding the use and effectiveness of the advertising appeals in cross-cultural context (Saleem, 2016). With that being said, the study from Albers-Miller and Gelb (1996) can be considered a groundwork of what today might be called Hofstede – Pollay framework. Although other authors have utilized the Hofstede's

cultural dimensions for the study of international advertising, Albers-Miller and Gelb for the first time explicitly linked a significant number of advertising appeals with all, at the time, established cultural dimensions (Mortimer & Grierson, 2010).

The aim of this (Albers-Miller & Gelb, 1996) paper was to find correlation between a use of each of the pre-selected 30 advertising appeals created by Pollay (1983) in the print advertisements in 11 countries and the four initial Hofstede's dimensions. The underlying reasoning for the examination of the link between the cultural dimensions and the appeals was the assumption, that consumers are more likely to respond to the appeals, which are acceptable or important within their cultural group (Mortimer & Grierson, 2010). The research has excluded twelve appeals, that were originally proposed by Pollay, which did not seem to match any of the four first four Hofstede's cultural dimensions. Among the 30 hypothesized relationships, the study found 18 significant correlations between the initial four cultural dimensions and the selected appeals. These findings have proven, that marketers in different countries use different appeals according to their cultural values, even while targeting the audience such as business and professional readers, who can be considered relatively homogenous in nature (Albers-Miller & Gelb, 1996).

The initial results confirmed 10 out of 30 suggested relationships, however after removal of the outliers, 8 additional connections were found. The vain, status, ornamental and dear appeals are positively related to the power distance, while cheap and humility appeals are in negative relation towards power distance. This means, that the higher the score of power distance the country has, the higher the use of, for the example, status appeal and the lower the use of the cheap appeal. The uncertainty avoidance is negatively related to untamed, magic, youth and adventure appeals, while being positively related to tamed appeal. In case of the dimension of masculinity, the effective and convenience are related positively and modest and natural appeals negatively. Lastly, the individualism dimension was found to be positively related to distinctive appeal and on

the other hand negatively correlated to popular and succorance appeals (Albers-Miller & Gelb 1996)

The work of Albers-Miller and Gelb (1996) have found a significant number of direct one-on-one relationships between the dimensions and appeals. However, De Mooij (2013), based on preceding research shows, that one appeal does not necessarily have to be associated only to one dimension. As an example can serve the appeal of status. Albers-Miller and Gelb (1996) associated the appeal of status to power distance, as the power distance is defined by the society's acceptance of power distribution and is shown through one's social position – in other words, status. On the other hand, De Mooij (2013) argued, that status can be also linked to the index of masculinity, as the status shows the person's success, which is an important trait of masculine cultures. As a result, the appeal's effectiveness might differ in each country based on its dimensional configuration. Using the example of status, this appeal should be the most effective in countries, which are relatively high in scores of power distance and masculinity (China, Mexico, Czechia), as such countries are very sensitive towards it. On the other hand, using this appeal in countries which are feminine and score low on power distance (Sweden, Finland), would be counterproductive. In case of high MAS and low PDI, the status is going to be more effective when associated with successes and low MAS, and high PDI countries will be more sensitive towards status depiction focused on one's social position (De Mooij, 2013).

2.4.3 The advertising appeals in cross-cultural research

The study from Albers-Miller and Gelb (1996) has been an inspiration for many researchers who have been since then dealing with the advertising appeals in the cross-cultural context (Emery & Tian, 2010). The research of the advertising appeals and Hofstede's dimensions has over the years continued to cover many specific areas. The study by Mortimer and Grierson (2010) examined the relationship between culture and advertising appeals for services (revealing existence of a relationship between the uncertainty-avoidance dimension and the appeals of freedom and security in service advertising.

Cheong et al. (2010) conducted a study focused on the link between the food advertising and the Hofstede's dimensions. The results of the study confirmed that the fundamental cultural values of a country are reflected in the used advertising appeals. Sook Moon and Chan (2005) addressed the dimensions of uncertainty avoidance and masculinity-femininity in connection with the television commercials on a case of Hong Kong and Korea. On the other hand, Swaminathan (2015) researched the advertising appeals in case of press media. Considering only the first four Hofstede's cultural dimensions, Ruanguttamanun (2023) has addressed the topic of the effective advertising appeals in the area of the green advertising. The results of this study have shown that the usage of appeals utilized in the green ads, such as imaginative, informative, interesting, meaningful, sad, or natural, can be explained by the cultural dimensions presented by Hofstede. Another study focused specifically on the research of preferred appeals in a case of mobile phone advertising in Vietnam (Khanh & Hau, 2007). The findings of the study suggested that the advertising appeals in fact reflect, in case of phone advertising, the dimensions of masculinity-femininity, individualism-collectivism and power distance. Other studies focused for the example on the portrayals of gender roles in the advertising based on the masculinity-femininity dimension (An & Kim, 2007), or the connection between the dimension of individualism-collectivism and the persuasiveness of the ads adapted on the basis of this dimension (Janssen & Hornikx, 2019).

On the other hand, McCarty and Hattwick (1992) argued, that not all dimensions are relevant for the cross-cultural advertising strategies, as the cultural values of a country are not always consistent with what could be expected based on their dimensions scores. Despite that, the comprehensive literature overview of the advertising appeals in cross-cultural context by Saleem (2016) has shown, that the research of vast majority of authors in this sphere confirms the connection between the Hofstede's cultural dimensions and advertising appeals.

Considering the research of the effectiveness of advertising appeals on social media, the study of advertising appeals on social media within cross-cultural context is lacking,

despite the growing importance and use of social media as the advertising platform (Dwivedi et al., 2021). Among the two identified studies dealing with this topic, only one (Choi et al., 2020) delves into the topic of the effectiveness of the advertising appeals in this setting. However, the scope of the study is delimited to the luxury brands. The second study (Tsai & Men, 2012) focused on a content analysis, which addressed the differences in the use of advertising appeals between the social media site Renren in China and Facebook in USA.

As for the existing research of the generation Z and their reactions towards different advertising appeals, the studies have examined for the example the impacts of guilt appeal on this generation (Conlin & Bauer, 2021) or the differences in the purchasing intention and consumer reactions towards emotional appeal based on the generation (Vrtana & Krizanova, 2023). The study by De Leon et al. (2022) also showcased, that there are differences in the effectiveness of different advertising appeals among different generations. The findings have shown, that in case of pre-roll advertisements, generation Z is more likely share the advertisements with underlying ethical appeal as opposed to the pre-roll advertisements appealing visually and emotionally. Additionally, authors also addressed the attitudes of females from different generations towards ads utilizing sex appeal (Namsawatwong & Metharom, 2019). Nevertheless, when examined from the cross-cultural perspective, the topic of consumer response of generation Z to advertising appeals is lacking, as there are no studies focusing on this specific topic.

2.4.4 Effectiveness of advertising appeals

As was already discussed, the advertising appeals are playing a significant role in the effectiveness of an ad (Kotler & Armstrong, 2018, pp. 423-434). For that reason, the appeal's effectiveness is derived from the resulting effectiveness of the advertisement, in which is the appeal manifested, as the appeal's effectiveness can be only seen in the overall effectiveness of the given ad. The advertising effectiveness itself can be according to McAlister et al. (2016) defined as "advertising's ability to increase both current and expected future sales" (McAlister et al., 2016, p. 209). This effectiveness is than

measured through various tools. In this line of research, the most common metrics are the attitude toward advertisement and the purchase intention (Lepkowska-White et al., 2003; Polyorat et al., 2005; Taylor et al., 1997; Teng et al., 2014; Zhang and Gelb, 1996).

The literature overview from Saleem (2016) has through content-based analysis also identified a number of studies, which addressed the effectiveness of cultural values in advertising. Several authors have paid attention to the effectiveness of the culturally congruent and non-congruent appeals. Zhang and Gelb (1996) have hypothesized and observed that non-congruent appeals are less effective than the congruent appeals. This conclusion was later confirmed by Teng et al. (2014), who also found that non-congruent advertisements are more effective, than ads with mixed congruent and non-congruent appeals. Moreover, Gevorgyan and Manucharova (2015) found, that the effectiveness of culturally congruent appeals is moderated by the strength of ethnic identity of the consumer.

Other researchers also addressed the effectiveness of the advertising appeals from different perspectives. For the example Jung et al. (2009) have in his research observed, in case of young adults from countries with higher score of power distance index, that a strong authority appeal leads to increased credibility of the ad, but paradoxically at the same time to decreased levels of purchase intention and less favourable brand and ad attitudes. Additionally, when examining the differences in effectiveness of advertising appeals for specific product categories in Poland and USA, Lepkowska-White et al. (2003) found, that while the preferences in the appeals differ for the USA consumers based on the product type, the Polish consumers are not influenced by the appeals, but rather by the product characteristics themselves.

Following the work of Albers-Miller and Stafford (1999), authors have been also examining the effectiveness of advertising appeals in based on the emotional vs. rational appeal narrative. The meta-analysis measuring the differences in effectiveness of advertising appeals, based on the previous studies, conducted by Hornik et al. (2017) has shown

that not all appeals are equally effective. In general, the emotional appeals are more effective than rational appeals. The leading appeals in effectiveness were in case of emotional appeals were sex and humour. The study also observed that the effectiveness of the appeal was moreover highly dependent on the media type, on which the ad was used. In this regard, the emotional appeals were almost twice as effective in television ads, compared to rational appeals. Nonetheless, due to the lack of previous research, the study did not address the effectiveness of the appeals on social media.

However, despite a relatively large body of research dedicated towards the content analysis of the cultural values manifestation in advertising and also the effectiveness of rational versus emotional appeals, there is relatively small number of studies examining the effectiveness of rational and emotional appeals in the cross-cultural context. Except for the earlier described work of Albers-Miller and Stafford (1999), Akbari (2015) have addressed the difference between effectiveness of rational and emotional appeals for high and low involvement products. In this instance, the rational appeals were more effective for high involvement products, while emotional appeals were more influential in case of low involvement products. Moreover, Chang (2006) examined the link between the Hofstede's masculinity dimension and the effectiveness of the rational appeals. The results have according to hypothesis shown, that in US, which is with the score of 62 (Hofstede, 2020) considered relatively masculine, the consumers reacted more positively towards the rational appeals. On the other hand, the Taiwanese consumers, who were with the score of 45 (Hofstede, 2020) considered rather androgynous, have not shown any preference towards either rational or the image appeal, which can be in this context view as one of the emotional appeals.

As for the metrics used to assess the effectiveness of the advertising appeals, the researchers in most cases examine the attitude toward the ad (Aad) (Zhang and Gelb, 1996; Taylor et al., 1997; Lepkowska-White et al., 2003; Teng et al., 2014), which can be defined as a "predisposition to respond in a favorable or unfavorable manner to a particular manner to a particular advertising stimulus during a particular exposure occasion" (Lutz,

1985). Except for the consumer preference or liking/disliking of the ad expressed by the Aad, the research also examines the effectiveness of the appeals through the metrics of consumer's purchase intention (Polyorat et al., 2005; Taylor et al., 1997) and in some instances ad recall (Gevorgyan & Manucharova, 2015).

2.5 Literature review summary and theoretical framework

The preceding parts of the literature review chapter have laid the foundation for the theoretical framework of the empirical study of this thesis. Based on the previously established theories, models and assessment of the existing literature concerning the topic of inquiry, this sub-chapter merges the information gathered in the literature review into a theoretical framework, which leads to establishment of the hypotheses and conceptual framework.

As the previous studies concluded, the cultural background plays a significant role in the effectiveness of the advertising appeal (Gevorgyan & Manucharova, 2015; Teng et al., 2014; Zhang & Gelb, 1996). This has been the most clearly demonstrated in case of culturally congruent and incongruent appeals. Teng et al. (2014) have in this line of research on a case of China and Canada showcased, that the advertisements containing the culturally congruent appeals receive the most positive response from the consumers. This research was based on the assumption, that consumers tend to always contemplate, at least subconsciously if not consciously, whether the presented advertisement agrees with their inner values (Teng et. al., 2014). Inner values are however based in the cultural background, within which was an individual socialized. According to Sak Onkvisit and Shaw (2009, pp. 182–190), the cultural background of a consumer plays a crucial role in forming his opinions and drives the decision-making process of an individual. The advertisement related behaviour, perception and liking of the ad is then therefore affected by the cultural background of the consumer through self-reference criterion (SRC), whether is the consumer aware of it, or not (Doole et al., 2022, pp. 121–123). The higher effectiveness of the adapted advertising messages, rooted in higher scores of persuasiveness

and liking, in comparison to standardised messages, have been also confirmed by the meta-analytic review by Hornikx and O'Keefe, (2009).

Additionally, relatively limited number of studies addressed the cross-cultural differences in effectiveness of the appeals grouped into rational and emotional appeals (Albers-Miller & Stafford 1999; Bang et al., 2005; Chang, 2006; Mortimer & Grierson, 2010) However, some authors within the international marketing sphere started to argue, that the cultural values change over time due to cultural convergence caused by globalization and increasing interconnectivity of the world (Kaasa & Minkov, 2020). This assumption has been also supported by the findings of the meta-analysis by Hornikx et. al. (2023), who have found, that while the culturally adapted messages are still more persuasive than non-adapted messages, the effectiveness of the adapted messages is decreasing over time. The authors of the study assume, that one of the main causes of this change is the media globalization, such as the social media, which allows for fast and easy cross-cultural communication and thus also cultural exchange and convergence. Moreover, the study by Jimenez et al. (2013) has shown that appeal-related reactions can be changed through the process of acculturation, as according to their research, the first and second generation of Mexican immigrants in USA shown no significant difference in reaction to examined appeals compared to typical American consumers.

However, despite playing a significant role in the increasing interconnectedness of the modern world, the social media have been addressed only very sporadically (Choi et al., 2020; Tsai & Men, 2012), when it comes to the research of the advertising appeals and their effectiveness on these platforms. Moreover, the systematic literature review by Hornik et al. (2017) has showcased, that the media type is the most important moderator of the effectiveness of the advertising appeals. This result has confirmed what Albers-Miller and Gelb (1996) assumed more than two decades ago, when claiming that media type might affect the effectiveness of the advertising appeals due to the varying composition of the consumer bases of different media types.

When it comes to the composition of the social media user base, the generation using the social media the most are the consumers from generation Z (GWI, 2023). At the same time, the Gen Z is also the generation, whose formation and development was the most affected by the social media, as they are the first generation, which had the social media and internet fully present during their childhood (Prakash Yadav & Rai, 2017). Nonetheless, the literature review of this thesis has revealed, that the research regarding the consumer response of members of generation Z from different cultural backgrounds towards different advertising appeals is lacking, with no studies addressing this specific topic.

2.6 Conceptual framework and hypotheses

This thesis embarks to examine the differences in effectiveness of advertising appeals in case of consumers from generation Z from Czechia, Finland and Turkey. The examined countries have been selected based on the authors accessibility to the data. In line with the previous studies in the field of research of effectiveness of advertising appeals in cross-cultural context, the cultural differences between these countries were assessed using Hofstede's framework of cultural dimensions (Hofstede et al., 2010). The framework of appeals has been adapted from the widely utilized list of 42 advertising appeals from Pollay (1983).

As the scope of the thesis limits the size of the research, the presented assumption has been tested on a case of two cultural dimensions and four appeals, with two appeals being linked with one dimension. The two dimensions have been chosen based on the biggest differences in the scores of Hofstede's dimensions between the three countries. In case of Czechia, Finland and Turkey, the biggest differences between the scores of the countries can be visible in case of the dimensions of PDI (33 points difference between Finland and Turkey), MAS (31 points difference between Czechia and Finland) and LTO (32 points difference between Czechia and Finland). Out of these three dimensions, the PDI and MAS has been selected due to the fact, that they both belong to the original four dimensions and as such they have been studied more extensively (Saleem, 2016)

compared to the LTO dimension, which is an important factor for the comparability of the results with previous studies. Furthermore, the appeals have been chosen based on the results of the study from Albers-Miller and Gelb (1996), who laid the foundation of the Hofstede – Pollay framework by successfully finding correlations between the use of number of Pollay’s advertising appeals and Hofstede’s cultural dimensions. Two appeals were selected for each dimension based on the strength of the found relationship by Albers-Miller and Gelb (1996), with one of them being correlated to the dimension positively and as such reflecting the values of the high score of given dimensions and second one correlated negatively, reflecting the values of lower score of that dimension. Therefore, for the PDI dimension was selected appeal of status, whose correlation coefficient was 0,64 and appeal of cheap with the correlation coefficient of -0,55. Similarly, for the MAS dimension were chosen the appeals of convenience and natural, whose correlation coefficient was 0,72 for convenience and -0,55 for natural (Alber-Miller & Gelb, 1996).

Despite the arguments suggesting the possibility of increasing cultural convergence due to the continuing globalization (Hornikx et al., 2023; Jenkins & Deuze, 2008; Kaasa & Minkov, 2020), many studies still successfully found the differences between the effectiveness of the advertising appeals in different countries in different contexts (Albers-Miller & Stafford 1999; Bang et al., 2005; Gevorgyan & Manucharova, 2015; Mortimer & Grierson, 2010 Teng et al., 2014; Zhang & Gelb, 1996). For that reason, this thesis assumes, that the effectiveness of advertising appeals still differs across countries, even in the specific case of social media and generation Z and the specifics of these two factors. As for the used measurements of effectiveness, in order to increase the comparability of the subsequent results with preceding studies studying the concept of effectiveness of advertising appeals, the primary research of this study applies widely used measurements (Lepkowska-White et al., 2003; Polyorat et al., 2005; Taylor et al., 1997; Teng et al., 2014; Zhang and Gelb, 1996) of attitude toward advertisement (Aad), which can be defined as: “predisposition to respond in a favourable or unforable manner to a particular manner to a particular advertising stimulus during a particular exposure occasion” (Lutz, 1985) and purchase intention (PI), defined as: the person’s motivation in the sense

of his or her conscious plan to exert effort to carry out a behaviour” (Eagly & Chaiken, 1993, p. 163). Based on the presented assumption and main research question of this study, the following hypotheses are proposed for testing:

H1a. The score of attitude toward the ad for social media ads characterized by appeals that reflect high power distance (status), is higher for Gen Z consumers from Czechia and Turkey compared to Gen Z consumers from Finland.

H1b. The score of attitude toward the ad for social media ads characterized by appeals that reflect low power distance (cheap), is higher for Gen Z consumers from Finland compared to gen Z consumers from Czechia and Turkey.

H2a. The score of attitude toward the ad for social media ads characterized by appeals that reflect more masculine culture (convenient), is higher for Gen Z consumers from Czechia and Turkey compared to Gen Z consumers from Finland.

H2b. The score of attitude toward the ad for social media ads characterized by appeals that reflect less masculine culture (natural), is higher for Gen Z consumers from Finland compared to Gen Z consumers from Czechia and Turkey.

H3a. The score of purchase intention for social media ads characterized by appeals that reflect high power distance (status), is higher for Gen Z consumers from Czechia and Turkey compared to Gen Z consumers from Finland.

H3b. The score of purchase intention for social media ads characterized by appeals that reflect low power distance (cheap), is higher for Gen Z consumers from Finland compared to gen Z consumers from Czechia and Turkey.

H4a. The score of purchase intention for social media ads characterized by appeals that reflect more masculine culture (convenient), is higher for Gen Z consumers from Czechia and Turkey compared to Gen Z consumers from Finland.

H4b. The score of purchase intention for social media ads characterized by appeals that reflect less masculine culture (natural), is higher for Gen Z consumers from Finland compared to Gen Z consumers from Czechia and Turkey.

The causal relationship and interconnectedness of the hypotheses, selected appeals, dimensions scores and the measures of effectiveness are depicted in the figure 2. As can be seen from this figure, the appeals are independent variables affecting the effectiveness of the dependent variable - the effectiveness of the advertisement, which is examined using the two measures of Aad and PI. The dimensional scores of PDI and MAS are then expected to moderate the effectiveness of the appeal based on the country's score in given dimension.

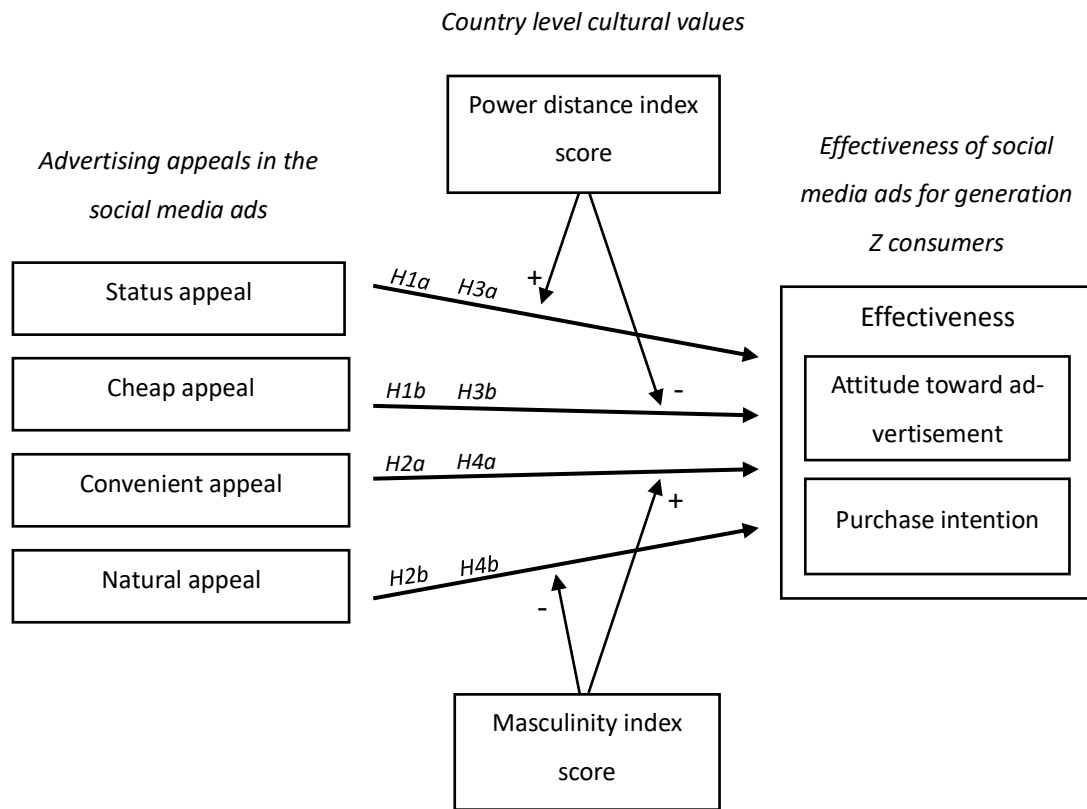


Figure 2. The conceptual framework.

3 Research methodology

This chapter describes the research methodology of the study. It presents the applied research approach, design and methods, as well as the data collection, sampling and the research process. Moreover, it discusses the quality of the research.

3.1 Research approach and research methodology

The thesis employs the deductive research approach, as this study firstly examines the existing research and theory of the topic and afterwards forms a set of hypotheses, which are subsequently tested (Saunders et al., 2019, pp. 150-167). As for the research purpose, the thesis can be viewed as a combined study, serving two types of research purposes. First of all, it is an evaluative study, as it aims to assess the degree of effectiveness of the advertising appeals between different groups. However, to provide the understanding of possible differences between the groups, it also examines the relationship between the effectiveness of the chosen appeals and the scores of Hofstede's cultural dimensions, and thus serves the explanatory purpose (Saunders et al., 2019, pp. 185-190).

When it comes to the research design, the thesis uses a sequential exploratory research design consisting of two phases. This means, that the research in the first phase uses a qualitative design, which serves as a facilitator of the second, quantitative, phase. In this case, the first phase uses a group interview technique to select the right advertisements to be used in the second phase of this study. The first part should be however understood only as a supporting phase, which underpins the construction of the main research. The second phase, which constitutes the main part of the research, uses a single data collection technique in a form of questionnaire (appendix 1) and can be therefore by itself characterized as a mono-method quantitative study (Saunders et al., 2019, pp. 176-185).

As for the research methodologies, there are generally two main approaches – the quantitative and qualitative approach. The qualitative approach is in general used to capture people, their behaviour and various phenomena in its own context and aims to provide

deeper understanding of the matter at hand (Abusabha & Woelfel, 2003). Qualitative methodological designs emphasize the need for holistic approach to the problem and are quite flexible in terms of their use (Miron, 1998). From the perspective of the form of data, qualitative research utilizes non-numeric data such as images, words, videos and recordings (Saunders et al., 2019, pp. 175-185). However, the qualitative techniques are generally applicable only for studies involving smaller samples. This aspect allows for the in-depth understanding of the phenomena, but it also results in the conclusion being not generalizable to larger group. For that reason, the qualitative data are not suitable for statistical analysis (Miron, 1998).

The quantitative approach focuses on the objectivity of the results and aims to examine the differences, variations and causalities between variables. Due to the numerical and categorical nature of the data, it is also more suitable for measuring. Moreover, in contrast with the qualitative approach, the quantitative designs are quite inflexible in nature, however they allow for the examination and use of large samples, which allows for the statistical analysis of the data and thus also for generalizability of the findings (Miron, 1998). Given the aims and scope of the study, the quantitative approach is more suitable, as it provides the necessary tools to measure and compare the effectiveness of the advertising appeals in different countries, as well as techniques to examine the link between the Hofstede's cultural dimensions and the effectiveness of the appeals. Moreover, it allows for the generalisation of the results, which is in this context important for the practical implications and recommendations for the practitioners of the international advertising (Saunders et al., 2019, pp. 176-185).

3.2 Data collection

The chosen research strategy for the main part of the study is survey, with internet self-completed questionnaire as a data collection method. The reason for the selection of this strategy lies in the fact, that it allows for the collection of standardized data from large number of respondents. This is crucial, as the data need to be standardized in order to accurately measure and compare the effectiveness of the appeals between the groups

of respondents (Saunders et al., 2019, pp. 193-195). Another reason is the online questionnaire's wide geographic reach, which is needed, as the data are collected from three different countries. Moreover, the questionnaire is also easily replicable, which positively influences the reliability of the study and might facilitate further research of this topic (Saunders et al., 2019, pp. 213-214). Additionally, the usage of questionnaire will mitigate the possible interviewer bias stemming from the national familiarity of the researcher with one of the sample groups. To provide a safe space, that might lead to less biased answers, the questionnaires was anonymous (Saunders et al., 2019, pp. 505-540).

As for the sample, the population of this study are the social media users from generation Z, originating from Turkey, Czechia and Finland. However, as the study from Voorveld et al. (2018) shows, the digital engagement and consumer experience, as well as attitude towards advertising differ based on the type of social media platform. For that reason, the population has been further delimited to the users of Instagram and Facebook. Those two social media platforms were chosen due to the fact that both of them belong to the top three most used as well as most favourite social media platforms in the world (We Are Social & Meltwater, 2024). Moreover, different platforms are used by the users for different purposes and Instagram with Facebook share the purpose of filling of the empty moments of the consumers (Voorveld et al., 2018). On top of that, the advertisers tend to use the same advertisements for both of these sites (Meta, 2024c). The target population can be henceforth defined as the users of Facebook and Instagram from generation Z, originating from Czechia and Finland. In terms of size, the Saunders et al. (2019, pp. 316-317) recommends that the sample size of each group should be at least 30 respondents. For that reason, the overall sample should have minimally 90 respondents with at least 30 respondents coming from each of the three countries.

As for the process of the data collection, the first step was to examine that the questionnaire is understandable and not unnecessarily lengthy through pilot testing, to ensure higher data reliability and validity, as well as the response rate (Saunders et al., 2019, pp. 540-541). The pilot testing was conducted by obtaining feedback from two participants

from each country. The gained insights are discussed in the research quality subchapter and were incorporated prior to the main data collection. Subsequently, to gather the necessary data, the study employed the volunteer sampling utilizing both the self-selection and snowball sampling techniques, due to the author's limited accessibility to the data (Saunders et al., 2019, pp. 322-326). The questionnaire has been therefore posted on the the Facebook students' site of Prague University of Economics and Business (Prváci na VŠE 2019/2020 - jak přežít prvák, n.d.), as well as the social group chats of the students of University of Vaasa and Bilgi University on telegram and WhatsApp. The questionnaire has been also directly sent out to author's acquaintances, who were meeting the bellow specified criteria of age, nationality and sufficient Facebook or Instagram usage, with a request to fill in and spread the questionnaire among their peers. However, this approach leads to lesser control over who will eventually fill in the questionnaire. To ensure, that the final data set only includes appropriate data, the questionnaire includes three filter questions, which are filtering out respondents, who do not fit the profile of the defined target population. First of these questions is concerned about the age of the respondent, as the sample is delimited to the gen Z consumers. For the response to be valid, the respondent must have been born between 1995 and 2010 (Prakash Yadav & Rai, 2017; Van den Bergh et al., 2023). Secondly, only respondents from Turkey, Czechia and Finland are accepted. Lastly, the respondents must be active users of Facebook or Instagram. To include the response in the data set, the respondent must use Facebook or Instagram at least once a week.

3.2.1 Sample

The data collection took two weeks between the 18th and 31st of April. The total number of respondents were 124. However, not all of these respondents have fulfilled the necessary conditions, for their answers to be considered valid (see table 2., 3., and 4.). Firstly, five of the respondents have been from different country than Czechia, Finland and Turkey. Secondly, seven other respondents have not met the criterium of the usage of Instagram or Facebook at least once a week. Thirdly, four of the initial respondents have not met the age criteria. Based on these questions, 16 responses were filtered out.

Additionally, eight other respondents have not filled the questionnaire completely and their answers have been thus also removed. This resulted in a sample of 100 valid answers.

However, the groups of respondents from each country were not equal in size. In case of unequal variances between the sample groups, this disproportion could significantly increase the rate of type I error, which can be defined as the incorrect rejection of null hypothesis. Moreover, it has generally negative influence on the power of the statistical tests (Miron, 1998). Therefore, to maximize the statistical power of the subsequent tests, the groups were made equal in size according to the smallest group, which was after filtering out the invalid responses the Czechia group with 31 valid answers. Other seven responses were thus deleted, one from the Finland group and six from the Turkey group. The responses to be deleted were selected randomly. This process resulted in the final sample of 93 respondents, with 31 responses from each country.

Table 2. Filter question – nationality.

Nationality	Number of respondents
Czechia	32
Finland	37
Turkey	50
Other	5
Total	124

Table 3. Filter question - usage of Facebook and Instagram.

Usage of Facebook or Instagram at least once a week	Number of respondents
Yes	117
No	7
Total	124

Table 4. Filter question - year of birth.

Year of Birth	Number of respondents
Before 1995	4
2006-2010	4

Year of Birth	Number of respondents
2001-2005	51
1995-2000	65
Total	124

3.2.2 Selection of ads

The effectiveness of the appeals is in the questionnaire measured based on the video advertisements, that are manifesting the given appeals. To ensure, that the advertisements used in the questionnaire are reflective of the examined advertising appeals, the study employed following process. Firstly, using the Meta Ad Library (Meta, 2024), the author has found 12 video ads, which according to his judgment, dominantly used one of the four examined appeals. Additionally, five ads which were hypothesized to employ three different appeals (durable, wisdom, effective) were added to make the shown themes less repetitive. Since the author's personal judgment could be affected by his affiliation to one of the examined nationalities, the study subsequently utilized a group interview to confirm or disprove the assumed reflection of the appeals in the chosen ads. The interview consisted of three participants (and the author in the role of a moderator), each originating from one of the examined nationalities. The participants were firstly introduced to the concept of advertising appeals and all the 42 Pollay's appeals were discussed according to their original definition (Pollay, 1983) (appendix 2). Then, the participants separately coded the ads accordingly to the coding process proposed by Pollay. The participants were given a list of advertisements (appendix 3), in which they were supposed to choose one appeal as the dominant, which can be defined as the key theme of the ad, and up to three subordinate appeals, which were considered as the supportive elements of the ad (Pollay, 1983). The participants were shown each ad twice and given time to code them. Afterwards, the participants shared their results and in case of the ads, which were coded differently, discussed their reasoning and came to a common conclusion about which theme is prevailing. The ads, which were chosen to be used in the questionnaire were the ones, on which the participants agreed the most. In case of cheap, convenience and natural appeals, all the participants coded the same dominant appeal prior to the group discussion and thus showed clear agreement. In case of the status appeal, the selected ad was coded for status as a dominant appeal twice,

and the third participant has coded status as subordinate. However, after the group discussion, the third participant agreed, and the ad was coded for status by all participants.

3.3 Scales and measures

The main part of the questionnaire constitutes of the measuring of the effectiveness of the four chosen appeals, which are represented by an advertisement which contains the given appeal. The effectiveness as such is measured using two measures – attitude toward the ad (Aad) and purchase intention (PI). Both of these measures are measured on a semantic differential scale from 1 to 7. The Aad is measured by using 4 items, three of those answering the question “The advertisement was in your opinion:” (very bad/very good, very uninteresting/very interesting, not irritating at all/very irritating – this scale was after the data collection reverse coded) and last one answering the question “How did you like the advertisement?” (not at all/very much) (appendix 1). The purchase intention was then measured by one item, which was asking for the likeliness of purchase of the item (very unlikely/very likely). To ensure consistency with previous studies, the scales for Aad were adapted from Madden et al. (1988), Zhang et al. (2014) and Akbari (2015) and the scale for PI from Zhang et al. (2014) and Akbari (2015). Moreover, for every advertisement, there is also an open question, which is aiming to gain deeper understanding of people’s thoughts on the given ad. Additionally, the questionnaire contains several closed questions, which are supposed to provide contextual insights into the behaviour of gen Z from the selected countries on social media.

Prior to the main analysis, the scale items used for measuring the Aad were tested for internal consistency using the Cronbach’s alpha. This test is used to measure the consistency of the responses to the scale items, which together constitute one concept (Aad) (Saunders et al., 2019, pp. 517-518). The alpha’s value range from 0 to 1, where 1 shows the highest consistency. The generally accepted minimum is then 0.7 (Pallant, 2016, pp. 116-117). The Cronbach’s alpha was in this study calculated separately for Aad of all the advertising appeals separately. The alpha values were 0,787 for cheap, 0,846 for convenience, 0,866 for natural and 0.646 for status. According to the SPSS Survival Manual, the

internal consistency of the scales measuring Aad for cheap appeal is acceptable and for appeals of convenience and natural they can be deemed as very consistent. As for status appeal, the alpha does not reach 0.7. However, in case of the concepts, which are measured by combining less than 10 scale items, the acceptable value decreases to 0,5. As such, the alpha of 0,646 is still acceptable (Pallant, 2016, pp. 116-117).

3.4 Data analysis

After filtering out the responses, which did not meet all of the sample criteria, the analysis explores and presents the data about the sample and the results of questions regarding the behaviour of the respondents on social media through visualisations on graphs, charts and contingency graphs. For this part, the data was analysed using the Microsoft Excel.

Subsequently, the effectiveness of the selected advertising appeals has been examined in the following way. Firstly, the differences between the groups in terms of effectiveness of advertising appeals have been examined separately for each appeal through One-way ANOVA. Secondly, as there are two appeals linked to each of the two dimensions, a series of paired samples t-tests has been used to examine, whether there is a significant difference in the effectiveness between the two given appeals in each country. Lastly, the correlation analysis between the preselected Hofstede's cultural dimensions and the effectiveness of the corresponding appeals has been conducted to assess, whether there is a relationship between these variables (Saunders et al., 2019, pp. 613-617). These tests were performed by utilizing the IBM SPSS Statistics 24.

3.5 Research quality

When it comes to the assessment of the research quality, the researchers generally consider two major aspects - the reliability and validity. For the research to be seen as reliable, it needs to be easily replicable and the findings resulting from such research should be consistent with the previous findings of the replicated research. On the other hand, the validity assesses how appropriate are the measures used, how accurate are the

results of the analysis and how generalisable are the findings (Saunders et al., 2019, pp. 213-218).

3.5.1 Reliability

To assess the reliability of the research, one should address both the internal and external reliability. The internal reliability encompasses the consistency during the research process. This means that the researcher is during the study consistent with its data analysis and interpretation of the results and that the scale items constituting one measure consistently measure the same thing. External reliability on the other hand is defined by the replicability of the study, meaning that research would yield consistent results, even when conducted on different occasion or by another researcher. To ensure that the study is reliable, the researcher must take steps to avoid possible threats to reliability. One of these threats are the purposefully false responses by participants, also known as participant bias, which stems from the lack of the feeling of safety to provide truthful answers. For this reason, the questionnaire was anonymous. In similar manner, the researcher himself might also negatively affect the reliability of the research. The researcher error, which can be understood as the misinterpretation of the results or misunderstanding the subtle details hidden in the data, was in this research approached through rigorous statistical testing of the data, utilizing number of different tests (ANOVA, correlation, t-tests) to see, whether the results mutually agree with each other. To avoid possible researcher's bias, the research applied questionnaire as the data collection method, which led to standardized data set (Saunders et al., 2019, pp. 213-214).

Furthermore, the advertisements selected as the representatives of the analysed advertising appeals were chosen through the group interview, whose coding process and framework was directly adapted from the guide provided by Pollay (1983). The scales used for assessment of the Aad and PI were also adopted from previous studies, which were concerned with similar topics of inquiry (Akbari, 2015; Madden et al., 1988; Zhang et al., 2014). The adaptation of already established coding procedure and scale items, in combination with internal consistency check of these items with Cronbach's alpha

(see chapter 3.4.), thus leads to higher comparability of the research findings with previous studies and also allows for higher replicability of the study. Moreover, to ensure replicability and transparency of the research and hence increased level of reliability, the next chapter provides detailed information about the gathered responses and analysed sample. The exact form of the questionnaire, as well as appeal definitions used in the interview and the list of coded advertisements can all be found in the appendix section.

3.5.2 Validity

Similarly to reliability, the validity of the research has also the internal and external aspects. The internal validity, which is defined as the ability of the research instrument to measure what it was supposed to measure, is in case of questionnaire also termed as the measurement validity, which further consist of content, construct and criterion-related validity. The content validity is concerned with how adequately the questions in the questionnaire cover the investigative research questions. To ensure appropriate coverage, the questionnaire and it's questions were designed based on the literature review, as well as the pilot testing, which was conducted prior to the main data collection. The pilot testing has provided insights into the length of the questionnaire and understanding of the questions by participants, which subsequently lead to reduction of number of scales used for measuring PI from three to one, as the pilot testing respondents did not see the difference between the originally proposed scales items (likely/unlikely, probable/improbable, possible/impossible). Construct validity addresses the problem of whether the questions measuring a construct, such as Aad or PI, in reality measure that specific construct. For this reason, the scale items used for Aad and PI were adapted from previous studies, which have repeatedly confirmed their validity. Additionally, the construct validity has been confirmed by the feedback of the participants of the pilot testing. Lastly, the criterion-related validity refers to the degree of predictive ability, that the questions in the questionnaire hold. To assess this type of validity, the results have to be compared to the specified criterion. This has been in the case of this study done through correlation analysis between the constructs of Aad and PI, and the scores of the Hofstede's cultural dimensions (Saunders et al., 2019, pp. 516-517)

The external validity is concerned with the generalisability of the research findings to other relevant contexts. Theoretically, the results of this study are generalizable to other social media platforms, such as Twitter, as well as the other advertising appeals and dimensions. However, that would only apply in cases, where the examined countries would have similar score differences between the examined Hofstede's cultural dimensions as this study. Nevertheless, to confirm the generalisability of the research findings of this study in other contexts, the study would need to be replicated to those contexts or conducted as a longitudinal study (Saunders et al., 2019, pp. 215-216).

To further assess the validity of the empirical research, table 5. illustrates the conducted normality tests for all of the measured appeals, both in case of the Aad and PI measurements. As can be seen from the table, three out of eight examined items have failed to reject the null hypothesis at the significance level of 0,05 and are therefore distributed normally. This is the case for the Aad of status ($p=0,330$) cheap ($p=0,114$) and convenient appeals ($p=0,181$). On the other hand, the data of Aad of natural appeal ($p=0,001$) and PI of status ($p<0,001$), cheap ($p<0,001$), convenient ($p<0,001$) and natural ($p<0,001$) appeals are non-normally distributed. This means, that the latter described items violate the assumption of normality. This could theoretically affect the accuracy and validity of the subsequent results of ANOVA and t-tests. However, according to the Central Limit Theorem, the normality assumption is in case of large enough samples not problematic (Park, 2009). The generally accepted minimum, for the assumption of normality of the data to become irrelevant, is that the sample needs to be larger than 30 (Kwak & Kim, 2017; Mascha & Vetter, 2018; Park, 2009). For that reason, the non-normal distribution in the case of the five latter described items is not considered as problematic, as the sample used in the following tests has the size of 93.

The normality has been tested using Shapiro-Wilk (SW) test. The SW is in general considered the best choice for samples smaller than 50 but is also applicable for the samples with size up to 2000 (Royston, 1992). The reason for testing the normality with this test

instead of other tests, is its widespread use and consistent reliability of the results across the sample sizes up to 2000 (Mishra et al., 2019; Razali & Wah, 2011).

Table 5. Tests of normality.

	Shapiro-Wilk		
	Statistic	df	Sig.
Status Aad	,984	93	,330
Status PI	,768	93	<,001
Cheap Aad	,978	93	,114
Cheap PI	,922	93	<,001
Convenient Aad	,981	93	,181
Convenient PI	,907	93	<,001
Natural Aad	,949	93	,001
Natural PI	,926	93	<,001

Finally, one of the ways to increase both the validity, as well as the reliability of the study is the method of triangulation, which lies in the usage of more than one source of the data and data collection method. Triangulation is in this study applied by utilizing the double phase sequential exploratory research design, meaning that the data have been collected in two stages, where the qualitative group interview in the first phase underpinned the construction of the subsequent questionnaire in the second phase, by selecting the most appropriate advertisements for the appeals analysis (Saunders et al., 2019, pp. 217-218).

4 Findings

The following chapter presents the results of the descriptive and statistical analysis of the data gathered through the thesis's online questionnaire (appendix 1). The findings firstly present the description of the demographic data of the sample and explore the respondents' social media behaviour and usage. Thereafter, the sample is described through the descriptive statistics, presenting among others the means of effectiveness of the four appeals in case of the three nationality groups. Afterwards, the chapter proceeds to the hypotheses testing, utilizing one-way ANOVA. Subsequently, the results of additional statistical tests (paired samples t-tests and correlation analysis) are presented.

4.1 The sample description

The overall sample of the research consists of 93 respondents, with 31 respondents being from each of the examined countries. The figure 3. depicts the overall age distribution of the whole sample of 93 respondents. The 96% of the respondents were born before 2006, with 43% of respondent being born between 2001 and 2005, and 53% being born in the years between 1995 and 2000. However, as the figure 4. illustrates, the age distribution of the participants is not the same between the three examined countries. While the respondents from Finland have similar representation in the groups of 1995-2000 and 2001-2005, this group is also the only one containing the respondents born between 2006 and 2010. The majority of the Czech respondents consists of respondents born in 1995-2000, who make up 84% of the group. Conversely, only 29% of the Turkish respondents were born between 1995 and 2000.

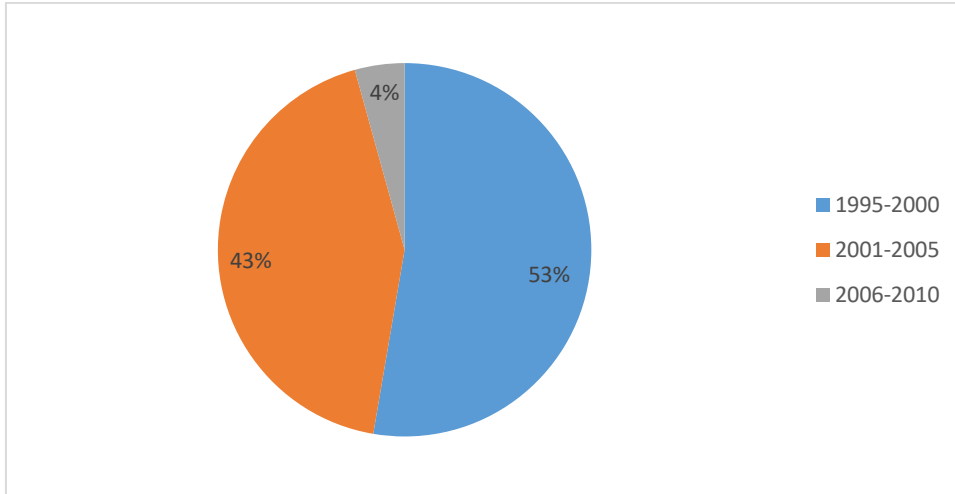


Figure 3. Sample age composition.

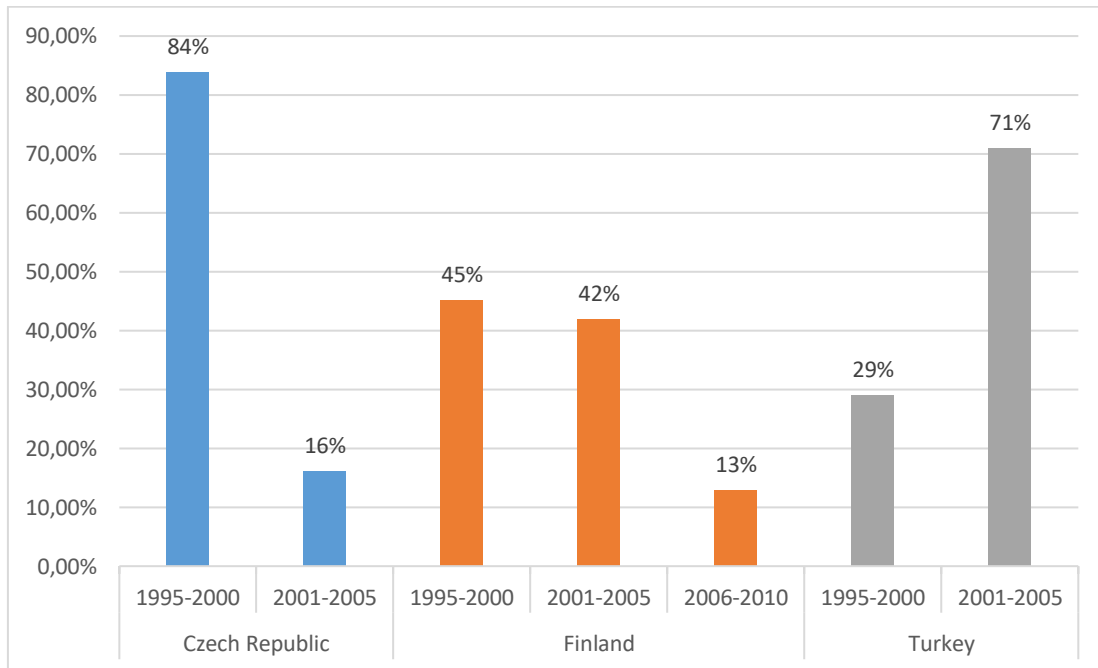


Figure 4. Sample age composition by country.

The gender distribution of the overall sample between female and male respondents, illustrated by the figure 5., is 63% and 37%, respectively. When it comes to the distribution between the national groups, in both Czechia and Finland, more than 70% of respondents are female. In contrast, more than half of the Turkish respondents are male.

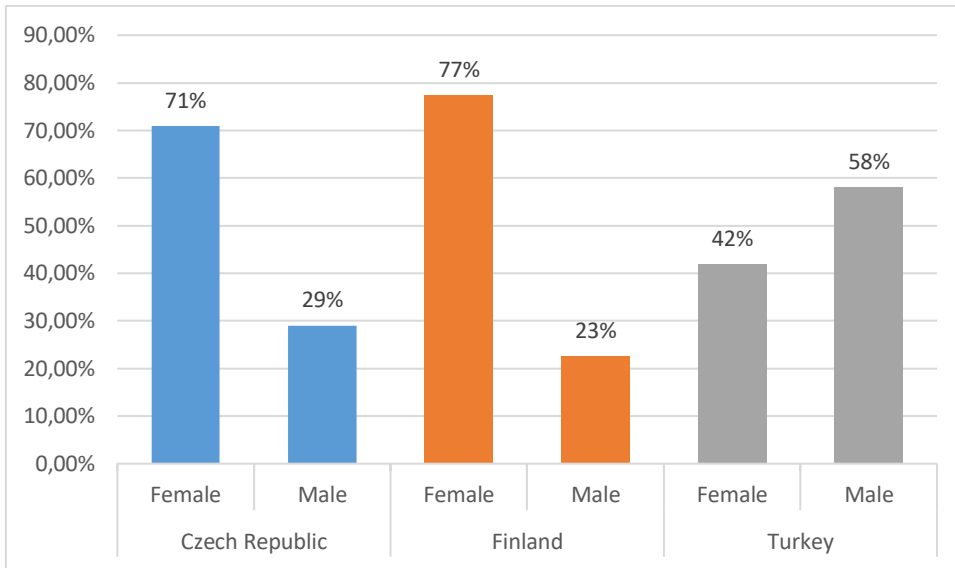


Figure 5. Sample gender composition.

As for the highest achieved education of the respondents (see figure 6.), 72% of the respondents have acquired bachelor's and master's degree, collectively. One quarter of the respondents have finished their high school education and only 2% have reported primary school as their highest level of education.

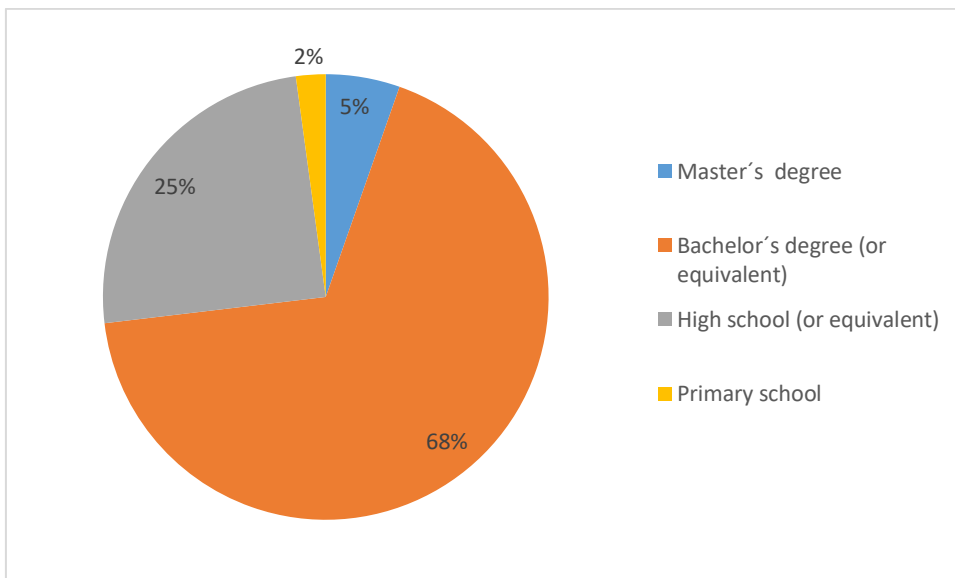


Figure 6. Sample educational background composition.

Concerning the daily time spent on social media, the figure 7. is showing that 85% of the respondents spend here daily more than 1 hour. However, 28% of the respondents use the social media more than 3 hours daily and 28% spend there more than 2 but less than 3 hours every day. The daily time spent on social media is not significantly different between the three examined countries.

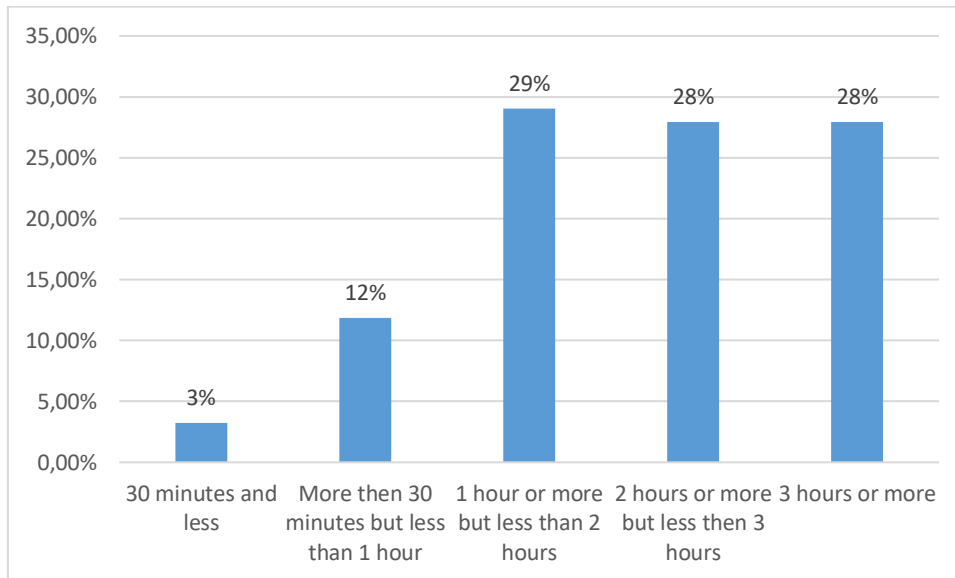


Figure 7. The daily time spent on social media.

4.2 Social media user behaviour

The following set of figures presents the results of the questions concerning the behaviour of respondents on social media. These results instil a broader contextual understanding of the subsequent statistical tests, through exploring different aspects related to the attitude toward advertisement (Aad) and the purchase intention (PI).

The figure 8. illustrates how often do the respondents stop scrolling on social media to watch a video advertisement. The results have shown that majority of the respondents, making up 73% of the total, in fact sometimes stop to watch the given ad. One in ten respondents would even say that he stops scrolling for this purpose often. At the same time, 17% of respondents never stop for the advertisement. When it comes to the differences between the national groups, all three countries follow the general trend of

majority of respondents stopping to scroll sometimes. In this case, the respondents from Czech, Finland and Turkey, claiming to stop sometimes, make up 71%, 81% and 68% of their groups, respectively. Moreover, while in Turkey almost 20% of respondents claim to stop often, in case of Czech it is only 6% and in Finland 3%.

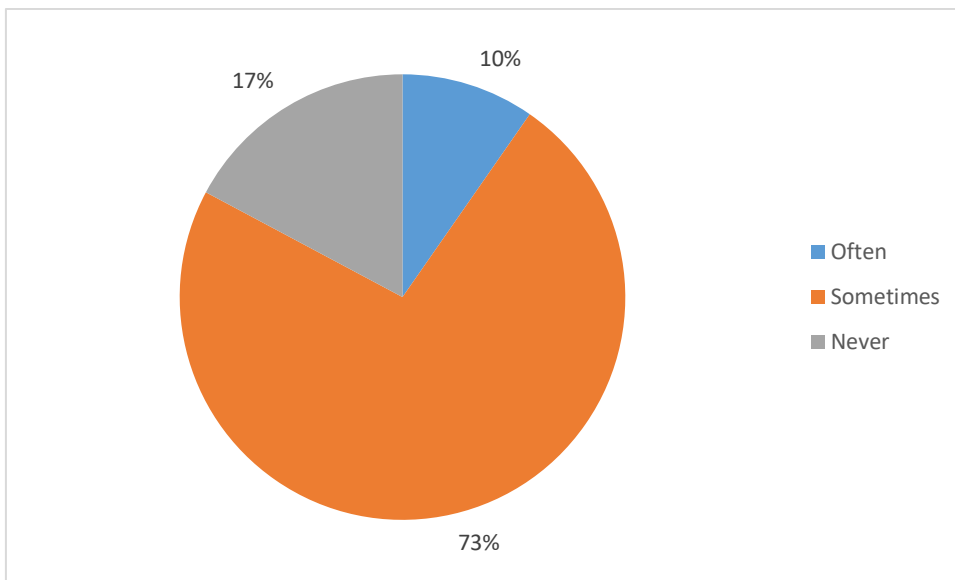


Figure 8. Frequency of stopping scrolling on social media to watch video advertisements.

The figure 9. shows whether the respondents visit the website or social media profile of a brand upon seeing their video advertisement. The 75% of respondents from the whole sample state, that they visit the brand's website after seeing the related ad on social media occasionally. However, only 6% would say, that they do this frequently and 11% of the responses stated, that they never visit a brand's website or social media account on the base of encountering the brand's video advertisement. As for the differences between the respondents based on their nationality, all three groups show almost identical results. This behaviour can be therefore considered a general trend between the respondents from the three countries.

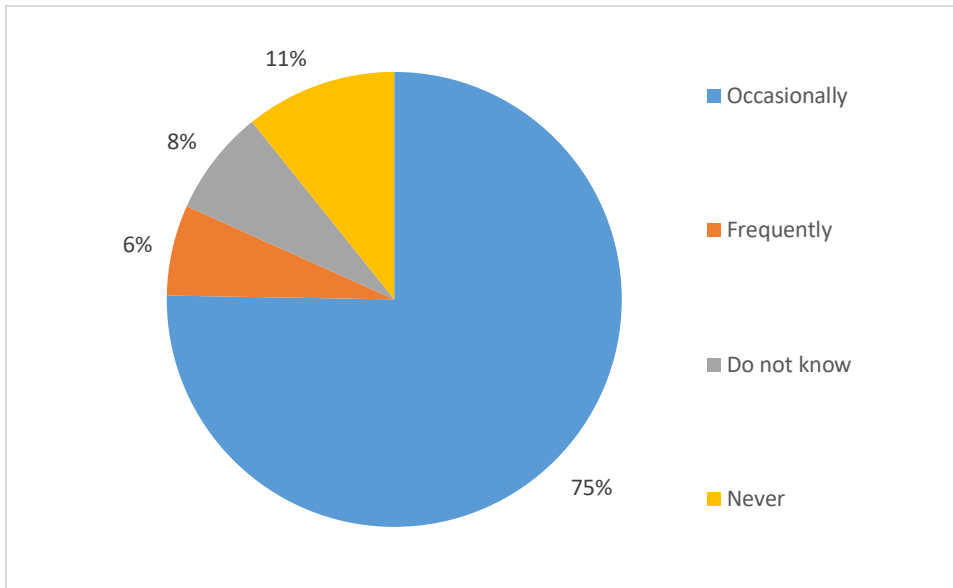


Figure 9. Frequency of visiting brand website or social media profile after viewing related video advertisement on social media.

When it comes to the frequency of the purchase of new products or services based on the advertisement on social media (see figure 10.), only 24% of the respondents do so once a month or more often. However, only 10% of the respondents reported, that they never buy anything based on social media advertisements. As for the rest of the respondents, 13% state that they would buy something in this situation once in three months, 23% once in six months and 31% once a year. Nevertheless, the examination of these results by the nationality has shown differences between the respondents from the three countries. In case of Turkish consumers, 48% of the respondents would buy something once a month or more often and only 23% would buy anything only once a year. Conversely, nearly half of the Finnish consumers would purchase anything based on the advertisement on social media only once a year and just 13% would purchase a product once a month or more often. As for the Czech respondents, only 9% would buy something once a month or more often. However, just 23% would buy something once a year. Over half of Czech Respondents would therefore make a purchase once in three or six months.

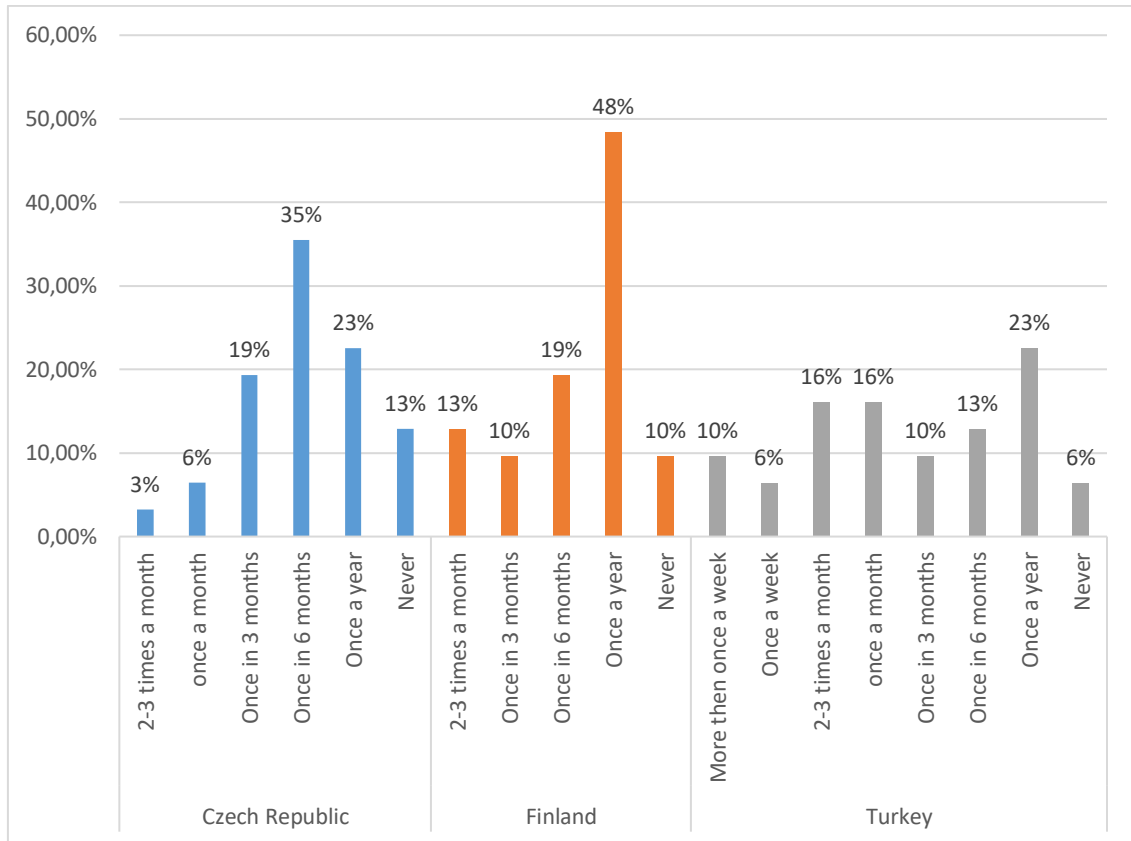


Figure 10. Frequency of purchase of products and services based on the social media advertisement.

As for the influence of the alignment of the respondents' personal values and beliefs with the content of the advertisement on the purchase intention (see figure 11.), only 12% of all the respondents would state, that it does not have any influence. On the other hand, 29% state, that it affects them a lot and 58% a little. However, this reaction is not the same between the three national groups. While the answers of the Czech respondents roughly reflect the results of the overall sample, there are clear differences in the case of the other two countries. Firstly, just 19% of Turkish respondents would say that it affects them a lot, but nearly 70% would still say, that it influences them a bit. In contrast to the other two countries, 42% of Finnish consumers claim that the alignment of personal values and beliefs with the advertisement content on social media affects them a lot.

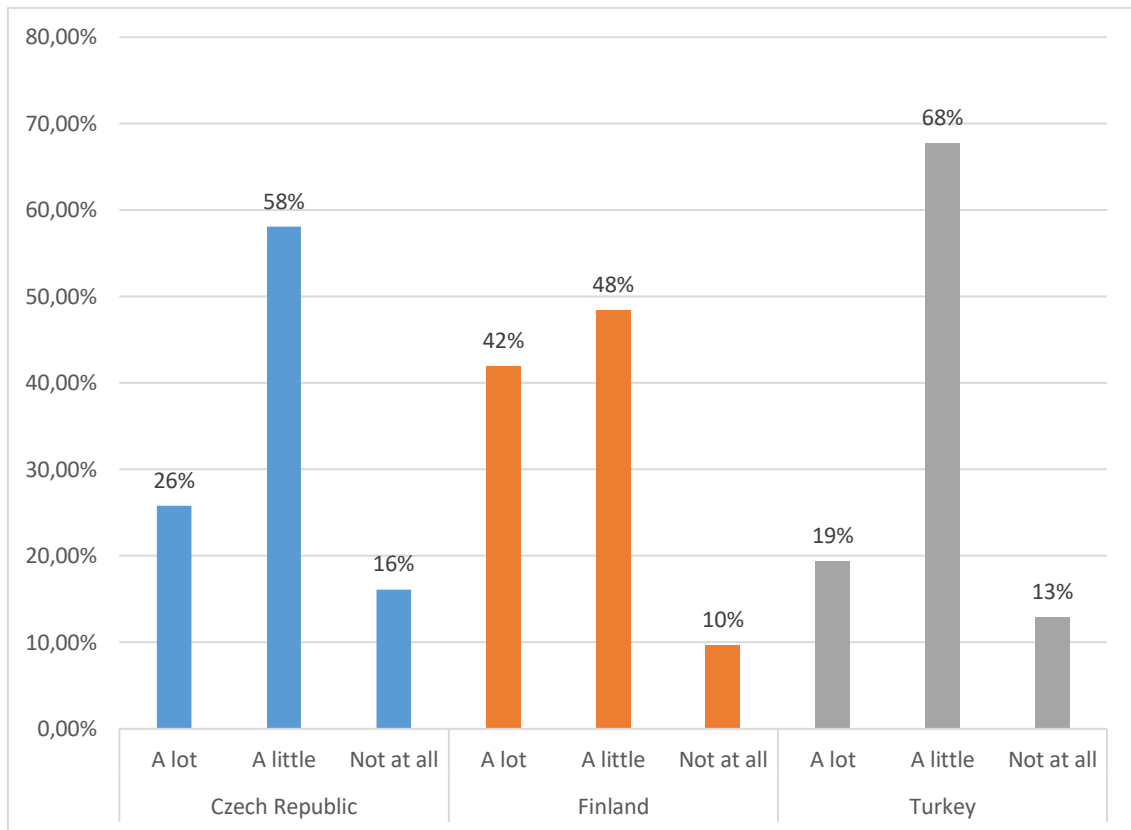


Figure 11. How strongly does it influence the consumer, when the content of the advertisement on social media aligns with their personal values and beliefs.

The figure 12. depicts the extent to which respondents like the ads on social media to be personalised based on their browsing history, interests and their online activity. In total, 40% of the respondents of the whole sample rather like it or like it a lot. Similarly, 37% rather dislike it or dislike it a lot and the rest does not show any preference. Examining the separate nationality groups, in case of Turkey, nearly half of the respondents prefer the ads to be personalised and 29% does not care, whether the ads are personalised or not. As such, only 23% rather dislike it or dislike it a lot. As opposed to Turkey, almost 50% of the Czech respondents show negative attitude toward the personalization based on browsing history and online activity, with 23% of them disliking this personalization a lot. However, 39% of Czech respondents prefer it. Finnish respondents show rather negative than positive attitude toward this personalization, with 23% of them not showing any preference.

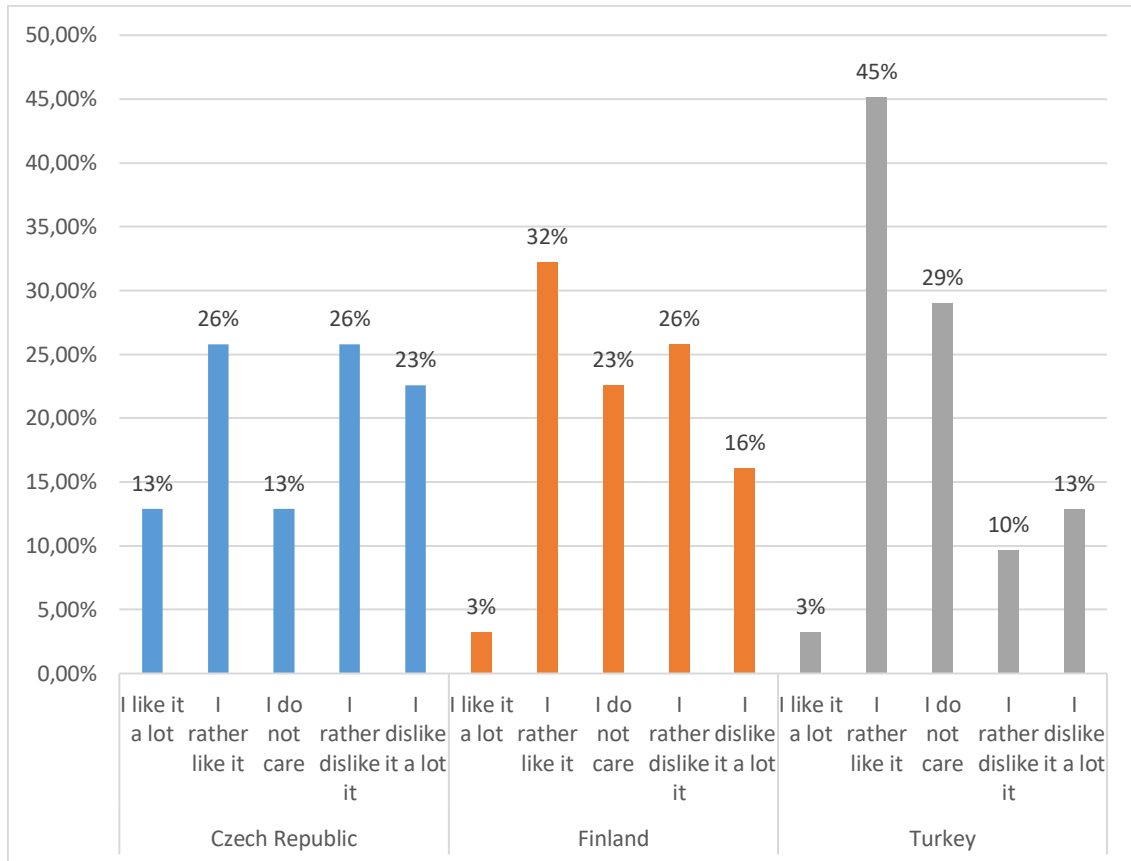


Figure 12. To what extent do the consumers like the ads on social media to be personalised (ads appearing based on your browsing history, interests and your online activity).

When examining how comfortable are the respondents with advertisers using their browsing history and online activity data to personalise the advertisements on social media, 54% of respondents are uncomfortable or very uncomfortable and 32% do not care. Therefore only 14% feels comfortable. With 26% of the respondents, the highest share of the total respondents from one country feeling comfortable or very comfortable with this usage of their data has Turkey. This contrasts the results from Czechia and Finland, where only 13% and 3% feels comfortable, respectively. Moreover, in both Czechia and Finland, more than half of the respondents feel uncomfortable about the usage of their data for this purpose. However, it is important to point out, that while only 14% of the overall sample of respondents feel comfortable with this data usage, 40% of the respondents report to prefer personalised ads based on this data.

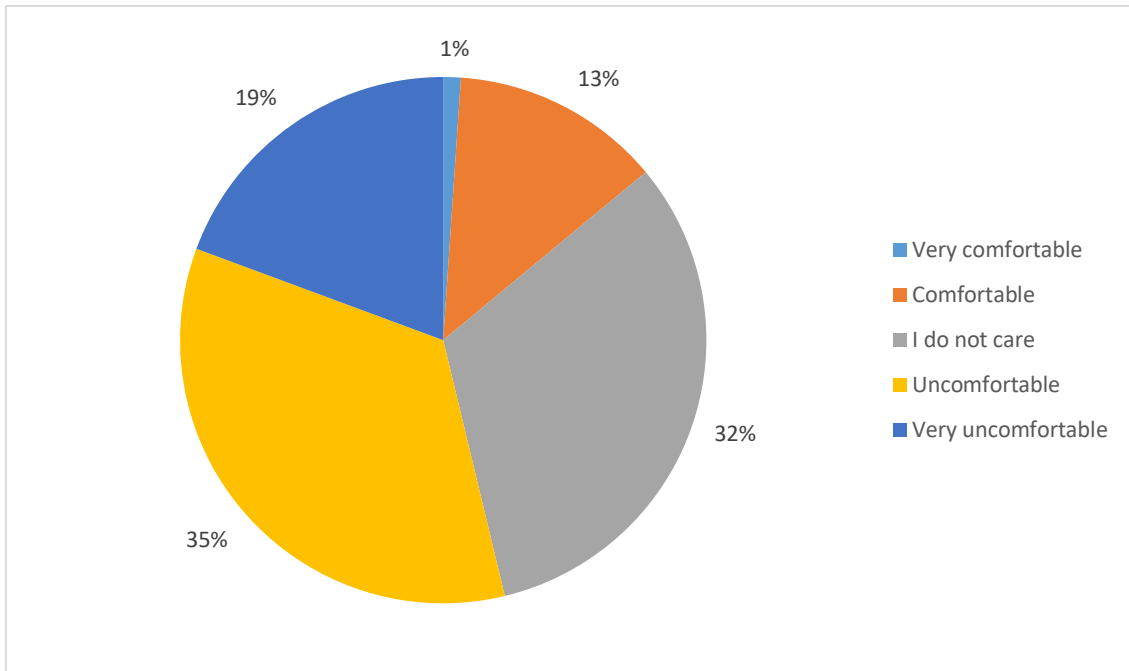


Figure 13. How comfortable are the consumers with the advertisers using the data from their browsing history and online activities to personalize the advertisements on social media.

As for the reaction to the advertisement targeting based on the demographic information, 30% of the respondent are happy to get the relevant content, 32% would prefer not to be targeted based on their demographic information and 38% have no preference. In case of respondents from Turkey, 35% show preference and 29% disfavour. Conversely, only 26% of Czech Respondents prefer to be targeted based on their demographics and 42% would prefer not to be targeted this way. In case of Finnish respondents, 45% do not have any preference, 29% are happy about receiving relevant content and 26% show disfavour.

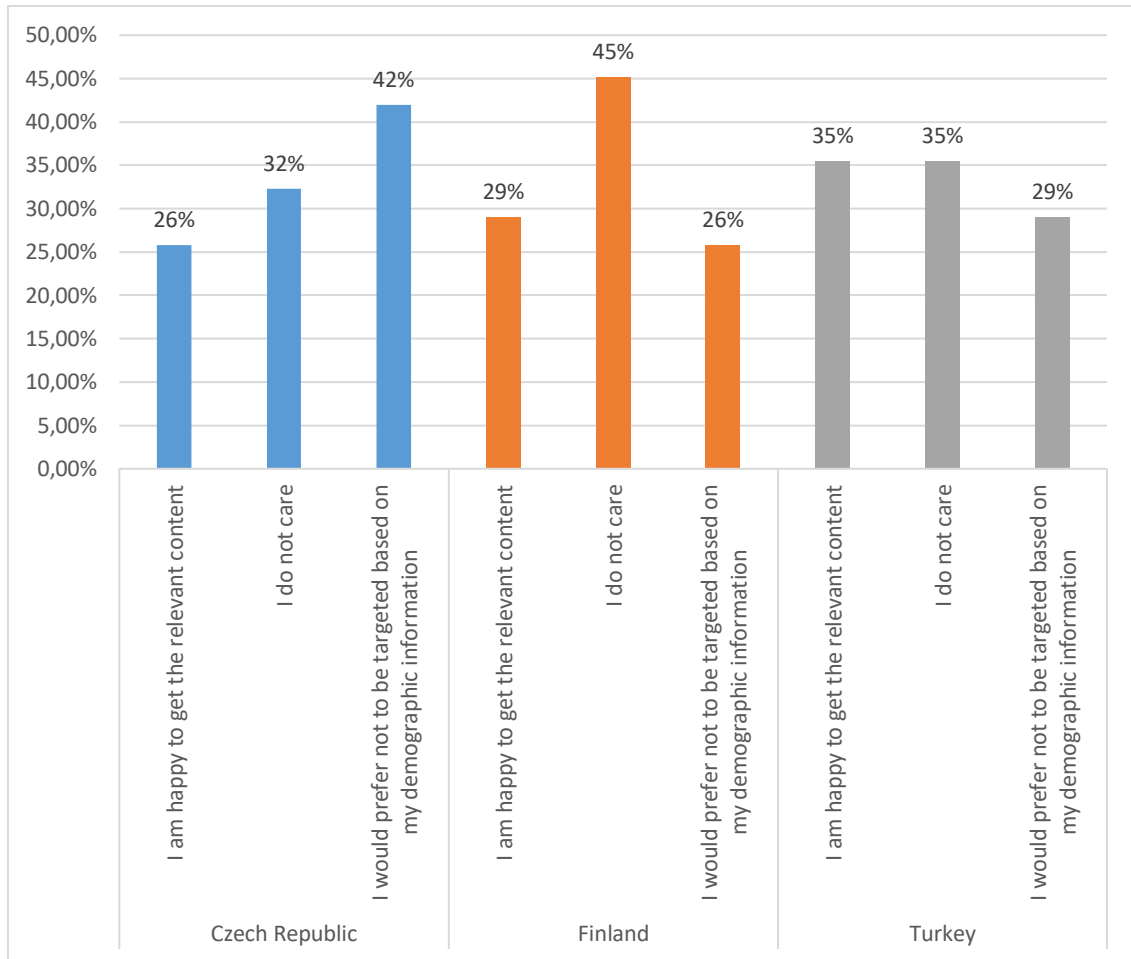


Figure 14. Consumer preferences towards targeted advertising on social media based on the demographic information.

4.3 Descriptive statistics and hypotheses testing

The table 6. depicts standard deviations, means of all attitudes toward advertisement (Aad) and purchase intentions (PI) for every appeal and every national group, as well as minimum and maximum values. Moreover, it presents the number of respondents within each country group, which by design was equal in every group to increase the statistical power of the subsequent tests and decrease the possibility of type I error (Miron,1998). When it comes to the means of the Aad and PI in case of every appeal and every group, the lowest values can be seen in case of PI of status appeal, which in case of Czechia and Finland are 1,65 and 1,77 respectively. On the other hand, the highest PI mean was reported for convenience and natural appeal. In case of Aad, the lowest means were also found in case of status appeal with the lowest Aad mean being in case

of Czechia group and status appeal (3,6129). On the other hand, the most positive Aad of an appeal can be seen in case of natural appeal and Finnish respondents with the value of approximately 5,23. While the Aad and PI differ across countries and appeals, in majority of the cases the Aad means for one appeal are exceeding the PI mean values for that appeal. The standard deviation of the cases range between 0,985 and 2,012.

Table 6. The descriptive statistics.

		N	Mean	Std. deviation	Minimum	Maximum
Status Aad	Czechia	31	3,6129	1,06034	1,25	5,75
	Finland	31	3,9435	,91449	2,50	6,00
	Turkey	31	3,7742	,84743	2,25	5,25
Status PI	Czechia	31	1,65	,985	1	4
	Finland	31	1,77	1,230	1	6
	Turkey	31	2,84	1,695	1	7
Cheap Aad	Czechia	31	3,8065	1,27755	1,75	5,75
	Finland	31	4,0081	,98633	2,25	6,00
	Turkey	31	4,2339	1,03065	2,25	6,25
Cheap PI	Czechia	31	3,23	1,499	1	6
	Finland	31	3,13	1,648	1	6
	Turkey	31	3,84	1,485	1	6
Convenient Aad	Czechia	31	4,0242	1,46537	1,25	6,50
	Finland	31	4,5887	1,30472	2,25	7,00
	Turkey	31	4,1129	1,06231	2,00	6,00
Convenience PI	Czechia	31	3,58	1,858	1	7
	Finland	31	3,87	2,012	1	7
	Turkey	31	4,35	1,743	1	7
Natural Aad	Czechia	31	4,8387	1,45709	1,25	6,75
	Finland	31	5,2258	1,17855	2,75	6,75
	Turkey	31	4,5081	1,29821	2,50	6,75
Natural PI	Czechia	31	3,32	1,759	1	7
	Finland	31	3,71	1,657	1	7
	Turkey	31	3,97	1,816	1	7

To test the set hypotheses, a one-way between-groups analysis of variance was conducted to examine the differences in effectiveness of the four advertising appeals in the 3 countries – Czechia, Finland and Turkey (see table 7.). The independent variables were

in this case the four appeals and the independent variables were the Aad and PI, used as measures of effectiveness and applied for each appeal separately. The eight tested items were firstly examined for the homogeneity of variances through the Leven's test and only one of the items, the PI of status appeal, was found to have unequal variances ($p=0,008$). For that reason, the PI of status was assessed using the Welch test (see table 8.), as opposed to the rest of the items, which were found to have homogenous variances.

The hypotheses testing is presented in order of the two dimensions, firstly examining the results for hypotheses related to PDI and then the ones related to MAS. The hypotheses addressing the effectiveness of appeals expected to be related to the PDI score (Albers-Miller & Gelb, 1996), are the H1a and H1b for the Aad and H3a and H3b for the PI of the status and cheap appeal.

H1a. The score of attitude toward the ad for social media ads characterized by appeals that reflect high power distance (status), is higher for Gen Z consumers from Czech Republic and Turkey compared to Gen Z consumers from Finland.

H1b. The score of attitude toward the ad for social media ads characterized by appeals that reflect low power distance (cheap), is higher for Gen Z consumers from Finland compared to gen Z consumers from Czech Republic and Turkey.

In both the case of Aad of status: $F(2,90) = 0,949$, $p = >0,05$ and cheap appeal: $F(2,90) = 1,159$, $p = >0,05$, there have not been found any significant difference in effectiveness between the three examined countries. The post hoc LSD tests have also not shown any significant differences between the pairs of countries and for that reason, both the H1a and H1b have been fully rejected.

H3a. The score of purchase intention for social media ads characterized by appeals that reflect high power distance (status), is higher for Gen Z consumers from Czech Republic and Turkey compared to Gen Z consumers from Finland.

H3b. The score of purchase intention for social media ads characterized by appeals that reflect low power distance (cheap), is higher for Gen Z consumers from Finland compared to gen Z consumers from Czech Republic and Turkey.

As for the PI of the status appeal: $F(2, 58) = 5,833$, $p=0,005$ (see table 8.), the ANOVA has shown significant difference between the three groups. The post hoc comparisons using the Games-Howell test shown significant differences between Turkey ($M=2,84$) and Czechia ($M=1,65$) as well as Turkey ($M=2,84$) and Finland ($M=1,77$). However, there was no significant difference between Czechia ($M=1,65$) and Finland ($M=1,77$). Therefore, the H3a has been partially accepted, as the full acceptance would require a significant difference between the Czech and Finnish respondents. On the other hand, for the PI of cheap appeal: $F(2,90) = 1,921$, $p= >0,05$, there has not been found a significant difference between the three groups. Nevertheless, the post hoc LSD test revealed a tendency towards significance between Finland ($M=3,13$) and Turkey ($M=3,84$), as the difference in this case was closing to, but not reaching, the level of statistical significance of 0,05 ($p=0,74$). As such, the result indicated certain level of difference, but not significant enough to accept the H3b even partially and it has been thus fully rejected.

The hypotheses addressing the effectiveness of appeals expected to be related to the MAS score (Albers-Miller & Gelb, 1996), are the H2a and H2b for the Aad. As for the PI of convenient and natural appeal, it is the H4a and H4b.

H2a. The score of attitude toward the ad for social media ads characterized by appeals that reflect more masculine culture (convenient), is higher for Gen Z consumers from Czech Republic and Turkey compared to Gen Z consumers from Finland.

H2b. The score of attitude toward the ad for social media ads characterized by appeals that reflect less masculine culture (natural), is higher for Gen Z consumers from Finland compared to Gen Z consumers from Czech Republic and Turkey.

Both in case of the Aad of convenient: $F(2,90) = 1,722$, $p = >0,05$ and the natural appeal: $F(2,90) = 2,309$, $p = >0,05$, there have not been found any significant differences between the three groups. Nevertheless, the post hoc LSD test of the Aad of the convenient appeal have indicated a tendency towards significance ($p=0,88$) between Czechia ($M=4,02$) and Finland ($M=4,59$). While signalling a certain degree of difference between the groups, the difference itself was not significant enough to accept the H2a at least partially and thus it has been rejected fully. On the other hand, the post hoc LSD test of the Aad of the natural appeal has shown a significant difference between the mean score of Finland ($M=5,23$) and the mean score of Turkey ($M=4,51$). Nonetheless, there was no significant differences between the Turkey ($M=4,51$) and Czechia ($M=4,84$) or Czechia ($M=4,84$) and Finland ($M=5,23$). For that reason, the H2b has been partially accepted.

H4a. The score of purchase intention for social media ads characterized by appeals that reflect more masculine culture (convenient), is higher for Gen Z consumers from Czech Republic and Turkey compared to Gen Z consumers from Finland.

H4b. The score of purchase intention for social media ads characterized by appeals that reflect less masculine culture (natural), is higher for Gen Z consumers from Finland compared to Gen Z consumers from Czech Republic and Turkey.

As for the PI of convenient: $F(2,90) = 1,350$, $p = >0,05$ and natural appeal: $F(2,90) = 1,073$, $p = >0,05$, both of these test have not shown any significant differences between the three groups, nor did they indicated any differences in the post hoc comparisons. As such, both the H4a and H4b have been fully rejected.

Table 7. One-way ANOVA.

		Sum of Squares	df	F	Sig.
Status Aad	Between Groups	1,695	2	,949	,391
	Within Groups	80,363	90		
	Total	82,058	92		
Cheap Aad	Between Groups	2,835	2	1,159	,318
	Within Groups	110,016	90		
	Total	112,851	92		
Cheap PI	Between Groups	9,183	2	1,921	,152
	Within Groups	215,097	90		
	Total	224,280	92		
Convenient Aad	Between Groups	5,714	2	1,722	,185
	Within Groups	149,343	90		
	Total	155,056	92		
Convenience PI	Between Groups	9,484	2	1,350	,264
	Within Groups	316,129	90		
	Total	325,613	92		
Natural Aad	Between Groups	8,001	2	2,309	,105
	Within Groups	155,923	90		
	Total	163,925	92		
Natural PI	Between Groups	6,538	2	1,073	,346
	Within Groups	274,129	90		
	Total	280,667	92		

Table 8. Robust test of equality of means.

		Statistic ^a	df1	df2	Sig.
Status PI	Welch	5,883	2	57,573	,005

a. Asymptotically F distributed.

When it comes to the open questions after every advertisement, regarding the additional comments the respondents might have had to the given ad, vast majority of the respondents did not add anything. Out of all the respondents, only three respondents commented in these sections. However, these responses did not bring any new insights, as they simply repeated the respondents' choices on the scales, in other words.

4.4 Additional testing

As the preceding hypotheses testing has shown, for majority of the tested items, there have not been found any significant differences between the groups and as a result, majority of the hypotheses were fully rejected. For that reason, the following tests are examining, whether there are any overall preferences for specific appeals and whether there are any significant relationships between the effectiveness of examined appeals and the scores of corresponding cultural dimensions.

This study utilizes two sets of appeals, in which one of the appeals is supposed to be positively and the second one negatively correlated to one of the two chosen dimensions. The assumption of the relationships between the appeals and the two dimensions have been based on the study from Albers- Miller and Gelb (1996). As such, the paired samples t-tests, whose results are depicted in the table 9. are examining the differences between the means of Aad' s and PI' s of the two appeals, that are expected to have inverse resulting effectiveness to each other in relation to the dimensional score of a country.

In case of the scores of Aad for status (3,61) and cheap appeal (3,81) in Czechia, there was not found any significant differences ($t(30)=-0,601$, $p=0,552$). There also were not any significant difference between the Aad of status (3,94) and cheap (4,01) in Finland ($t(30)=-0,296$, $p=0,769$). No significant differences were also found between the PI of convenient (3,58) and natural (3,32) appeal in Czechia ($t(30)=0,597$, $p=0,555$), PI of convenient (3,87) and natural (3,71) appeal in Finland ($t(30)=-0,339$, $p=0,737$), PI of convenient (4,35) and natural (3,97) appeal in Turkey ($t(30)=0,979$, $p=0,335$) and Aad of convenient (4,11) and natural (4,51) appeal in Turkey ($t(30)=-1,316$, $p=0,198$). Additionally, there was also no significant difference between the scores of Aad of convenient (4,59) and natural (5,23) appeal in case of Finland ($t(30)=-1,942$, $p=0,062$), however as the p-value was below 0,1, it indicated the tendency towards significance.

On the other hand, significant differences have been found in case of PI of status (1,65) and cheap appeal (3,23) in Czechia ($t(30)=-5,152$, $p<0,001$), which at the same time showed very strong effect size (Cohen's $d = 1,79$). Significant differences have been also found between PI of status (1,77) and cheap appeal (3,13) in Finland ($t(30)=-3,920$, $p<0,001$), Aad of status (3,77) and cheap appeal (4,23) in Turkey ($t(30)=-2,382$, $p=0,024$), PI of status (2,84) and cheap appeal (3,84) in Turkey ($t(30)=-3,410$, $p=0,002$) as well as between the Aad of convenient (4,02) and natural (4,84) appeal in Czechia ($t(30)=-2,170$, $p=0,038$). The effect sizes for these four pairs could be seen as very strong (Cohen's $d = 1,92$), strong (Cohen's $d = 1,07$), very strong (Cohen's $d = 1,63$), and extremely strong (Cohen's $d = 2,09$), respectively (Cohen, 1988; Sawilowsky, 2009)

While the significant differences have been found in five different examined pairs, the preferred appeals are in most cases not meeting the expectations based on the dimensional score. In Turkey and Czechia, the expected preferred appeal was status in relation to its higher PDI score. Moreover, due to its higher MAS score, Czech consumers were also expected to prefer convenient appeal over natural appeal. However, all of these expectations have been defied, as the Czech consumers showed preference for natural appeal over convenient (in terms of Aad) and consumers of all three countries have shown preference of cheap appeal over status appeal (in terms of PDI and for Turkey also Aad), regardless of the PDI score.

Table 9. Paired samples t-tests.

		Mean	Std. Deviation	Std. Error Mean	t	df	Two-sided p	Cohen's d
Pair 1	Czechia - Status Aad / Cheap Aad	-,1936	1,7932	,3221	-,601	30	,552	1,7932
Pair 2	Czechia - Status PI / Cheap PI	-1,5807	1,7083	,3068	-5,152	30	<,001	1,7083
Pair 3	Finland - Status Aad / Cheap Aad	-,0645	1,2144	,2181	-,296	30	,769	1,2144
Pair 4	Finland - Status PI / Cheap PI	-1,3548	1,9244	,3456	-3,920	30	<,001	1,9244

		Mean	Std. Deviation	Std. Error Mean	t	df	Two-sided p	Cohen's d
Pair 5	Turkey - Status Aad / Cheap Aad	-,4597	1,0745	,1930	-2,382	30	,024	1,0745
Pair 6	Turkey - Status PI / Cheap PI	-1,0000	1,6330	,2933	-3,410	30	,002	1,6330
Pair 7	Czechia - Convenient Aad / Natural Aad	-,8145	2,0896	,3753	-2,170	30	,038	2,0896
Pair 8	Czechia - Convenient PI / Natural PI	,2581	2,4079	,4325	,597	30	,555	2,4079
Pair 9	Finland - Convenient Aad / Natural Aad	-,6371	1,8267	,3281	-1,942	30	,062	1,8267
Pair 10	Finland - Convenient PI / Natural PI	,1613	2,6470	,4754	,339	30	,737	2,6467
Pair 11	Turkey - Convenient Aad / Natural Aad	-,3952	1,6718	,3003	-1,316	30	,198	1,6718
Pair 12	Turkey - Convenient PI / Natural PI	,3871	2,2012	,3953	,979	30	,335	2,2012

The table 10. Shows the correlation matrix, which depicts the values of Pearson's correlation coefficients between the Aad, PI, PDI score and MAS score between each other. The correlation analysis was conducted to clarify, whether there is a relationship between the PDI and MAS score and the appeals which are supposed to reflect those dimensions. A positive relationship has been found in case of PI for status appeal and PDI score ($r=0,24$, $p<0,05$). In this case it can be therefore said that the higher the PDI score, the higher the PI for ads using status appeals. A negative relationship has been then found in case of Aad of natural appeal and PDI ($r=-0,22$, $p<0,01$). In this instance, the higher the PDI score, the lower the attitude toward ads utilizing natural appeal. The rest of the Aad's and PI's of the appeals have failed to reject the null hypothesis and thus suggest no relationship between them and the PDI and MAS score.

As for the interplay between the results of the Aad and PI of the appeals, following relationships have been found. A positive relationship has been found between the Aad and

PI status ($r=0,45$, $p<0,01$), cheap ($r=0,64$, $p<0,01$), convenient ($r=0,67$, $p<0,01$) and natural appeal ($r=0,65$, $p<0,01$). Therefore, it can be said, that the Aad and PI of all the appeals is correlated. Moreover, interplay has been also found between some of the Aad's and PI's of different appeals.

Table 10. Correlation matrix.

	Status Aad	Status PI	Cheap Aad	Cheap PI	Convenient Aad	Convenient PI	Natural Aad	Natural PI	PDI score	MAS score
Status Aad	-									
Status PI	,45*	-								
Cheap Aad	,09	,21*	-							
Cheap PI	,01	,31**	,64**	-						
Convenient Aad	,08	-,06	,11	,25*	-					
Convenient PI	,07	,13	,33**	,48**	,67**	-				
Natural Aad	,13	-,05	,07	,16	,00	,03	-			
Natural PI	,25*	,28**	,23*	,26*	,01	,13	,65**	-		
PDI score	-,10	,24*	,05	,16	-,18	,07	-,22*	,02	-	
MAS score	-,14	,01	-,06	,05	-,19	-,04	-,14	-,07	,79**	-

*. Correlation is significant at the 0.05 level (2-tailed)

** . Corelation is significant at the 0.01 level (2-tailed)

5 Discussion and conclusion

This chapter summarizes and discusses the key findings of the empirical study of this thesis and proceeds to answer the main research question. Moreover, it discusses the theoretical contributions of the work and provides the managerial implications applicable to the advertising practitioners. Ultimately, this chapter offers possible ways how to move forward with future research and addresses the limitations of the study.

5.1 Summary of the key findings

Based on the gaps in the existing research, identified in the literature review, this thesis has set to examine, whether there are differences in effectiveness of advertising appeals manifested in social media advertisements in case of the consumers from generation Z from different countries, or if the effectiveness of the advertising appeals in this setting is similar across cultures. As such, the scope of the thesis has been delimited to the social media platforms, specifically tested on a case of Facebook and Instagram, and the members of generation Z coming from Czechia, Finland and Turkey. To assess the cultural differences between these countries, the work employed Hofstede's framework of cultural dimensions (Hofstede et al., 2010). Similarly, the examined appeals stem from the Pollay's (1983) list of 42 appeals. Combining these two concepts, the goal of the empirical research was to answer the main research question of the thesis. To answer the research question, the empirical study examined four appeals (status, cheap, convenient and natural), which were, based on the Hofstede - Pollay framework by Albers-Miller and Gelb (1996), supposedly linked to the dimensions of power distance and masculinity-femininity.

The effectiveness of advertising appeals was measured using the measures of attitude toward the ad (Aad) and purchase intention (PI). To test the differences in the effectiveness of the appeals between the three nationality groups, the one-way ANOVA was conducted. The results have shown, that in seven out of eight examined cases, there was not significant difference between the groups. The only significant difference has been found in case of the PI of status appeal. The post hoc Games-Howell test have

subsequently indicated that there are significant differences in effectiveness of this appeal between Turkey and Czechia, as well as between Turkey and Finland, however not between Czechia and Finland. Moreover, the post hoc LSD tests have unrevealed differences in case of Aad of natural appeal between the Finnish and Turkish respondents. Furthermore, these tests also revealed tendency towards significance in case PI of cheap appeal between Finland and Turkey, and Aad of convenient appeal between Czechia and Finland.

While the ANOVA results have indicated that there are mostly not significant differences between the three groups in reaction to the same appeals, the series of paired samples t-tests shown, that consumers of one country react in some cases differently to different appeals. For each country, a comparison of the effectiveness of the two appeals, which were according to Albers-Miller and Gelb (1996) correlated to the score of given cultural dimension in opposite directions, was conducted. These tests revealed significant differences in PI between the status and cheap appeal in case of PI in all three examined countries. Moreover, the results indicated significant differences in case of Aad for status and cheap appeal in Turkey, and convenient and natural appeal in Czechia. However, in all of the comparison tests with significant results between the status and cheap appeal, the cheap appeal had always more positive score, regardless of the country's PDI score. Similarly, in contradiction with the expectation based on the MAS score, the score of Aad of natural appeal in Czechia was higher than the one of convenient appeal. These findings suggest, that the advertising appeals could have similar effects on the members of generation Z, even across different cultural backgrounds.

Additionally, the descriptive statistics have illustrated, that for all of the appeals, the Aad was generally higher than the PI of the same appeal. This has been subsequently apparent from the results of the correlation analysis, which have for all four appeals shown, that the Aad and PI of the same appeal are always positively correlated. Furthermore, the correlation analysis has in line with the expectations (Albers-Miller & Gelb, 1996) shown a positive relationship between the PDI and the PI of status appeal. Conversely,

disregarding the expectations, the natural appeal showed to have negative relationship with the PDI score. As all the other examined relationships have not been found to be significant, the outcomes of the study can't be directly generalised based on the scores of Hofstede's cultural dimensions.

As for the questions concerning the behaviour of the three groups of respondents on social media related to the concepts of Aad and PI, the data have shown, that 73% of all respondents sometime stop scrolling to watch video advertisement. At the same time, 75% of all respondents also occasionally reacts to the video by going to the webpage or social media site of the advertised brand. These results indicate that consumers from all of the three countries are conscious about the advertisements and willing to, to certain degree, follow up on them. However, when it comes to frequency of purchase, which is based on the social media advertisements, there start to be visible differences between countries. For the example nearly half of the Turkish respondents buy something once a month or more often, however in Czech it would be only 9% and in Finland 23%. Nonetheless, vast majority of all respondents (90%) buy something based on social media ads at least once a year. When it comes to the effect of the alignment of the ad's content with one's personal values, 58% of all respondents claim it to have a bit of effect while 29% a big effect. However, when examined by countries, Finnish consumers claim this to be important more than the other two countries, as 42% of Finnish respondents say it has a lot of impact. On the other hand, in Czech it is only 26% and in Turkey 19%. As for the ad personalisation based on the browsing history, interests and online activity, nearly half of the Turkish respondents prefer the ads to be personalised and 29% does not care. On the other hand, almost 50% of Czech and 42% of Finnish respondents dislike the personalisation. Interestingly, only 14% of all the respondents feel comfortable with advertisers using the data from browsing history and their online activities for ad personalisation on social media and 32% do not care. In case of the ad personalisation based on the demographics, 30% of all respondents show preference for the personalisation, 32% disfavour and 38% have no preference. The preferences of respondents across country

groups are relatively similar, except for Czech, where 42% would prefer not to be targeted based on the demographics.

5.2 Discussion of the key findings

The results of the ANOVA analysis are in contradiction with majority of the findings of the preceding studies examining the differences in the effectiveness of the advertising appeals in cross-cultural context, as these studies have found differences in the effectiveness of the appeals stemming from differing cultural backgrounds (Akbari, 2015; Gevorgyan & Manucharova, 2015; Jung et al. 2009; Lepkowska-White et al. 2003; Teng et al., 2014; Zhang & Gelb, 1996). Nevertheless, these studies have been conducted on different generations, unspecified groups or general population of a country with no regards to the generational specifics and the appeals were examined in the context of different media types than social media. However, both the generational differences (Kotler & Armstrong, 2018, pp. 100-102) and the media type (Hornik et al., 2017) have very strong influence on the effectiveness of the advertising appeals. Given the specific focus of this study, which has yet not been addressed in the literature, the outcomes of the analysis can be explained by the theory of cultural convergence, which affects the response to the advertisements and in them manifested appeals, the nature of social media and the characteristics defining the gen Z (Kaasa & Minkov, 2020; Van den Bergh et al., 2023).

As was illustrated by the results of the study by Hornikx et al. (2023), the effectiveness of culturally adapted messages is decreasing over time. However, this result was achieved without consideration of the social media setting and the analysis took data from various age groups. The cultural convergence is seen as a result of globalization and increasing interconnectivity of the world, that is among other factors driven by the media globalization, which is especially prominent in case of social media (Kaasa & Minkov, 2020; Hornikx et al., 2023). Allowing the free content sharing and access from both the consumers and companies across the world in the real time, the social media are one of the easiest and fastest mediums for cultural exchange and hence also the convergence

(Tuten, 2020, pp. 3–20). Moreover, the gen Z is standing apart from the other generations as the first generation, which has access to the internet and social media already throughout their childhood and this factor is thus one of the defining characteristics of the gen Z (Van den Bergh et al., 2023). The mostly statistically insignificant differences in effectiveness of advertising appeals between the three country groups can be therefore seen as a result of cultural convergence, which is in this case considerably more prominent as opposed to the previous studies, due to the exact focus on social media and generation Z.

While there were mostly not significant differences in effectiveness of the groups based on cultural background, the subsequent tests have shown, that in some cases, the consumers from generation Z in one country still show preferences between appeals. These results strongly manifested between the appeals of status and cheap, as in all of the examined countries, the cheap appeal had significantly higher scores compared to status appeal in terms of PI, and in case of Turkey even in case of Aad. As for the convenient and natural appeal, the only significant difference was in the score of Aad in Czechia. This thus agrees with the previous findings of the study by Hornik et al. (2017), who have suggested, that not all appeals are equally effective. For that reason, the selection of right appeals still plays a crucial role for the success of the advertisement, however the success might not be anymore, in case of gen Z on social media, significantly affected by the cultural background of the consumer, as the preference of the appeals did not resonate with the expected preferences, which were based on the work of Albers-Miller and Gelb (1996). Moreover, it is important to point out, that while only one of the paired comparisons between convenient and status appeal identified significant differences, the Aad and PI of both convenient and natural appeal generally show higher scores than the status appeal. Interestingly, according to the division of appeals into emotional and rational (Albers-Miller & Stafford 1999), the cheap, convenient and natural appeal all fall under the rational appeals, while status belongs to emotional appeals. As the status appeals scores of both Aad and PI are lower than the scores of the other appeals, the results indicate a preference of gen Z towards rational appeals. However, this conclusion

would have to be further confirmed in future studies, as the research design of this study does not include equal number of the appeals from both the rational and emotional group.

The findings of the correlation analysis have shown a positive relationship between the PDI score and the PI of status appeal, and a negative relationship between Aad of natural appeal and the PDI score. None of the other relationships have been found significant. Except for the first of the two found relationships, these findings are not in line with the observed links by Albers-Miller and Gelb (1996), who have laid the foundation of the used Hofstede - Pollay framework. Nevertheless, the correlation analysis also revealed that for all of the appeals, there is a positive correlation between the Aad and PI, with the PI scores being generally always lower in comparison to the Aad scores of the same appeals. These results are supported by the conclusions of preceding studies, that have repeatedly found that Aad can serve as a direct positive predictor of the PI (Akbari, 2015; Lin & Kim, 2016).

These outcomes thus answer the main research question of this work: *“What is the influence of the differences in cultural values on the effectiveness of advertising appeals in social media ads in case of generation Z members from Czechia, Finland and Turkey”*. Based on the acquired data, hypotheses testing and additional statistical tests, the outcomes of this work suggest, that in case of the members of the generation Z from Czechia, Finland and Turkey, the cultural differences do not have a significant effect on the effectiveness of the examined appeals. The study, in contradiction to its expectations, have found, that the Gen Z consumers from these countries have in most cases, relatively similar reaction to each appeal. Nevertheless, the subsequent tests also showed, that consumers from generation Z show preference towards some appeals over others, as has been demonstrated in the case of clear preference of the cheap appeal over status appeal in terms of purchase intention. Moreover, the data also suggested, that there are differences across countries in terms of the product purchase frequency, as the Turkish consumers state to buy things based on social media advertisement more

frequently, compared to their Finnish and Czech counterparts. Furthermore, in contrast with the preferences of Czech and Finnish respondents, greater number of Turkish respondents prefer the ads to be personalised based on the browsing history and online activities. Additionally, in comparison to the other two countries, the Finnish consumers claimed to find the alignment of the advertisement's content and their personal values relatively more important.

5.3 Practical implications

Opposingly to the preceding studies (Akbari, 2015; Gevorgyan & Manucharova, 2015; Jung et al. 2009; Teng et al., 2014; Zhang & Gelb, 1996), whose results emphasized the differences in advertising appeals effectiveness based on the cultural backgrounds of a consumer and hence supported the employment of the adaptation advertising strategy, this study in case of advertising on social media and members of generations Z from Czechia, Finland and Turkey suggests the usage of standardized international advertising strategy. As the difference between the groups are not significant, the usage of adaptation strategy would cause the company to have extra costs, which would however not yield significantly different results in terms of effectiveness and impact on sales. Therefore, the companies would have been effectively losing in terms of opportunity costs, as their added costs on adaptation would be higher than added gains. For that reason, the cost-effective standardization strategy is in comparison more effective (Steenkamp & Jong, 2010).

However, the selection of the right appeals is in general for the gen Z consumers still important, as the data show that some appeals might be in general more effective than others. In case of this study, the respondents have across countries shown clear preference, in terms of purchase intention, for the cheap appeal. In this sense, the advertising practitioners should take into account the characteristics of the gen Z and their apparent appeal towards affordability. This is underpinned by majority (88%) of all respondents claiming, that the alignment of the ad's content and their personal values and beliefs is important to them.

While the reactions to different appeals are not significantly different across the three countries, the purchase frequency of the respondents based on the social media ads is. In this case, Turkish respondents show notably higher purchase frequency than Finnish and Czech consumers. When devising an advertising campaign across different markets, the decision makers should thus consider the purchasing habits of the consumers in given markets, as these factors might influence the necessary advertising investments (Ra'd Almestarihi et al., 2024) and the overall performance of the advertising campaign. Moreover, companies should consider the level of ad personalisation based on their online activity and browsing history, as a significant number of respondents (54%) claimed to be uncomfortable with this usage of their data. However, the preference for ad personalisation based on this data differ across the three countries. As in case of Turkey, nearly half of the respondents prefer the ad personalisation and 29% do not care, while in the other two countries respondents rather dislike it. As most participants agreed with the importance of the alignment of one's personal beliefs and values with the ad content, it is advisable for the companies to take these preferences regarding the data usage in different cultures into account, as disregarding them might have negative impact on the campaign's success.

In conclusion, this work recommends the advertising practitioners to use the standardized advertising strategy across markets in terms of using the same appeals, as the effectiveness of the appeals does not significantly differ across examined cultures. However, to increase effectiveness and cost-efficiency of the advertising campaign, they should take into account the specifics of the given market, such as the purchase habits and behaviour, as well as the preferences in terms of ad personalisation, as these factors might influence the success of the campaign and necessary advertising costs in a given country. Moreover, while the effectiveness of the appeals is similar across markets, different appeals perform generally differently and as such the selection of right appeal for the standardized campaign is crucial.

5.4 Theoretical contributions

The theoretical and conceptual framework, as well as the suggested hypotheses were based on the identified gaps in the existing literature. As such, the theoretical contributions of this work stem from the subsequent delimitations of the thesis itself. While the research of the use and effectiveness of the advertising appeals on other media in different cultures is already quite extensive (Cheong et al., 2010; Lepkowska-White et al., 2003; Mortimer & Grierson 2010; Saleem, 2016; Sook Moon & Chan, 2005; Swaminathan, 2015; Ruanguttamanun, 2023; Zhang & Gelb 1996), the literature focusing on the effectiveness of advertising appeals on social media in the cross-cultural context is extremely limited (Choi et al., 2023). This is the case despite the media type being one of the most important moderators of the advertising appeals effectiveness (Hornik et al., 2017) and the social media are even today becoming increasingly more used and important (Mason et al., 2021; We Are Social & Meltwater, 2024). Due to that, the results of this study have contributed to the lacking understanding of the differences in effectiveness on social media platforms in cross-cultural setting. At the same time, the literature review has found, that there have yet not been any studies addressing the potentially varying effectiveness of advertising appeals between the members of gen Z coming from different cultures. This work therefore also explored this untapped area of research, and its findings might serve as a baseline for following researchers studying the effectiveness of advertising messages and appeals from cross-cultural and cross-generational point of view both.

Moreover, as the findings show in majority of cases no significant differences between the respondents from the three countries, the results of the study underpin the theory of cultural convergence (Hornikx et al., 2023; Kaasa & Minkov, 2020). This has clear effects in the international advertising theory regarding the international advertising standardisation or adaptation discussion (Mandler et al., 2021), as the results support the former of the two in case of the gen Z and social media. Additionally, the analysis broadens the knowledge and understanding of the gen Z's advertisement related

behaviour on social media, including their views on ad personalisation, data usage and purchase intentions, as well as the behaviour associated with the social media ads.

5.5 Limitations and future research suggestions

As most studies, also this work has several limitations, that need to be acknowledged. Firstly, the biggest limitation of this thesis lies in its limited scope. Even though the research draws conclusions on sufficiently large data set, larger sample size would be preferable, as it would increase the generalisability of the results, due to more thorough representation of the population of each of the examined countries (Saunders et al., 2019, pp. 607-609). The smaller sample size might have also had an impact on the results of the statistical analysis, as larger sample size tends to decrease the p-values of statistical tests such as ANOVA and the empirical research thus could have shown more differences between the examined groups (Lazic, 2018).

Moreover, the scope of the thesis is also limited by the number of the examined countries, appeals and dimensions. Higher number of examined countries would increase the generalisability of the findings not only to those countries, but potentially also to other regions in general, as the countries used in this study were, from the worldwide perspective, geographically and culturally relatively close. Therefore, the possibility to generalise the findings outside of these countries or the European region is limited. Similarly, the study would benefit from examination of more of the advertising appeals, as the results have shown varying effects on different appeals in different countries. However, increasing the number of appeals would drastically increase the time needed for filling the questionnaire, which could negatively impact the response rate and therefore also the resulting sample size (Saunders 535-536). In relation to the number of assessed appeals, the study also examined only two of the six Hofstede's cultural dimensions, which to certain degree limits the generalisability of the findings to other cultural dimensions. Additionally, the scope of the study is also limited in terms of examination of the potential moderators, which might have influenced the results. According to the preceding literature,

especially influential might have been the impacts of product categories (Akbari, 2015; Lepkowska-White et al., 2003).

Another limitation lies in the selection of the countries themselves. The countries have been selected based on the data accessibility for the author, however the countries have not had extremely large differences between the Hofstede's dimensional scores. That was also the reason for selection of the two dimensions with the biggest differences between the countries (at least over 30 points). Furthermore, one of the data collection techniques utilized in this thesis was the snowballing technique, which according to Saunders et al. (2019, pp 323-324) might in some cases lead to more homogeneous samples than with other sampling techniques, as a result of respondents usually contacting people from their own circles, who are to certain degree similar to themselves. As for the sample itself, a limitation also lies in unequal gender distribution of the respondents. Additionally, the study has been conducted on the case of advertisements from Facebook and Instagram. As such, the applicability of the results to other social media platforms, such as Twitter, is debatable. Lastly, the study is limited based on its delimitations. While the direct focus on social media and generation Z provides clearer understanding of the topic, it also means, that the results are not generalisable to other generations using social media platforms.

Based on the discussed limitations, the future research would benefit from the analysis of larger number of advertising appeals. As the results have shown, the respondents have favoured the advertisements with different appeals differently. Therefore, analysing the effects of additional appeals could be potentially of a great use to the international advertising practitioners, who aim to target the generation Z on social media platforms. This is directly tied to the employment of greater number of Hofstede's cultural dimensions, as the newly examined appeals would be linked to the additional dimensions, which would in turn provide more complex picture of the topic of inquiry. Of course, the analysis of greater number of countries would increase the understanding of the possible differences in effectiveness of advertising appeals between the members of

generation Z coming from different countries. For that purpose, scholars might explore the differences between the members of generation Z from more culturally distinct regions and countries.

Furthermore, based on the nature of the generation Z, as well as the fact that social media are seen as one of the main catalysators for globalization, and thus also cultural convergence (Kaasa & Minkov, 2020), the gen Z are likely to be the most prone group to this effect, yet (Van den Bergh et al., 2023). The results of this work suggest that there are only small differences in terms of advertising appeals effectiveness in case of consumers from generation Z coming from different countries. As the scope of this thesis was limited to generation Z and social media, the future research might explore, whether this phenomenon is generally related to social media, or whether it is specific to gen Z. For that purpose, a cross-cultural and cross-generational study of this topic, might be suggested. Moreover, this study has not considered other possible moderators. Among others, the previous studies have found varying use and effectiveness of advertising appeals in case of different product categories (Akbari, 2015; Albers-Miller & Stafford, 1999; Lepkowska-White et al., 2003; Shen, 2013). Therefore, it might be beneficial to take into account the possible impacts of product category in future research of this topic, as it might have varying effects on the subsequent effectiveness of the advertising appeals in different countries even in case of generation Z.

Moreover, the analysis has also shown general tendency of gen Z consumers across the three countries for preference of rational (cheap, convenient, natural) over emotional (status) appeals (Alber-Miller & Stafford, 1999). However, as the study was not designed for the examination between the emotional and rational appeals, clear conclusion can't be drawn. Nonetheless, as the results show insignificant differences in case of specific appeals, the examination on a broader level, as is the emotional and rational grouping, might provide valuable insights for advertising practitioners targeting the gen Z across different cultures.

References

- Abusabha, R., & Woelfel, M. L. (2003). Qualitative vs quantitative methods: Two opposites that make a perfect match. *Journal of the American Dietetic Association*, 103(5), 566–569. <https://doi.org/10.1053/jada.2003.50129>
- Akbari, M. (2015). Different Impacts of Advertising Appeals on Advertising Attitude for High and Low Involvement Products. *Global Business Review*, 16(3), 478–493. <https://doi.org/10.1177/0972150915569936>
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social Media in marketing: a Review and Analysis of the Existing Literature. *Telematics and Informatics*, 34(7), 1177–1190. <https://doi.org/10.1016/j.tele.2017.05.008>
- Albers-Miller, N. D., & Gelb, B. D. (1996). Business Advertising Appeals as a Mirror of Cultural Dimensions: A Study of Eleven Countries. *Journal of Advertising*, 25(4), 57–70. <https://doi.org/10.1080/00913367.1996.10673512>
- Albers-Miller, N. D., & Stafford, M. R. (1999). An international analysis of emotional and rational appeals in services vs goods advertising. *Journal of Consumer Marketing*, 16(1), 42–57. <https://doi.org/10.1108/07363769910250769>
- An, D., & Kim, S. (2007). Relating Hofstede’s masculinity dimension to gender role portrayals in advertising. *International Marketing Review*, 24(2), 181–207. <https://doi.org/10.1108/02651330710741811>
- Armstrong, G., Adam, S., Denize, S. M., & Kotler, P. (2014). *Principles of marketing*. Pearson.
- Arora, A. S., & Sanni, S. A. (2019). Ten Years of “Social Media Marketing” Research in the Journal of Promotion Management: Research Synthesis, Emerging Themes, and New Directions. *Journal of Promotion Management*, 25(4), 476–499. <https://doi.org/10.1080/10496491.2018.1448322>
- Axcell, S., & Ellis, D. (2023). Exploring the attitudes and behaviour of gen Z students towards branded mobile apps in an emerging market: UTAUT2 model extension. *Young Consumers*, 24(2), 184–202. <https://doi.org/10.1108/yc-03-2022-1491>
- Bang, H., Anne Raymond, M., Taylor, C. R., & Sook Moon, Y. (2005). A comparison of service quality dimensions conveyed in advertisements for service providers in

- the USA and Korea. *International Marketing Review*, 22(3), 309–326.
<https://doi.org/10.1108/02651330510602222>
- Belch, G. E., & Belch, M. A. (2018). *Advertising and Promotion: an Integrated Marketing Communications Perspective* (11th ed., pp. 134–136). McGraw-Hill Education.
- Bharti, P. K., & Kumar, A. (2020). Traditional vs. Digital Marketing: A Comparative study. *ZENITH International Journal of Multidisciplinary Research*, 10(12), 16–26.
<http://www.zenithresearch.org.in/images/stories/pdf/2020/DECEMB-ER/ZIJMR/zijmr3dec20-13797.pdf>
- Chang, C. (2006). Cultural Masculinity/Femininity Influences on Advertising Appeals. *Journal of Advertising Research*, 46(3), 315–323.
<https://doi.org/10.2501/s0021849906060296>
- Chang, T.-K., Huh, J., McKinney, K., Sar, S., Wei, W., & Schneeweis, A. (2009). Culture and Its Influence on Advertising. *International Communication Gazette*, 71(8), 671–692. <https://doi.org/10.1177/1748048509345063>
- Cheng, H., & Schweitzer, J. C. (1996). Cultural values reflected in Chinese and U.S. television commercials. *Journal of Advertising Research*, 36(3), 27–45.
<https://eric.ed.gov/?id=ED271776>
- Cheong, Y., Kim, K., & Zheng, L. (2010). Advertising appeals as a reflection of culture: a cross-cultural analysis of food advertising appeals in China and the US. *Asian Journal of Communication*, 20(1), 1–16.
<https://doi.org/10.1080/01292980903440848>
- Choi, Y. K., Seo, Y., Wagner, U., & Yoon, S. (2020). Matching luxury brand appeals with attitude functions on social media across cultures. *Journal of Business Research*, 117, 520–528. <https://doi.org/10.1016/j.jbusres.2018.10.003>
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences* (2nd ed.). Routledge. <https://doi.org/10.4324/9780203771587>
- Coman, I. A., Yuan, S., & Tsai, J.-Y. (2022). Toward an Audience-Centric Framework of Corporate Social Advocacy Strategy: An Exploratory Study of Young Consumers from Generation Z. *Sustainability*, 14(7), 4099. MDPI.
<https://doi.org/10.3390/su14074099>

- Conlin, R., & Bauer, S. (2021). Examining the impact of differing guilt advertising appeals among the Generation Z cohort. *International Review on Public and Nonprofit Marketing, 19*, 289–308. <https://doi.org/10.1007/s12208-021-00304-4>
- De Leon, E. A., Resuta, Ma. B., & Virtusio, D. R. (2022). Advertising Appeals influencing the Brand Engagement of Gen Y and Z in terms of Social Media Pre-roll Advertisements. *Journal of Business and Management Studies, 4*(2), 163–179. <https://doi.org/10.32996/jbms.2022.4.2.13>
- De Mooij, M. (2014). International and Cross-Cultural Consumer Behavior. In H. Cheng (Ed.), *The Handbook of International Advertising Research* (pp. 127–148). John Wiley & Sons. <https://doi.org/10.1002/9781118378465.ch7>
- Dimitriou, C. K., & AbouElgheit, E. (2019). Understanding generation Z's travel social decision-making. *Tourism and Hospitality Management, 25*(2), 311–334. <https://doi.org/10.20867/thm.25.2.4>
- Doole, I., Lowe, R., & Kenyon, A. (2022). *International marketing strategy: analysis, development and implementation* (9th ed., pp. 121–123). Andover, Hampshire Cengage.
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the Future of Digital and Social Media Marketing research: Perspectives and Research Propositions. *International Journal of Information Management, 59*(1), 1–37. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Eagly, A. H., & Chaiken, S. (1993). *The Psychology of Attitudes*. Harcourt Brace College Publishers.
- Emery, C. R., & Tian, K. (2010). China Compared with the US: Cultural Differences and the Impacts on Advertising Appeals. *International Journal of China Marketing, 1*(1), 45–59. <https://www.semanticscholar.org/paper/China-Compared-with-the-US%3A-Cultural-Differences-on-Emery-Tian/19ec0f2f8cbafa25455d54682c56495680b38915>

- Gevorgyan, G., & Manucharova, N. (2015). The effects of cultural appeal, product involvement, and ethnic identity on attitudes and recall in online advertising. *Chinese Journal of Communication*, 8(2), 196–220. <https://doi.org/10.1080/17544750.2015.1014518>
- Goldring, D., & Azab, C. (2020). New Rules of Social Media shopping: Personality Differences of U.S. Gen Z versus Gen X Market Mavens. *Journal of Consumer Behaviour*, 20(4), 884–897. <https://doi.org/10.1002/cb.1893>
- GW. (2023). *Social Media Use By Generation - GWI Infographic*. www.gwi.com; GWI. <https://www.gwi.com/reports/social-media-use-by-generation>
- Hall, E. T. (1976). *Beyond Culture*. Anchor Books. https://monoskop.org/images/6/60/Hall_Edward_T_Beyond_Culture.pdf
- Hampden-Turner, C., & Trompenaars, F. (1993). The seven cultures of capitalism: value systems for creating wealth in the United States, Britain, Japan, Germany, France, Sweden and the Netherlands. *International Affairs*, 70(3). <https://doi.org/10.2307/2623748>
- Hofstede, G. (1980). *Culture's consequences: International Differences in work-related Values*. Sage Publications.
- Hofstede, G. (1991). *Cultures and organizations: Software of the mind*. McGraw-Hill.
- Hofstede, G. (2001). *Culture's consequences: Comparing values, Behaviors, Institutions, and Organizations across Nations* (2nd ed.). Sage Publications.
- Hofstede, G. (2002). Dimensions Do Not Exist: A Reply to Brendan McSweeney. *Human Relations*, 55(11), 1355–1361. <https://doi.org/10.1177/00187267025511004>
- Hofstede, G. (2020). *geerthofstede.nl*. Geerthofstede.nl; Geert Hofstede. <http://www.geerthofstede.nl/>
- Hofstede, G., & Minkov, M. (2013). V S M 2013 Values Survey Module 2013 Manual Contents Page. In *geerthofstede.com*. Geert Hofstede BV. <https://geerthofstede.com/wp-content/uploads/2016/07/Manual-VSM-2013.pdf>
- Hofstede, G., Minkov, M., & Hofstede, G. J. (2010). *Cultures and organizations: software of the mind: intercultural cooperation and its importance for survival* (3rd ed.). McGraw-Hill.

- Hornik, J., Ofir, C., & Rachamim, M. (2017). Advertising Appeals, Moderators, And Impact on Persuasion. *Journal of Advertising Research*, 57(3), 305–318. <https://doi.org/10.2501/jar-2017-017>
- Hornikx, J., Janssen, A., & O'Keefe, D. J. (2023). Cultural Value Adaptation in Advertising is Effective, But Not Dependable: A Meta-Analysis of 25 Years of Experimental Research. *International Journal of Business Communication*, 0(0), 1–25. <https://doi.org/10.1177/23294884231199088>
- Hornikx, J., & O'Keefe, D. J. (2009). Adapting Consumer Advertising Appeals to Cultural Values A Meta-Analytic Review of Effects on Persuasiveness and Ad Liking. *Annals of the International Communication Association*, 33(1), 39–71. <https://doi.org/10.1080/23808985.2009.11679084>
- Janssen, A., & Hornikx, J. (2019). Adapting advertising appeals to individualism or collectivism. The role of thought activation. *Journal of Cultural Marketing Strategy*, 4(1), 13–28. <https://www.ingentaconnect.com/content/hsp/jcms/2019/00000004/00000001/art00005>
- Jenkins, H., & Deuze, M. (2008). Editorial: Convergence Culture. *Convergence: The International Journal of Research into New Media Technologies*, 14(1), 5–12. <https://doi.org/10.1177/1354856507084415>
- Jeong, Y., & Coyle, E. (2014). What Are You Worrying About on Facebook and Twitter? An Empirical Investigation of Young Social Network Site Users' Privacy Perceptions and Behaviors. *Journal of Interactive Advertising*, 14(2), 51–59. <https://doi.org/10.1080/15252019.2014.930678>
- Jimenez, F. R., Hadjimarcou, J., Barua, M. E., & Michie, D. A. (2013). A cross-national and cross-generational study of consumer acculturation to advertising appeals. *International Marketing Review*, 30(5), 418–439. <https://doi.org/10.1108/imr-02-2012-0020>
- Kaasa, A., & Minkov, M. (2020). Are the World's National Cultures Becoming More Similar? *Journal of Cross-Cultural Psychology*, 51(7-8), 002202212093367. <https://doi.org/10.1177/0022022120933677>

- Khanh, N. T. T., & Hau, L. N. (2007). Preferred Appeals as a Reflection of Culture: Mobile Phones Advertising in Vietnam. *Asia Pacific Business Review*, 13(1), 21–39. <https://doi.org/10.1080/13602380600652987>
- Kim, J.-E., & Johnson, K. K. P. (2012). The Impact of Moral Emotions on Cause-Related Marketing Campaigns: A Cross-Cultural Examination. *Journal of Business Ethics*, 112(1), 79–90. <https://doi.org/10.1007/s10551-012-1233-6>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education Limited. https://opac.atmaluhur.ac.id/uploaded_files/temporary/DigitalCollection/ODIjY2E4ODIyODViZjFkODgzNDUxYWZINWFhZmY2MGE5MDc0ZDVMYw==.pdf
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Kwak, S. G., & Kim, J. H. (2017). Central Limit theorem: the Cornerstone of Modern Statistics. *Korean Journal of Anesthesiology*, 70(2), 144–156. Kja. <https://doi.org/10.4097/kjae.2017.70.2.144>
- Lazic, S. E. (2018). Four simple ways to increase power without increasing the sample size. *Laboratory Animals*, 52(6), 621–629. <https://doi.org/10.1177/0023677218767478>
- Lee, S., & Heere, B. (2018). Exploring the Relative Effectiveness of Emotional, Rational, and Combination Advertising Appeals on Sport Consumer Behavior. *Sport Marketing Quarterly*, 27(2), 82–92. <https://doi.org/10.32731/smq.272.062018.02>
- Lepkowska-White, E., Brashear, T. G., & Weinberger, M. G. (2003). A Test of Ad Appeal Effectiveness in Poland and The United States - The Interplay of Appeal, Product, and Culture. *Journal of Advertising*, 32(3), 57–66. <https://doi.org/10.1080/00913367.2003.10639136>
- Lin, C. A. (2001). Cultural Values Reflected in Chinese and American Television Advertising. *Journal of Advertising*, 30(4), 83–94. <https://doi.org/10.1080/00913367.2001.10673653>
- Lin, C. A., & Kim, T. (2016). Predicting user response to sponsored advertising on social media via the technology acceptance model. *Computers in Human Behavior*, 64, 710–718. <https://doi.org/10.1016/j.chb.2016.07.027>

- Llopis-Amorós, M.-P., Gil-Saura, I., Ruiz-Molina, M. E., & Fuentes-Blasco, M. (2019). Social media communications and festival brand equity: Millennials vs Centennials. *Journal of Hospitality and Tourism Management*, 40, 134–144. <https://doi.org/10.1016/j.jhtm.2019.08.002>
- Long Yi, L. (2011). The impact of advertising appeals and advertising spokespersons on advertising attitudes and purchase intentions. *African Journal of Business Management*, 5(21), 8446–8457. <https://doi.org/10.5897/ajbm11.925>
- Lutz, R. J. (1985). Affective and cognitive antecedents of attitude toward the ad: A conceptual framework. *Psychological Processes And advertising Effects*, 45–64. https://scholar.google.com/citations?view_op=view_citation&hl=en&user=PGb1goEAAAAJ&citation_for_view=PGb1goEAAAAJ:9yKSN-GCBOIC
- Madden, T. J., Allen, C. T., & Twible, J. L. (1988). Attitude toward the Ad: An Assessment of Diverse Measurement Indices under Different Processing “Sets.” *Journal of Marketing Research*, 25(3), 242–252. <https://doi.org/10.1177/002224378802500302>
- Mandler, T., Sezen, B., Chen, J., & Özsoy, A. (2021). Performance consequences of marketing standardization/adaptation: A systematic literature review and future research agenda. *Journal of Business Research*, 125, 416–435. <https://doi.org/10.1016/j.jbusres.2020.12.023>
- Mascha, E. J., & Vetter, T. R. (2018). Significance, Errors, Power, and Sample Size: The Blocking and Tackling of Statistics. *Anesthesia and Analgesia*, 126(2), 691–698. <https://doi.org/10.1213/ANE.0000000000002741>
- Mason, A. N., Narcum, J., & Mason, K. (2021). Social media marketing gains importance after Covid-19. *Cogent Business & Management*, 8(1), 1870797. <https://doi.org/10.1080/23311975.2020.1870797>
- McAlister, L., Srinivasan, R., Jindal, N., & Cannella, A. A. (2016). Advertising Effectiveness: The Moderating Effect of Firm Strategy. *Journal of Marketing Research*, 53(2), 207–224. <https://doi.org/10.1509/jmr.13.0285>

- Mccarty, J. A., & Hattwick, P. M. (1992). Cultural Value Orientations: a Comparison of Magazine Advertisements From the United States and Mexico. *Advances in Consumer Research*, 19(1), 34–48. <https://www.semanticscholar.org/paper/Cultural-Value-Orientations%3A-a-Comparison-of-From-Mccarty-Hattwick/6523ac7ab251f77580691a8b58bf868861d4fc7d>
- McSweeney, B. (2013). Fashion founded on a flaw. *International Marketing Review*, 30(5), 483–504. . <https://doi.org/10.1108/imr-04-2013-0082>
- Meta. (2024a). *Big Lots*. Wwww.facebook.com; Meta. <https://www.facebook.com/ads/library/?id=1338625256801423>
- Meta. (2024b). *Elevate your lunch with Michelin Green Star culinary excellence at Jampa*. Wwww.facebook.com; Meta. <https://www.facebook.com/ads/library/?id=7729491793782594>
- Meta. (2024c). *Meta ad library*. Wwww.facebook.com; Meta. https://www.facebook.com/ads/library/?active_status=all&ad_type=political_and_issue_ads&country=FI&media_type=all
- Meta. (2024d). *Onaro*. Wwww.facebook.com; Meta. <https://www.facebook.com/ads/library/?id=420952734221773>
- Meta. (2024e). *Uber Eats*. Wwww.facebook.com; Meta. <https://www.facebook.com/ads/library/?id=957647702625674>
- Min Jung, J., Polyorat, K., & Kellaris, J. J. (2009). A cultural paradox in authority-based advertising. *International Marketing Review*, 26(6), 601–632. <https://doi.org/10.1108/02651330911001314>
- Miron, G. (1998). Chapter: Part II, Reforming educational practices: The contribution of research - Educational practice and research. In L. Buchert (Ed.), *Education reform in the south in the 1990s*. UNESCO.
- Mishra, P., Pandey, C. M., Singh, U., Sahu, C., Keshri, A., & Gupta, A. (2019). Descriptive Statistics and Normality Tests for Statistical Data. *Annals of Cardiac Anaesthesia*, 22(1), 67–72. https://doi.org/10.4103%2Faca.ACA_157_18

- Mooij, M. K. de. (2013). Global marketing and advertising: understanding cultural paradoxes. In *Finna* (Third edition). <https://triton.fina.fi/Record/tria.315045?sid=4099502390>
- Mortimer, K., & Grierson, S. (2010). The relationship between culture and advertising appeals for services. *Journal of Marketing Communications*, 16(3), 149–162. <https://doi.org/10.1080/13527260802614229>
- Mueller, B. (1986). *Reflections of Culture: An Analysis of Japanese and American Advertising Appeals*. <https://files.eric.ed.gov/fulltext/ED271776.pdf>
- Murray, H. A. (1938). *Explorations in personality*. Oxford University Press.
- Namsawatwong, K., & Metharom, P. (2019). Attitudes of Females from Three Generations towards Advertising Using Sex Appeal. *University of the Thai Chamber of Commerce Journal Humanities and Social Sciences*, 39(4), 151–175. <https://so06.tci-thaijo.org/index.php/utccjournalhs/article/view/167134>
- Nayeem, T. (2012). Cultural Influences on Consumer Behaviour. *International Journal of Business and Management*, 7(21), 78–91. <https://doi.org/10.5539/ijbm.v7n21p78>
- Okazaki, S., & Mueller, B. (2007). Cross-cultural advertising research: where we have been and where we need to go. *International Marketing Review*, 24(5), 499–518. <https://doi.org/10.1108/02651330710827960>
- Özsomer, A., Batra, R., Chattopadhyay, A., & ter Hofstede, F. (2012). A global brand management roadmap. *International Journal of Research in Marketing*, 29(1), 1–4. <https://doi.org/10.1016/j.ijresmar.2012.01.001>
- Pallant, J. (2016). *SPSS Survival Manual* (6th ed.). McGraw-Hill.
- Park, H. M. (2009). Comparing Group Means: T-tests and One-way ANOVA Using Stata, SAS, R, and SPSS. *Scholarworks.iu.edu*. The University Information Technology Services (UIT) Center for Statistical and Mathematical Computing, Indiana University. <https://hdl.handle.net/2022/19735>
- Pollay, R. W. (1983). Measuring the Cultural Values Manifest in Advertising. *Current Issues and Research in Advertising*, 6(1), 71–92. <https://doi.org/10.1080/01633392.1983.10505333>

- Polyorat, K., Alden, D. L., & Alden, D. L. (2005). Self-Construal and Need-For-Cognition effects on brand attitudes and purchase intentions in response to comparative advertising in Thailand and the United States. *Journal of Advertising*, 34(1), 37–48. <https://doi.org/10.1080/00913367.2005.10639179>
- Prakash Yadav, G., & Rai, J. (2017). The Generation Z and Their Social Media Usage: a Review and a Research Outline. *Global Journal of Enterprise Information System*, 9(2), 110–116. *Global Journal of Enterprise Information System*. <https://doi.org/10.18311/gjeis/2017/15748>
- Prváci na VŠE 2019/2020 - jak přežít prvak. (n.d.). *Home* [Facebook page]. *Www.facebook.com*. Retrieved May 5, 2024, from <https://www.facebook.com/groups/622431751564315>
- Ra'd Almestarihi, Ahmad, Rana Hussein Frangieh, Abu-ALSondos, I. A., Khaled Khamis Nser, & Abdulkrim Ziani. (2024). Measuring the ROI of paid advertising campaigns in digital marketing and its effect on business profitability. *Uncertain Supply Chain Management*, 12(2), 1275–1284. <https://doi.org/10.5267/j.uscm.2023.11.009>
- Razali, N. M., & Wah, Y. B. (2011). Power comparisons of Shapiro-Wilk, Kolmogorov-Smirnov, Lilliefors and Anderson-Darling tests. *Journal of Statistical Modeling and Analytics*, 2(1), 21–31. <https://www.net/publication/267205556> Power Comparisons of Shapiro-Wilk Kolmogorov-Smirnov Lilliefors and Anderson-Darling Tests
- Rokeach, M. (1973). *The nature of human values*. The Free Press.
- Royston, P. (1992). Approximating the Shapiro-Wilk W-test for non-normality. *Statistics and Computing*, 2(3), 117–119. <https://doi.org/10.1007/bf01891203>
- Ruanguttamanun, C. (2023). How consumers in different cultural backgrounds prefer advertising in green ads through Hofstede's cultural lens? A cross-cultural study. *Global Business and Organizational Excellence*, 43(3), 1–18. <https://doi.org/10.1002/joe.22192>

- Rue, P. (2018). Make Way, Millennials, Here Comes Gen Z. *About Campus: Enriching the Student Learning Experience*, 23(3), 5–12. <https://doi.org/10.1177/1086482218804251>
- Sak Onkvisit, & Shaw, J. (2009). *International Marketing* (5th ed., pp. 182–190). Routledge.
- Saleem, S. (2016). *Examining the Reflection of Culture in Advertising: The Role of Cultural Values and Values-Practices inconsistency* [Doctoral dissertation]. https://www.uwasa.fi/materiaali/pdf/isbn_978-952-476-709-5.pdf
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research Methods for Business Students* (8th ed.). Pearson.
- Sawilowsky, S. S. (2009). New Effect Size Rules of Thumb. *Journal of Modern Applied Statistical Methods*, 8(2), 597–599. <https://doi.org/10.22237/jmasm/1257035100>
- Shen, F. (2013). Appeals and Cultural Values in Chinese Television Commercials. *International Business Research*, 6(4), 25–31. <https://doi.org/10.5539/ibr.v6n4p25>
- Shneor, R., & Efrat, K. (2014). Analyzing the Impact of Culture on Average Time Spent on Social Networking Sites. *Journal of Promotion Management*, 20(4), 413–435. <https://doi.org/10.1080/10496491.2014.930281>
- Sivakumar, K., & Nakata, C. (2001). The Stampede Toward Hofstede's Framework: Avoiding the Sample Design Pit in Cross-Cultural Research. *Journal of International Business Studies*, 32(3), 555–574. <https://doi.org/10.1057/palgrave.jibs.8490984>
- Soares, A. M., Farhangmehr, M., & Shoham, A. (2007). Hofstede's dimensions of culture in international marketing studies. *Journal of Business Research*, 60(3), 277–284. <https://doi.org/10.1016/j.jbusres.2006.10.018>
- Sook Moon, Y., & Chan, K. (2005). Advertising appeals and cultural values in television commercials A comparison of Hong Kong and Korea. *International Marketing Review*, 22(1), 48–66. <https://doi.org/10.1108/02651330510581172>
- Starch, D. (1923). *Principles of advertising* (1st ed.). A.W. Shaw Company.

- Steenkamp, J.-B., & Jong, M. G. de. (2010). A Global Investigation into the Constellation of Consumer Attitudes Toward Global and Local Products. *Journal of Marketing*, 74(6), 18–40. <https://doi.org/10.2307/25764281>
- Swaminathan, F. (2015). The Uncommon Sense of Advertising - Understanding Contemporary Advertising Appeals in Print of Top Advertisers in India. *Abhigyan*, 32(4). <https://go.gale.com/ps/i.do?id=GALE%7CA409715371&sid=google-Scholar&v=2.1&it=r&linkaccess=abs&issn=09702385&p=AONE&sw=w&userGroupName=anon%7E5f7e3b87&aty=open-web-entry>
- Tan, Q., & Sousa, C. M. P. (2013). International Marketing Standardization. *Management International Review*, 53(5), 711–739. <https://doi.org/10.1007/s11575-013-0172-5>
- Taylor, C. R., Miracle, G. E., & Wilson, R. D. (1997). The Impact of Information Level on the Effectiveness of U.S. and Korean Television Commercials. *Journal of Advertising*, 26(1), 1–18. <https://doi.org/10.1080/00913367.1997.10673514>
- Teng, L., Ye, N., Yu, Y., & Wu, X. (2014). Effects of culturally verbal and visual congruency/incongruency across cultures in a competitive advertising context. *Journal of Business Research*, 67(3), 288–294. <https://doi.org/10.1016/j.jbusres.2013.05.015>
- The Culture Factor Group. (n.d.). *Frequently asked questions*. www.hofstede-insights.com; The Culture Factor Group. Retrieved March 4, 2024, from <https://www.hofstede-insights.com/frequently-asked-questions>
- Tsai, W. (Sunny), & Men, L. R. (2012). Cultural values reflected in corporate pages on popular social network sites in China and the United States. *Journal of Research in Interactive Marketing*, 6(1), 42–58. <https://doi.org/10.1108/17505931211241369>
- Tuten, T. L. (2020). *Social Media Marketing* (4th ed.). <https://elevate.talis.com/uwasa/player/modules/63bc044df62dbb7585d7e107/epubs/645c04dce88e982395e09614?chapter=13&anchor=s9781529738964.i558>

- Ünal, A. T. (2021). Social Media Generations' Levels of Acceptance of Diversity. *Turkish Online Journal of Educational Technology*, 20(2), 155–168. https://www.researchgate.net/publication/353808142_Social_Media_Generations'_Levels_of_Acceptance_of_Diversity
- United Nations. (2022). *World Population Prospects - Population Division - United Nations*. United Nations; United Nations. <https://population.un.org/wpp/Download/Standard/Population/>
- Van den Bergh, J., Pelsmacker, P. D., & Worsley, B. (2023). Beyond labels: segmenting the Gen Z market for more effective marketing. *Young Consumers: Insight and Ideas for Responsible Marketers*, 25(2), 188–210. <https://doi.org/10.1108/yc-03-2023-1707>
- Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with Social Media and Social Media Advertising: the Differentiating Role of Platform Type. *Journal of Advertising*, 47(1), 38–54. <https://doi.org/10.1080/00913367.2017.1405754>
- Vrtana, D., & Krizanova, A. (2023). The Power of Emotional Advertising Appeals: Examining Their Influence on Consumer Purchasing Behavior and Brand–Customer Relationship. *Sustainability*, 15(18), 13337. <https://doi.org/10.3390/su151813337>
- We Are Social, & Meltwater. (2024). Digital 2024 Global Overview Report. In *wearesocial.com* (pp. 206–268). We Are Social. <https://wearesocial.com/uk/blog/2024/01/digital-2024-5-billion-social-media-users/>
- Westjohn, S. A., & Magnusson, P. (2017). Export Performance: A Focus on Discretionary Adaptation. *Journal of International Marketing*, 25(4), 70–88. <https://doi.org/10.1509/jim.16.0114>
- White, R. K. (1951). *Value-analysis, the Nature and Use of the Method* (1st ed.). Society for The Psychological study of Social Issues.
- Williams, K. C., & Page, R. A. (2011). (PDF) Marketing to the Generations. *Journal of Behavioral Studies in Business*, 1–17. https://www.researchgate.net/publication/242760064_Marketing_to_the_Generations

- Williams, K. C., Page, R. A., & Petrovsky, A. (2010). Multi-Generational Marketing: Descriptions, Characteristics, Lifestyles, and Attitudes. *Journal of Applied Business and Economics*, 11(2). https://www..net/publication/264877591_Multi-Generational_Marketing_Descriptions_Characteristics_Lifestyles_and_Attitudes
- Zhang, H., Sun, J., Liu, F., & G. Knight, J. (2014). Be rational or be emotional: advertising appeals, service types and consumer responses. *European Journal of Marketing*, 48(11/12), 2105–2126. <https://doi.org/10.1108/ejm-10-2012-0613>
- Zhang, Y. (2014). Cultural Messages in International Advertisements. In H. Cheng (Ed.), *The Handbook of International Advertising Research* (pp. 271–298). <https://doi.org/10.1002/9781118378465.ch14>
- Zhang, Y., & Gelb, B. D. (1996). Matching Advertising Appeals to Culture: The Influence of Products' Use Conditions. *Journal of Advertising*, 25(3), 29–46. <https://doi.org/10.1080/00913367.1996.10673505>
- Zhang, Y., & Neelankavil, J. P. (1997). The influence of culture on advertising effectiveness in China and the USA. *European Journal of Marketing*, 31(2), 134–149. <https://doi.org/10.1108/03090569710157106>
- Zhou, Y., & Kwon, J.-W. (2020). Overview of Hofstede-Inspired Research Over the Past 40 Years: The Network Diversity Perspective. *SAGE Open*, 10(3), 215824402094742. <https://doi.org/10.1177/2158244020947425>

Appendices

Appendix 1. The questionnaire

The advertising appeals on social media

Dear respondent,

This questionnaire is a part of my master thesis research, focused on exploration and assessment of the cultural differences in the effectiveness of advertising appeals in case of social media advertising. The results will facilitate further research in the understanding of cultural differences in context of international marketing and social media marketing.

The questionnaire should take you about five to ten minutes to complete. Please answer each question according to instructions. In case you would like to add additional questions or comments regarding the questionnaire or research itself, you can add them at the end of the questionnaire.

The answers to this questionnaire are anonymous and any information you provide are going to be handled with the strictest of confidentiality. The data you provide will be used as a part of the main dataset used in my master thesis project for my master's degree program at the University of Vaasa and the Prague University of Economics and Business.

In case of any questions, please contact me at fandahendl@gmail.com

Thank you for your help.

Warm regards,

František Hendl

1. When have you been born?

- 1995-2000
- 2001-2005
- 2006-2010
- Before 1995
- After 2010

2. Are you using Facebook or Instagram atleast once a week?

- Yes
- No

3. Where are you from?

- Czechia
- Finland
- Turkey
- Other

Ad evaluation

The following section contains 4 advertisements. All of these ads have been used onei-ther Facebook or Instagram in last six years.

Please evaluate each advertisement based on your personal feelings using scales, which are provided under each advertisement. During the evaluation, please try to imagine you

have encountered this advertisement while scrolling on your social media feed or while watching a video or a reel.

Please switch on the audio while viewing the advertisements.

Ad 1

Note: the video Ad 1 was presented here (Meta, 2024d).

4. The advertisement was in your opinion:

	1	2	3	4	5	6	7	
Very bad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Very good

5. The advertisement was in your opinion:

	1	2	3	4	5	6	7	
Very uninteresting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Very interesting

6. How did you like the advertisement?

	1	2	3	4	5	6	7	
Not at all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Very much

7. The advertisement was in your opinion:

	1	2	3	4	5	6	7
--	---	---	---	---	---	---	---

17. The advertisement was in your opinion:

	1	2	3	4	5	6	7	
Very uninteresting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Very interesting

18. How did you like the advertisement?

	1	2	3	4	5	6	7	
Not at all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Very much

19. The advertisement was in your opinion:

	1	2	3	4	5	6	7	
Not irritating at all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Very irritating

20. If the service was available in your country, how likely is it that you would consider the purchase of the service based on the shown advertisement?

	1	2	3	4	5	6	7	
Very unlikely	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Very likely

21. Do you have any other comments about what you liked or disliked concerning the displayed advertisement, that you would like to share?

Ad 4

Note: the video Ad 4 was presented here (Meta, 2024b)

22. The advertisement was in your opinion:

	1	2	3	4	5	6	7	
Very bad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Very good

23. The advertisement was in your opinion:

	1	2	3	4	5	6	7	
Very uninteresting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Very interesting

24. How did you like the advertisement?

	1	2	3	4	5	6	7	
Not at all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Very much

25. The advertisement was in your opinion:

	1	2	3	4	5	6	7	
Not irritating at all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Very irritating

26. If the service was available in your country, how likely is it that you would consider the purchase of the service, based on the shown advertisement?

	1	2	3	4	5	6	7	
Very unlikely	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Very likely

27. Do you have any other comments about what you liked or disliked

concerning the displayed advertisement, that you would like to share?

28. How often do you stop scrolling on social media to watch a video advertisement?

- Often
- Sometimes
- Never

29. Have you ever visited the website or social media profile of a brand after seeing their video advertisements?

- Yes, frequently
- Yes, occasionally
- No, I have never visited any website or social media profile of a brand after seeing its advertisements
- I am not sure / I do not remember

30. How often do you buy something new based on the advertisement on social media (either by going on their page directly through clicking on the ad or by looking up the product's / service's webpage yourself)?

- More than once a week
- Once a week
- 2-3 times a month
- Once a month

- Once in 3 months
 - Once in 6 months
 - Once a year
 - Never
31. How much does it influence you to a purchase, when the content of the advertisement on social media aligns with your personal in values and beliefs?
- Not at all
 - A little
 - A lot
32. To what extent do you like the ads on social media to be personalised ads (ads appearing based on your browsing history, interests and your online activity) ?
- I like it a lot
 - I rather like it
 - I do not care
 - I rather dislike it
 - I dislike it a lot
33. How comfortable are you with the advertisers using the data from your browsing history and your online activities to personalize the advertisements on your social media?

- Very uncomfortable
- Uncomfortable
- I do not care
- Comfortable
- Very comfortable

34. How do you feel about targeted advertising on social media based on your demographic information (e.g. age, location, gender)?

- I am happy to get the relevant content
- I do not care
- I would prefer not to be targeted based on my demographic information

35. What is your gender?

- Male
- Female
- Other
- Prefer not to say

36. What is your highest level of education you have completed?

- Primary school
- High school (or equivalent)

- Bachelor's degree (or equivalent)
- Master's degree
- Doctoral degree
- Other

37. How much time do you think you daily spend on social media, such as Facebook, Instagram, Messenger, WhatsApp etc.?

- 30 minutes and less
- More than 30 minutes but less than 1 hour
- 1 hour or more but less than 2 hours
- 2 hours or more but less than 3 hours
- 3 hours or more

38. Do you have any additional comments or questions?

Appendix 2. The list of Pollay's appeals and their definitions

Table 11. Pollay's list of 42 appeals (Pollay, 1983, pp. 80-84).

Appeal	Definition
Effective (effect)	<ul style="list-style-type: none"> - feasible, workable, useful, pragmatic, appropriate, functional, consistent, efficient, helpful, comfortable (clothes), tasty (food) <p>Note: includes strength and longevity of effect</p>
Durable (rugged)	<ul style="list-style-type: none"> - long-lasting, permanent, stable, enduring, strong, powerful, hearty, tough
Convenient (handy)	<ul style="list-style-type: none"> - handy, time-saving, quick, easy, suitable, accessible, versatile
Ornamental (Pretty)	<ul style="list-style-type: none"> - beautiful, decorative, ornate, adorned, embellished, detailed, designed, styled
Cheap (cheap)	<ul style="list-style-type: none"> - economical, inexpensive, bargain, cut-rate, penny-pinching, discounted, at cost, undervalued, a good value
Dear (dear)	<ul style="list-style-type: none"> - expensive, rich, valuable, highly regarded, costly, extravagant, exorbitant, luxurious, priceless
Distinctive (rare)	<ul style="list-style-type: none"> - rare, unique, unusual, scarce, infrequent, exclusive, tasteful, elegant, subtle, esoteric, hand-crafted <p>Examples: The "only.....," the "best,," "At leading drug stores."</p>
Popular (common)	<ul style="list-style-type: none"> - commonplace, customary, well-known, conventional, regular, usual, ordinary, normal, standard, typical, universal, general, everyday <p>Examples: "Largest seller," the "ubiquitous comestible"</p>
Traditional (old)	<ul style="list-style-type: none"> - classic, historical, antique, old, legendary, time-honoured, long-standing, venerable, nostalgic <p>Example: "80 years of experience"</p>
Modern (new)	<ul style="list-style-type: none"> - contemporary, modern, new, improved, progressive, advanced - introducing, announcing <p>Example: "Slightly ahead of our time"</p>
Natural (nature)	<ul style="list-style-type: none"> - references to the elements, animals, vegetables, minerals, farming - unadulterated, purity (of product), organic, grown, nutritious

Appeal	Definition
Technological (tech)	<ul style="list-style-type: none"> - engineered, fabricated, formulated, manufactured, constructed, processed - resulting from science, invention, discovery, research - containing secret ingredients <p>Examples: "Factory-Fresh," "includes XK-17"</p>
Wisdom (wisdom)	<ul style="list-style-type: none"> - knowledge, education, awareness, intelligence, curiosity, satisfaction, comprehension, sagacity, expertise, judgment, experience <p>Examples: "Judge for yourself," "Experts agree....."</p> <p>Note: Detailed information, instructions, or recipes imply "wisdom" as at least subsidiary theme.</p>
Magic (magic)	<ul style="list-style-type: none"> - miracles, magic, mysticism, mystery, witchcraft, wizardry, superstition, occult sciences, mythic characters - to mesmerize, astonish, bewitch, fill with wonder <p>Examples: "Bewitch your man with....." "Cleans like magic"</p>
Productivity (work)	<ul style="list-style-type: none"> - references to achievement, accomplishment, ambition, success, careers, self-development - being skilled, accomplished, proficient - pulling your weight, contributing, doing your share <p>Examples: "Develop your potential," "Get ahead."</p> <p>Note: Social recognition of achievement codes as status</p>
Relaxation (relax)	<ul style="list-style-type: none"> - rest, retire, retreat, loaf, contentment, be at ease, be laid-back, vacations, holidays, to observe
Enjoyment (enjoy)	<ul style="list-style-type: none"> - to have fun, laugh, be happy, celebrate, to enjoy games, parties, feasts and festivities, to participate
Maturity (maturity)	<ul style="list-style-type: none"> - being adult, grown-up, middle-aged, senior, elderly - having associated insight, wisdom, mellowness, adjustment - references to aging, death, retirement, or age-related disabilities or compensations <p>Example: "You're getting better with age."</p>
Youth (youth)	<ul style="list-style-type: none"> - being young or rejuvenated, children, kids - immature, undeveloped, junior, adolescent <p>Example: "Feel young again."</p>

Appeal	Definition
Safety (safe)	<ul style="list-style-type: none"> - security (from external threats), carefulness, caution, stability, absence of - guarantees, warranties are manufacturers' reassurances <p>Examples: "Be sure with Allstate," "Contains no harmful ingredients."</p>
Tamed (tamed)	<ul style="list-style-type: none"> - docile, civilized, restrained, obedient, compliant, faithful, reliable, responsible, domesticated, sacrificing, self-denying
Morality (moral)	<ul style="list-style-type: none"> - humane, just, fair, honest, ethical, reputable, principled, religious, devoted, spiritual
Modesty (modest)	<ul style="list-style-type: none"> - being modest, naive, demure, innocent, inhibited, bashful, reserved, timid, coy, virtuous, pure, shy, virginal
Humility (humble)	<ul style="list-style-type: none"> - unaffected, unassuming, unobtrusive, patient, fate-accepting, resigned, meek, plain-folk, down-to-earth
Plain (plain)	<ul style="list-style-type: none"> - unaffected, natural, prosaic, homespun, simple, artless, unpretentious
Frail (frail)	<ul style="list-style-type: none"> - delicate, frail, dainty, sensitive, tender, susceptible, vulnerable, soft, genteel
Adventure (bold)	<ul style="list-style-type: none"> - boldness, daring, bravery, courage - seeking adventure, thrill, or excitement <p>Example: "Go for the Gusto."</p> <p>Note: Code general confidence and psychological security as secure.</p> <p>Note: Code sweepstakes, lotteries, etc., for which nothing is risked according to "value" of prizes.</p>
Untamed (untame)	<ul style="list-style-type: none"> - primitive, untamed, fierce, coarse, rowdy, ribald, obscene, voracious, gluttonous, frenzied, uncontrolled, unreliable, corrupt, obscene, deceitful, savage <p>Example: "Go wild with Windsong."</p>
Freedom (free)	<ul style="list-style-type: none"> - spontaneous, carefree, abandoned, indulgent, at liberty, uninhibited, passionate <p>Example: "X, for the Free Me."</p>
Casual (casual)	<ul style="list-style-type: none"> - unkempt, disheveled, messy, disordered, untidy, ruffled, rumped, sloppy - casual, irregular, noncompulsive, imperfect

Appeal	Definition
Vain (vain)	<ul style="list-style-type: none"> - having a socially desirable appearance, being beautiful, pretty, handsome, being fashionable, well-groomed, tailored, graceful, glamorous <p>Note: Generalized “conceit” may code as status. Code beauty of obviously sexual nature or purpose as sexual.</p>
Sexuality (eros)	<ul style="list-style-type: none"> - erotic relations: holding hands, kissing, embracing between lovers, dating - intense sensuality, feeling sexual, erotic behavior, lust, earthiness, indecency - attractiveness of clearly sexual nature
Independence (alone)	<ul style="list-style-type: none"> - self-sufficiency, self-reliance, autonomy, unattached - to do-it-yourself, to do your own thing - original, unconventional, singular, nonconformist
Security (secure)	<ul style="list-style-type: none"> - confident, secure, possessing dignity, self-worth, self-esteem, self-respect, peace of mind <p>Note: Freedom from external risk code as safety.</p>
Status (status)	<ul style="list-style-type: none"> - envy, social status or competitiveness, conceit, boasting, prestige, power, dominance, exhibitionism, pride of ownership, wealth (including the sudden wealth of prizes), trend-setting, to seek compliments <p>Example “Keep up with (or ahead of) the Joneses.”</p>
Affiliation (group)	<ul style="list-style-type: none"> - to be accepted, liked by peers, colleagues, and community at large, to associate - to join, unite, or otherwise bond in friendship, fellowship, companionship - to conform to social customs, have manners, social graces and decorum, tact or gather with, to be social cooperation, reciprocity and finesse <p>Note: Romantic affiliations code as sexual or family based on context.</p>
Nurturance (nurture)	<ul style="list-style-type: none"> - to give gifts, especially sympathy, help, love, charity, support, comfort, protection, nursing, consolation, or otherwise care for the weak, disabled, inexperienced, tired, young, elderly, etc.

Appeal	Definition
	Note: When given within the family code under family.
Succorance (succor)	<ul style="list-style-type: none"> - to receive expressions of love (all expressions except sexuality), gratitude, pats on the back - to feel deserving <p>Note: The desire to be married code under family and self-respect code under secure.</p> <p>Example: "You deserve a break today."</p>
Family (family)	<ul style="list-style-type: none"> - nurturance within the family, having a home, being at home, family privacy - getting married companionship of siblings, kinship <p>Note: References to ancestry code as traditional.</p>
Community (state)	<ul style="list-style-type: none"> - relating to community, state, or national publics, public spiritedness, group unity, national identity, society, patriotism, civic and community organizations of other than social purpose
Healthy (fit)	<ul style="list-style-type: none"> - fitness, vim, vigor, vitality, strength, heartiness, to be active, athletic, robust, peppy, free from disease, illness, infection, or addiction
Neat (neat)	<ul style="list-style-type: none"> - orderly, neat, precise, tidy - clean, spotless, unsoiled, sweet-smelling, bright - free from dirt, refuse, pests, vermin, stains and smells, sanitary

Appendix 3. The group interview – coding sheet

Table 12. Advertisements coding sheet.

Number	Advertisement for brand	Assumption	Dominant	Subordinate
1.	Mercedes-Benz	Status		
2.	T.J. Maxx	Cheap		
3.	UberEats 2	Convenience		
4.	Sheertax	Durable		
5.	Audemars Piguet	Status		
6.	Noredace	Effective		
7.	Eat to Heal	Natural		
8.	Two Guys with Knives	Convenience		
9.	Big Lots	Cheap		
10.	Practical	Effective		
11.	Jampa	Natural		
12.	BMW	Status		
13.	Kitchen Aid	Convenience		
14.	Nibble	Wisdom		
15.	Farmhouse delivery	Natural		
16.	UberEats 1	Convenience		
17.	Irobot Roomba	Effective		

Note: the table has been given to the participants without the assumption column.