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The effects of adaptation of appeals on the engagement of customers

A study on localised Instagram accounts of Coca-Cola in the USA, Finland, and the Philippines

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ABSTRACT:

Cultural differences have always played a significant role in international advertising and intercultural communication. Cultural values stemming from these differences are often reflected in advertising appeals. Another important aspect of cultural differences is understanding intercultural communication. It is essential in today's world, where social media allows people to connect instantly across national borders. Ineffective communication can lead to misunderstandings and misinterpretations, which may result in lost customers, missed business opportunities, and damaged relationships. While the adaptation and standardisation of international marketing have been topics of extensive research, the findings have remained mixed and inconclusive. The presence and growth of social media platforms brings an ever-developing aspect to the mix. Instagram as a social media platform has not been researched extensively as it might have been overlooked due to even more popular platform Facebook. This study aims to add in the research literature regarding localised Instagram accounts and the effects on engagement of the customers the adaptation of the appeals of the content on those accounts has.

Coca-Cola was chosen as the company to be used in this study because they are widely regarded as a company that adapts their marketing in different countries. This study has been further delimited to three countries: the USA, Finland and the Philippines. These countries were chosen due to the differences between their cultures, which enables the comparison between the appeals that are used in the content of their localised Instagram accounts. This thesis has based its theoretical framework on the concepts of Hofstede´s cultural dimensions, Hall's high- and low-context communication and Pollay´s advertising appeals. The research method that is used in the empirical part of this study is quantitative research method with a deductive approach. The data for this study was collected by the author by coding a total of 60 Instagram posts (20 from each localised account) based on the appeals and engagement metrics found from the posts.

The findings from statistical tests mostly supported the hypotheses regarding the appeals found from the posts of the localised Instagram accounts. This suggests that the advertising appeals and the ratings on different dimensions of the Hofstede model are in line with each other. However, the findings regarding the relationship between the appeals and engagement did not support the hypotheses that expected them to be positively related with each other. Possible reasons for that might be the small sample size or the selected metric for measuring engagement.

KEYWORDS: Advertising appeals, Hofstede's cultural dimensions, High- and low-context communication, Cultural differences, Social media, Instagram, Engagement

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TIIVISTELMÄ:

Kulttuurierot ovat aina näytelleet suurta roolia kansainvälisessä markkinoinnissa sekä kulttuurien välisessä kommunikaatiossa. Kulttuurilliset arvot, jotka johtavat juurensa näistä eroista näkyvät markkinoinnin vetovoimatekijöissä. Toinen tärkeä elementti kulttuurieroissa on ymmärtää kulttuurien välistä kommunikaatiota. Se on erittäin tärkeää tämän päivän maailmassa, jossa sosiaalinen media mahdollistaa ihmisten välittömän yhteyden muodostamisen toisiin, yli kansallisten rajojen. Kommunikoinnin toimimattomuus voi johtaa väärinymmärryksiin, joka voi vuorostaan johtaa asiakkaiden menettämiseen, taloudellisten mahdollisuuksien menettämiseen sekä suhteiden heikkenemiseen tai jopa vaurioitumiseen. Vaikka kansainvälisen markkinoinnin sopeuttaminen ja standardisoiminen ovat laajasti tutkittuja aiheita, ovat niihin liittyvät tulokset olleet epäjohdonmukaisia ja sekalaisia. Sosiaalisen median kasvu tuo sekaan alati kehittyvän elementin. Instagramia ei ole tutkittu laajasti sosiaalisen median alustana, sillä se on vaikuttanut jääneen vielä suositumman alustan, Facebookin, varjoon. Tämän tutkimuksen tavoitteena on lisätä tieteellistä kirjallisuutta lokalisoiduista Instagram käyttäjistä ja kyseisten käyttäjien sisältöjen vetovoimatekijöiden sopeuttamisen vaikutuksista asiakkaiden sitoutumiseen.

Coca-Cola valittiin kohteeksi tähän tutkimukseen, sillä sitä on laajasti pidetty yrityksenä, joka sopeuttaa markkinointiaan eri maissa. Tämä tutkimus on suunnattu entisestään keskittymään kolmeen maahan: Yhdysvaltoihin, Suomeen ja Filippiineihin. Nämä maat valittiin niiden kulttuurierojensa takia, mikä mahdollistaa niiden lokalisoitujen Instagram käyttäjien sisällöistä löytyvien vetovoimatekijöiden vertailemisen. Tämän tutkielman teoreettinen viitekehys perustuu Hofsteden kulttuurillisten ulottuvuuksien, Hallin korkean ja matalan kontekstin kommunikaation sekä Pollayn markkinoinnin vetovoimien teorioihin. Tämän tutkimuksen empiirisessä osiossa käytetään kvantitatiivista tutkimusmenetelmää ja deduktiivista lähestymistapaa. Materiaali tähän tutkimukseen kerättiin koodaamalla yhteensä 60 Instagram julkaisua (20 jokaiselta käyttäjältä) niistä löytyviin vetovoimatekijöihin ja sitoutuneisuuden mittareihin perustuen.

Tilastollisten testien tulokset suurimmalta osin tukivat hypoteeseja, jotka liittyivät lokalisoitujen Instagram käyttäjien sisällöistä löytyviin vetovoimatekijöihin. Tämä tarkoittaa, että vetovoimatekijät ja arvot tietyissä ulottuvuuksissa Hofsteden mallissa ovat linjassa keskenään. Tulokset vetovoimatekijöiden ja sitoutuneisuuden välillä eivät kuitenkaan tukeneet hypoteeseja, joiden mukaan niiden piti positiivisesti korreloida keskenään. Tämä saattaa johtua pienestä otoksen koosta tai sitoutuneisuuden mittaamiseen valitusta mittarista.

KEYWORDS: Advertising appeals, Hofstede’s cultural dimensions, High- and low-context communication, Cultural differences, Social media, Instagram, Engagement

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1 Introduction

This first chapter presents the background of this study and discusses the research gap that this study aims to fill. It also presents the research questions for this study. Finally, it briefly goes through the structure of this thesis.

1.1 Background of the study

Today, over 5 billion people worldwide use social media (Statista, 2024). That amounts to over 60 percent of the global population. The number of social media users is projected to surpass 6 billion by the year 2028 (Statista, 2024). This rapid growth presents a continuous opportunity to extend the current literature regarding social media marketing, and the opportunities it presents. The growth of social media has made it easier to communicate with people across national borders. The same applies to businesses as the emergence of social media platforms has shaped the way customers and companies interact with each other (Dolan et al., 2019, p. 2215). Customer engagement is defined by Dolan et al. (2019, p. 2215) as a psychological process that leads customers to being brand loyal. They continue to highlight the importance for organisations to focus on customer engagement on social media as it can be affected both positively and negatively by the presence of the organisation on social media platforms.

Cultural differences between countries mean that multinational corporations must decide whether they standardise their marketing in all the countries they operate in or adapt it to match the targeted country (Vrontis et al., 2009, p. 479). Those who favour standardised marketing practices regarding product offering, promotional mix, and strategies of pricing and distribution argue that it enhances the performance of a company (Özsomer & Simonin, 2004). However, Westjohn & Magnusson (2017) argue that cross-national differences suggest that adapting marketing strategies might be needed to better appeal to local consumers and to comply with local laws and regulations. A systematic literature review by Mandler et al. (2021) found out that despite being a topic of extensive research, adaptation versus standardisation of marketing has had no conclusive

findings regarding its impact on performance (Mandler et al., 2021, p. 416). They propose that this lack of conclusiveness might stem from the lack of strong theoretical foundations. The mixed and inconclusive findings highlight the need for further research on the topic.

A review and analysis of the existing literature in social media in marketing by Arora & Sanni (2019) shows that Facebook has been the most popular platform in research regarding social media marketing. Although Facebook remains the most popular social media platform in terms of monthly active users (Statista, 2024), there are other platforms with enormous numbers of users which have not been subject to nearly as much research. Instagram is, the third biggest social media platform, after Facebook and YouTube, with approximately 2 billion monthly active users (Statista, 2024). Unlike Facebook, Instagram does not offer the option to have a global account with localised subaccounts (Rodriguez, 2024). This has led to companies starting to create localised Instagram accounts to better appeal to local audiences all over the world. These localised accounts have not been subject to any major research so far which presents a huge research gap.

1.2 Research questions

This study aims to extend the current research literature about localised Instagram accounts. This study focuses on Coca-Cola Company as it is one of the biggest multinational companies that is widely regarded as a company that adapts their social media content, and it has multiple localised accounts on Instagram. Instagram was chosen as the platform because it has established itself as one of the most used but not thoroughly researched social media platforms globally. Based on these factors the research question of this study is the following:

- **How companies adapt the appeals of the content on their localised Instagram accounts to increase engagement of the consumers?**

The following subquestions have been developed to help answer the main research question:

- What are the main reasons for adaptation and standardisation of marketing?
- How can companies adapt their content to appeal to customers from countries with cultural differences?
- Are the appeals of the content on localised Instagram accounts adapted to match the targeted culture?
- Does adaptation of appeals lead to more engagement from customers?

1.3 Structure of the thesis

This thesis follows a traditional structure. After this introductory chapter, a literature review follows which discusses the most important concepts and theories regarding this study. It also presents the theoretical framework for this study. That is followed by a chapter about the research methodology of this study which presents the data collection and analysis methods used in this study. It also discusses the reliability and validity of this study. The next chapter presents the main findings of this study in the form of hypothesis testing and additional analysis. The last chapter concludes this thesis by presenting a summary and discussion of the theoretical contributions and managerial implications of this thesis.

2 Literature review

This chapter defines and discusses the most important terms and most relevant theories of this thesis. It also presents the hypotheses that are going to be tested in the empirical part of this thesis.

2.1 Adaptation versus standardisation

Multi-national corporations (MNCs) need to make the choice between adapting and standardising regarding their operations in different countries they operate in (Vrontis et al., 2009, p. 479). The choice between adapting and standardising can lead to different outcomes. A meta-analysis by Hornikx et al. (2023) found that culturally adapted value appeals in advertisements are proven to be better liked and more persuasive than standardised advertisements. It also shows that the importance of adaptation has been declining over the past 25 years. Hornikx et al. (2023) propose that it is “very probably” due to globalisation and mediatisation.

2.1.1 Definitions

According to Haron (2016, p. 1), globalisation has brought markets closer to each other, making it possible to use standardised strategies all around the world. Haron (2016, p. 1) defines standardisation as “the process of encompassing and successfully applying domestic target-market-dictated product standards - tangible and/or intangible attributes – to markets in foreign environments.” Haron continues that greater marketing incentives, forward-thinking technology, convergence of consumer needs and preferences, and increasing global rivalry are reasons behind the rise of standardisation.

Haron (2016, p. 2) describes localisation as the alteration of a product or service to suit the needs of another target market. Adaptation and customisation are two terms that have also been used as synonyms for localisation. Haron (2016, p. 2–3) gives definitions for both terms. Adaptation is defined as “the mandatory alteration of domestic target

market-dictated product standards – tangible and/or intangible qualities – as to make the product appropriate to foreign environmental conditions." While, customisation, is defined as "the optional modification of domestic target-market-dictated product standards, tangible and intangible characteristics, as to make it economically and culturally appropriate to foreign customers." Since all three terms are used synonymously, This thesis uses "adaptation" over the two other options to describe the alteration of marketing mix elements to suit the needs of another target market.

2.1.2 Reasons for adaptation and standardisation

De Mooij & Hofstede (2010, p. 85) argue that "The study of culture for understanding global advertising results from the global–local dilemma: whether to standardise advertising for efficiency reasons or to adapt to local habits and consumer motives to be effective." A systematic literature review by Mandler et al. (2021) found that despite the standardisation/adaptation of marketing being a topic of extensive research, the findings regarding the impact it has on performance remain mixed and inconclusive.

Bengtson et al. (2010, p. 552) present some benefits of standardisation from a conventional branding point of view. These benefits include increased brand awareness, brand involvement, brand credibility and brand loyalty as well as reduced consumer uncertainty and generating a consistent brand image. They also mention some problems that arise when standardising. Some examples are the facts that brand meaning varies by context, consumer segment, and time, and that the value of brand consistency differs among consumers.

According to Haron (2016, p. 1–2) there are four advantages of standardisation that make it a tempting option for many global companies. These four advantages are: economies of scale, transfer of experience, uniform global image and easier control, monitoring, and coordination. Haron (2016, p. 2) adds that even though there are many advantages of standardisation, it may also lead to low sales if the products are not consistent with the environment of the targeted market. Haron (2016, p. 2) also lists some

disadvantages of standardisation: governmental and trade restrictions, the nature of the marketing infrastructure, differences in customer interests and response patterns, the nature of the competitive structure, and the case of multi product.

According to Haron (2016, p. 2) supporters of adaptation can believably argue that cultural differences as well as other differences such as economic, political, and legal differences mean that products require some localisation to different markets to be successful. Advantages Haron (2016, p.2) mentions are responsiveness to local needs, expedited local business development, and increased income and market share. The disadvantages of adaptation that Haron (2016, p. 2–3) mentions are lack of transfer of experience or knowledge, absence of economies of scale, limited control, and global image challenges.

Haron (2016, p. 2) explains the need to localise marketing with the fact when businesses enter new markets, they are confronted with a diverse range of macro-environmental factors and constraints. These include differences in language, climate, cultural values, societal norms, education levels, occupations, and legal frameworks. Each of these elements plays a significant role in shaping how a product or service is perceived, accepted, and consumed within a specific region.

Mahdi et al. (2017, p. 306) found that full localisation of advertising is a viable option in any country. They claim that the regardless of the openness of the culture towards foreign markets, fully localised advertising is at least equal if not the better option compared to standardised advertising.

Vrontis et al. (2009, p. 481–482) argue that taking an extreme approach to the standardisation versus adaptation problem is not the right way to approach it. According to them, to be successful, multinational corporations need to incorporate some elements from both approaches into their own marketing strategy. This means that standardising some elements of the marketing mix while using adaptation when necessary to satisfy market needs is the most effective approach.

These mixed views and opinions of scholars highlight the inconclusive findings regarding the global–local dilemma. The best way to approach standardisation/adaptation seems to be changing rather quickly due to phenomena such as globalisation and the rise of social media. For that reason, the choice between the approaches seems to be case specific so neither approach can be claimed as the better option for all scenarios.

2.2 Cultural differences

Minkov and Hofstede (2014) describe culture as "gravitational force" that keeps different regions of a nation together and forms a shared cultural space. They continue that it is the force that keeps regions of other nations apart from this cultural space. What makes cultures different from each other are their unique characteristics. The Hofstede model (Hofstede, 2001) and the high- and low-context communication (Hall, 1976) frameworks are great tools to compare cultures as well as to gain better understanding of the differences between them.

2.2.1 Hofstede model

De Mooij & Hofstede (2010, p. 86) argue that the consumers must be central when developing effective advertising. The concepts of self and personality are shaped by the cultural values that individuals are surrounded by. Because of this it is important to have good understanding about the cultural values of the targeted customers.

The Hofstede model (Hofstede 2001; Hofstede & Hofstede 2005) rates different cultures using five dimensions: power distance, individualism/collectivism, masculinity/femininity, uncertainty avoidance, and long-/short-term orientation. In 2010 a sixth dimension was added to the Hofstede model: indulgence/restraint (Hofstede, 2011, p. 15). The model rates all six dimensions of a total of 76 countries on a scale from 0 to 100. That enables a simple comparison of cultures between multiple countries.

De Mooij & Hofstede (2010, p. 88) define the power distance dimension as “the extent to which less powerful members of a society accept and expect that power is distributed unequally”. They continue that in large power distance cultures everyone has their rightful place in a hierarchical society, and it is considered important to show your social status so that others can show proper respect. Understanding this concept is important for global brands so they can focus their marketing to the right audience.

Individualism/collectivism can be defined as “people looking after themselves and their immediate family only, versus people belonging to in-groups that look after them in exchange for loyalty” (de Mooij & Hofstede, 2010, p. 88–89). De Mooij & Hofstede (2010, p. 89) claim that the differences between individualistic and collectivistic cultures are reflected in their communication styles. Individualistic cultures prefer explicit verbal communication whereas collectivistic cultures use indirect style of communication. They are also present in advertising: while persuasion is used in individualistic cultures, collectivistic cultures prefer building trust.

The masculinity/femininity dimension can be defined as follows: “The dominant values in a masculine society are achievement and success; the dominant values in a feminine society are caring for others and quality of life” (de Mooij & Hofstede, 2010, p. 89). In masculine societies it is common to showcase own achievements and success, so luxury items and jewellery are important (de Mooij & Hofstede, 2010, p. 89).

De Mooij & Hofstede (2010, p. 89–90) define uncertainty avoidance as “the extent to which people feel threatened by uncertainty and ambiguity and try to avoid these situations”. They add that people in cultures of high uncertainty avoidance tend to believe in experts and need rules and formality to their lives. They are also more conservative towards changes and innovations compared to those in cultures with low uncertainty avoidance.

According to de Mooij & Hofstede (2010, p. 90) Long- versus short-term orientation can be defined as “the extent to which a society exhibits a pragmatic future-orientated perspective rather than a conventional historic or short-term point of view”. They explain that while short-term oriented cultures include values like personal stability and tradition and focus on happiness, long-term oriented cultures focus on pursuit of peace of mind and investments into the future.

Indulgence is described by Hofstede (2011, p. 15) as “gratification of basic and natural human desires related to enjoying life and having fun”. Restraint is described as the opposite of indulgence. Societies that have strict social norms that regulate the gratification of desires are examples of restraint.

2.2.2 High- and low-context communication

Hall (1976) presented a popular cultural framework, that states that cultures can be compared to each other through the styles they use to communicate. Through this framework cultures can be considered high-context or low-context cultures. Würtz (2005, p. 274) explains that in low-context cultures such as Scandinavians and Germans communication mostly occurs through explicit statements in text and speech. On the other hand, in high-context cultures like Japanese and Chinese messages usually include also other types of communication like body language and the use of pauses.

The role of advertising is different in cultures where high-context communication is preferred compared to those in which low-context communication is more popular. In high-context cultures the role of advertising is to create trust whereas in low-context cultures advertising is used to persuade customers to make purchases (Cheng, 2014, p. 130–131).

De Mooij (2021, p. 371) mentions a couple of differences in high- and low context communication in advertising. They highlight the use of pronouns such as “you”, “we”, and “I”, in low-context cultures. Also, the use of imperatives is mentioned as a characteristic of low-context communication.

There is a link between the framework of high- and low-context proposed by Hall (1976) and the Hofstede model (Hofstede, 2001). Würtz (2005, p. 279) points out the correlation between the dimensions of collectivism/individualism and high- and low-context, stating that high-context cultures tend to be collectivistic and low-context cultures individualistic. De Mooij (2021, p. 371) mentions the preference over the high- and low context communications as an important difference between individualistic and collectivistic cultures.

Another dimension of the Hofstede model that is linked to high- and low-context dimension is power distance (Würtz, 2005, p. 280). The characteristics shown by high power distance cultures match those affiliated with high-context cultures. Similarly, cultures with low power distance share similar characteristics to low-context cultures.

2.2.3 The USA, Finland and the Philippines

The Hofstede model (Hofstede 2001; Hofstede & Hofstede 2005) is a useful tool to analyse the cultural differences between the USA, Finland, and the Philippines that are the countries chosen for this study. The biggest differences between the countries based on the Hofstede model are in the dimensions of power distance, individualism/collectivism and masculinity/femininity. The rating of the Philippines on power distance is 94 whereas the ratings of the USA and Finland are 40 and 33 respectively. A dimension with big differences is Individualism/collectivism in which the USA has the rating of 91 compared to 32 of the Philippines. Finland has a rating of 63 and falls in between the other countries. In masculinity/femininity the rating of Finland (26) is lower than the ratings of the USA (62) and the Philippines (64) which presents the biggest difference between the USA and Finland which are rather similar in terms of other dimensions. All the countries are close to each other in the rest of the dimensions with the ratings in uncertainty avoidance ranging from 44 to 59, in long term orientation from 26 to 38, and in indulgence from 42 to 68.

Table 1 shows the different ratings Finland, the USA and the Philippines have got on each of the dimensions in the Hofstede model. This study is going to use these ratings to analyse whether Coca-Cola has adapted content on their localised Instagram accounts to match the cultural characteristics of these chosen countries.

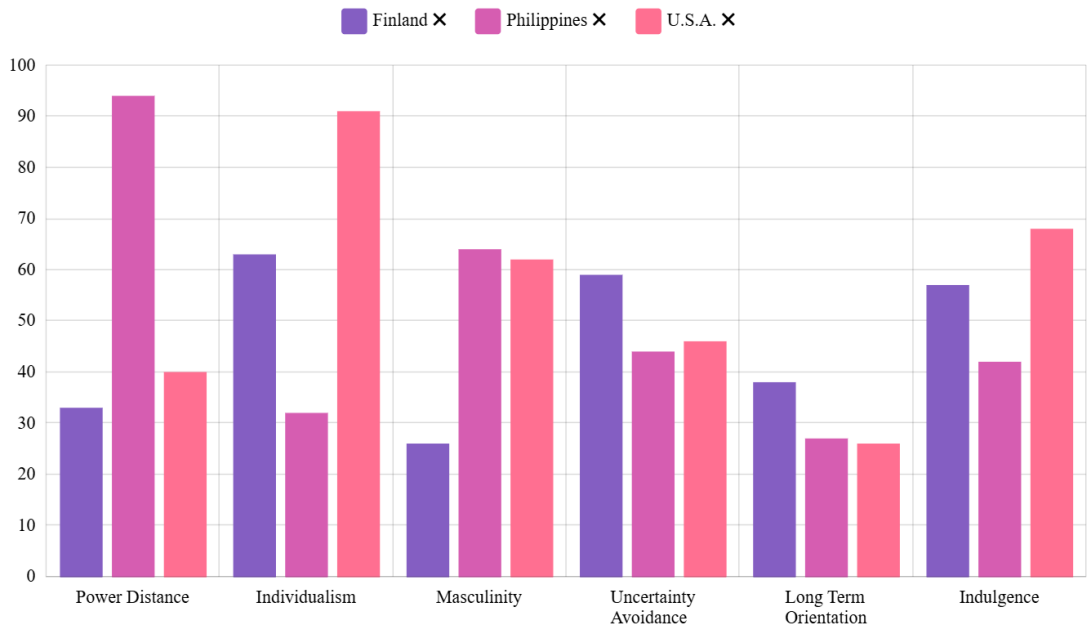

Table 1 Country comparison bar chart (2025).

2.3 Advertising appeals

According to Cheng (2014, p. 275) advertising appeals refer to “a conscious attempt” through “any messages designed to motivate customers to purchase”. De Mooij (2021, p. 362) adds that the appeal in advertising is a “comprehensive concept” that includes motives and values that define a message.

Pollay (1983) created a framework of 42 appeals based on the works of multiple other authors in the field of cultural values used in advertising. This framework has since played a significant role in the research of advertising appeals in cross-cultural context (Saleem, 2016). Other appeals have been developed and used in studies since (De Mooij, 2021), but the framework of Pollay established the foundations for the study of appeals in advertising.

Albers-Miller and Stafford (1999, p. 43–44) claim that the purchase decisions made by individuals are affected by rational or emotional appeals. They continue that rational advertising is built on the belief that customers make logical and rational purchasing decisions and relies on the persuasive power of their arguments or reasons regarding brand attributes. Emotional advertising is based on the emotional and experiential side of consumption and tries to make customers feel positive emotions towards the product. It relies on feelings for effectiveness. For their study, Albers-Miller and Stafford (1999) categorised all the 42 appeals proposed by Pollay (1983) to be either rational or emotional as presented in table 2.

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
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

Appeal	Rational/Emotional	Appeal	Rational/Emotional
Status	Emotional	Affiliation	Emotional
Nurturance	Emotional	Succorance	Emotional
Family	Emotional	Community	Emotional
Healthy	Rational	Neat	Rational

Table 2 Pollay's advertising appeals categorised as rational or emotional (Albers-Miller & Stafford, 1999, p. 48).

Links have been drawn between Pollay's advertising appeals and Hofstede's cultural dimensions. In their study, Albers-Miller and Gelb (1996) linked a significant number of advertising appeals to all cultural dimensions that had been established at the time. Table 3 below showcases those links. A plus (+) sign on the row of a specific appeal means that it is positively related to the dimension at the top of the column. On the contrary a minus (-) sign means that the appeal is negatively related to the dimension or positively related to the opposite of the dimension. For example, independence is seen as a positive appeal in individualistic cultures, whereas community is seen as a positive appeal in collectivistic cultures.

	Individualism	Power distance	Uncertainty avoidance	Masculinity
Independence	+			
Distinctive	+			
Self-respect	+			
Popular	-			
Affiliation	-			
Family	-			
Succorance	-			
Community	-			
Ornamental		+		

	Individualism	Power distance	Uncertainty avoidance	Masculinity
Vain		+		
Dear		+		
Status		+		
Cheap		-		
Humility		-		
Nurturance		-		
Plain		-		
Safety			+	
Tamed			+	
Durable			+	
Adventure			-	
Untamed			-	
Magic			-	
Youth			-	
Casual			-	
Effective				+
Convenient				+
Productivity				+
Natural				-
Frail				-
Modest				-

Table 3 Relationships of appeals to Hofstede's dimensions (Albers-Miller & Gelb, 1996, p. 62).

De Mooij (2021) discusses some additional appeals in advertising that they have linked to the dimensions of Hofstede model. For individualism and collectivism, de Mooij mentions "sharing" (2021, p. 373). In collectivistic cultures people enjoy sharing nice things with others, whereas in individualistic cultures people might want to keep nice things to themselves. For power distance de Mooij mentions "older vs. younger" (2021, p. 368)

which works both ways. In high power distance cultures, the elder advice the younger whereas in low power distance cultures it is the other way around. In high power distance cultures elders are always respected and in advertising this characteristic can be referred to with generations, for example by using same products as parents and grandparents. According to de Mooij (2021, p. 377) winning and being the best is a characteristic for masculine cultures. Another appeal for masculine and feminine cultures mentioned is the role differentiation of genders in advertising. An example of this is that in masculine cultures women are seen as effective powerhouses doing chores around the house whereas in feminine cultures men can be seen doing housework while women are perceived more often as emotionally present mothers.

2.4 Social media

Today, over 5 billion people worldwide use social media (Statista, 2024). That amounts to over 60 percent of the global population. The number of social media users is projected to surpass 6 billion by the year 2028 (Statista, 2024).

Social media has changed the way companies and organisations communicate with their customers. Before the rise of social media, companies communicated to the public and the conversation was mainly one-sided. Social media platforms have changed this communication to be more interactive as customers can express their opinions to companies as well as to other customers way more publicly. Dijkmans et al. (2015, p. 62–64) found in their study that there is positive correlation between the engagement in company social media activities and the reputation of the company. This finding highlights the opportunity that social media offers to companies in terms of building reputation or brand image.

2.4.1 Instagram

Instagram is, after Facebook and YouTube, the biggest social media platform with approximately 2 billion monthly active users (Statista, 2024). According to themselves it is "bringing you closer to the people and things you love" (Instagram, 2025).

Instagram is a platform that allows its users to share pictures and short videos called "reels". There are also other types of content that can be posted on the platform. Pictures and reels can also be captioned with text and by default have a comment section for other users to leave their thoughts and comments on the post. Users can also share stories, which are either new pictures or videos, or reposts of already published content, that are visible to the followers for 24 hours. There are three ways users in Instagram can interact with the posts: liking, commenting, and sharing. Users can also follow other users on the platform.

This study is going to focus on solely on "reels" since one of the required metrics (views) is only available on videos and not pictures. Reels can have captions which are going to be analysed as a part of the corresponding reels. The captions usually offer some written information or insight into the visual aspects of the post. Stories will not be used in this study due to fact that they are only available for a set time of 24 hours.

2.4.2 Different types of content

According to Shahbaznezhad et al. (2021, p. 49) social media content has been conceptualised into three categories of rational, interactional, and transactional. They continue that while all these different types of content have been subject to research regarding their relation to customer engagement, the results on all the types have been mixed or inconsistent. However, their study found that the format of the content did influence the type of engagement. Video posts resulted in more active engagement in the form of commenting whereas photo posts resulted in more passive engagement in the form of

liking the posts. This difference in engagement types is one of the reasons why this study focuses only on videos rather than multiple different formats of content.

2.4.3 Engagement

The emergence of social media platforms has shaped the way customers and companies interact with each other (Dolan et al., 2019, p. 2215). Dolan et al. (2019, p. 2215) define customer engagement as a psychological process that leads customers to being brand loyal. They continue to highlight the importance for organisations to focus on customer engagement on social media as it can be affected both positively and negatively by the presence of the organisation on social media platforms.

In their study about social media engagement, Pentina et al. (2018) found eleven discrete engagement behaviours exhibited by customers in social media. Although their study focused on luxury brands, most of the engagement behaviours are present regarding all types of brands across social media. Figure 1 below shows all the engagement behaviours Pentina et al. (2018) found and positions those based on engagement effort and creativity, and engagement audience. In terms of this study, EB1: "'Following' the brand and 'liking' the brand's SM (social media) page" and EB3: "'Liking', tagging and sharing brand's posts with SM friends" are the most relevant engagement behaviours since likes, followers, and views are the metrics that are used to analyse the levels of engagement.

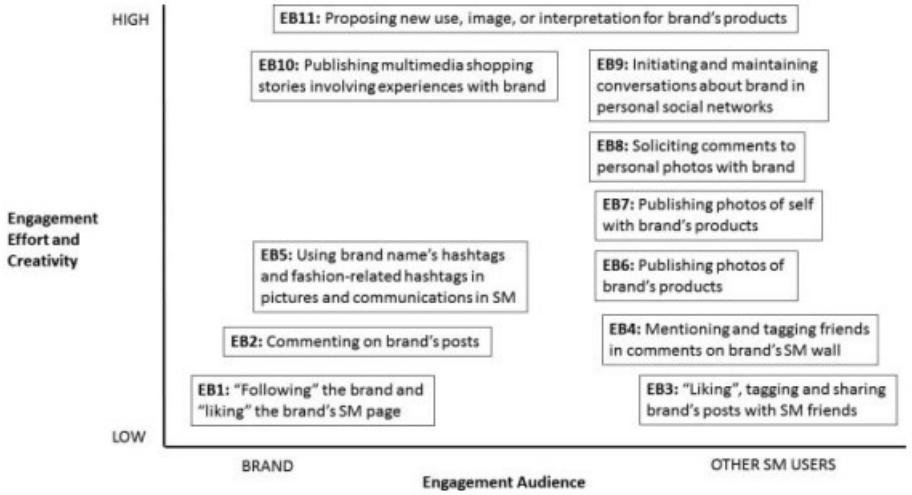

Figure 1 Engagement behaviours (Pentina et al., 2018, p. 61).

Dolan et al. (2019, p. 2215) mention four types of engagement behaviour in their study: consuming, liking, sharing and commenting. Their study focused on Facebook as a social media platform. For this study, sharing and commenting are not used as a metric of engagement because users can comment on and share posts with negative intentions. The numbers of likes and followers are the only to metrics that can without a doubt be interpreted as positive engagement on Instagram.

2.5 Conceptual framework and hypotheses

This subchapter is going to present the hypotheses that are proposed for testing based on the research questions of this study. The hypotheses focus on the differences between the appeals of content on localised Instagram accounts of Coca-Cola and the relationship between the appeals and the levels of engagement. The first three hypotheses compare the posts of @cocacolaph (the Philippines) to the posts of @cocacola (the USA). Hypotheses 4, 5 and 6 compare the posts of @cocacolafi (Finland) to the posts of @cocacola (the USA). The final three hypotheses are proposed to find out the relationship between the adaptation and the engagement levels.

The first hypotheses for this study are based on the ratings of the individualism/collectivism dimension from the Hofstede model. The USA has a rating of 91 whereas the Philippines have a rating of 36.

H1a. The posts of @cocacola (the USA) have more individualistic appeals than the posts of @cocacolaph (the Philippines).

H1b. The posts of @cocacolaph (the Philippines) have more collectivistic appeals than the posts of @cocacola (the USA).

The next hypotheses for this study are based on the ratings of the power distance dimension from the Hofstede model. The USA has a rating of 40 whereas the Philippines have a rating of 94.

H2a. The posts of @cocacolaph (the Philippines) have more high power distance appeals than the posts of @cocacola (the USA).

H2b. The posts of @cocacola (the USA) have more low power distance appeals than the posts of @cocacolaph (the Philippines).

The next hypotheses for this study are based on the ratings of the masculinity/femininity dimension from the Hofstede model. The USA has a rating of 62 whereas the Philippines have a rating of 64.

H3a. The posts of @cocacola (the USA) and @cocacolaph (the Philippines) do not have differences in the amount of masculinity appeals.

H3b. The posts of @cocacola (the USA) and @cocacolaph (the Philippines) do not have differences in the amount of femininity appeals.

The next hypotheses for this study are based on the ratings of the individualism/collectivism dimension from the Hofstede model. The USA has a rating of 91 whereas Finland has a rating of 63.

H4a. The posts of @cocacola (the USA) and the posts of @cocacolafi (Finland) do not have differences in the amount of individualistic appeals.

H4b. The posts of @cocacola (the USA) and @cocacolafi (Finland) do not have differences in the amount of collectivistic appeals.

The next hypotheses for this study are based on the ratings of the power distance dimension from the Hofstede model. The USA has a rating of 40 whereas Finland has a rating of 36.

H5a. The posts of @cocacola (the USA) and @cocacolafi (Finland) do not have differences in the amount of high power distance appeals.

H5b. The posts of @cocacola (the USA) and @cocacolafi (Finland) do not have differences in the amount of low power distance appeals.

The next hypotheses for this study are based on the ratings of the masculinity/femininity dimension from the Hofstede model. The USA has a rating of 62 whereas Finland has a rating of 26.

H6a. The posts of @cocacola (the USA) have more masculinity appeals than the posts of @cocacolafi (Finland).

H6b. The posts of @cocacolafi (Finland) have more femininity appeals than the posts of @cocacola (the USA).

Based on all these earlier hypotheses it makes sense to think that the appeals that match the ratings of each dimension would have a positive relationship with the engagement levels. The last three hypotheses are going to test whether they are positively related.

H7. The posts of @cocacolaph (the Philippines) with high power distance, collectivistic, and masculinity appeals, and high-context communication are positively related to engagement levels.

H8. The posts of @cocacolafi (Finland) with low power distance, individualistic, and femininity appeals, and low-context communication are positively related to engagement levels.

H9. The posts of @cocacola (the USA) with low power distance, individualistic, and masculinity appeals, and low-context communication are positively related to engagement levels.

The conceptual framework of this study (figure 2) presents the main idea for this study. Albers-Miller and Gelb (1996) linked certain appeals to specific dimensions of Hofstede model and based on the Hofstede model the three countries of this study are researched. Then the relationship between the appeals that match the cultures of the countries, and the engagement levels are analysed. This should reveal whether the adaptation of appeals results in higher levels of engagement.

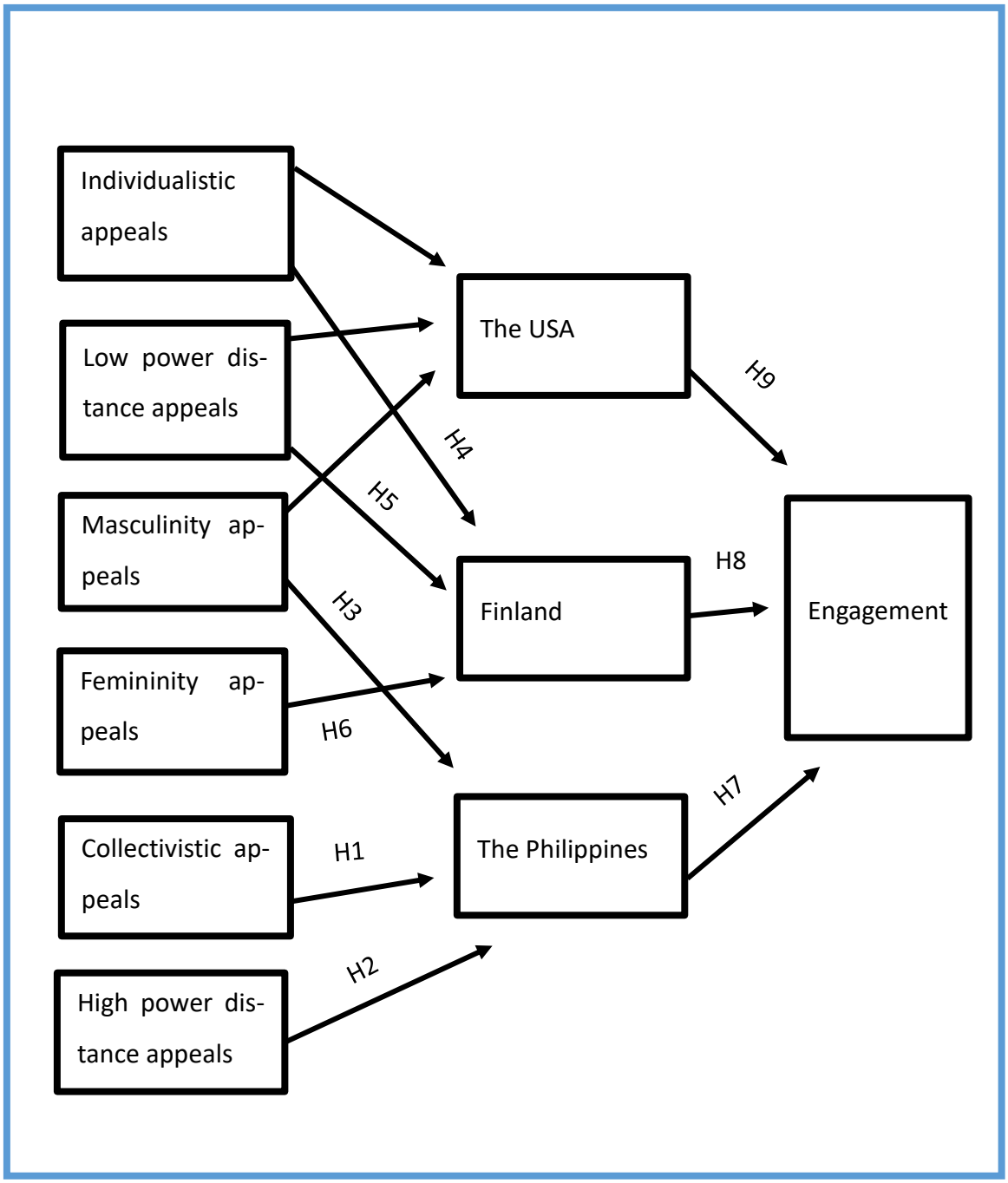

Figure 2 Conceptual framework.

3 Methodology

The main purpose of this chapter is to introduce the research method used in this study. It also presents the data collection method and the process of analysing the data. The coding criteria is presented in this chapter.

3.1 Research methodology

For the empirical part of this study, a quantitative research method is used to analyse the data. According to Saunders et al. (2007, p.145) “Quantitative is predominantly used as a synonym for any data collection technique (such as a questionnaire) or data analysis procedure (such as graphs or statistics) that generates or uses numerical data.” Williams et al. (2022, p. 3) present a rule-of-thumb description by which quantitative research means “investigations in which the data that are collected and coded are expressible as numbers.” This method was chosen because it enables the gathering of numerical data on the appeals found in Instagram posts, which in enables statistical testing of the hypotheses.

Choosing the right research approach is essential, as it directly shapes the design and execution of the study. Saunders et al. (2007, p.117–121) emphasize that selecting an appropriate approach establishes the foundation for data collection and analysis, ensuring that the research remains aligned with its objectives. They identify two main types of research approaches: deductive and inductive. The deductive approach starts with an existing theory or hypothesis, which is then tested through empirical investigation. The inductive approach begins with data collection, from which a theory is developed. Therefore, the choice between these approaches depends on whether the study aims to test existing theories or to build new ones. This study uses a deductive approach, progressing from theoretical foundation to empirical testing, with the aim of supporting or challenging hypotheses through data analysis.

3.2 Data collection

This study is going to compare the posts on the main Instagram account of Coca-Cola and two of their localised Instagram accounts and analyse the findings from those comparisons. Twenty posts from each account are going to be analysed based on engagement and the type of appeals that the posts are adapted with to match corresponding cultures. This enables the testing to see whether there is positive correlation between adaptation of appeals and engagement from consumers. The findings could also show whether there are some irregularities in the type of adaptation and the level of engagement.

Coca-Cola Company was chosen for this study since it is widely regarded as a company that adapts its social media marketing. In Instagram alone, Coca-Cola has over forty verified localised accounts to market themselves all around the world. For this study the accounts are chosen based on cultural differences between the targeted markets. The chosen accounts are @cocacola (the USA), @cocacolafi (Finland), and @cocacolaph (the Philippines).

The posts that are chosen for this study must fit certain selection criteria. This study focuses only on “reels”, which are short videos, and their captions. To keep the engagement levels between the post as reliable as possible, any posts that are made in commercial collaboration with other companies or creators and are posted to their own accounts as well as the Coca-Cola accounts are not chosen. To allow best possible variation between posts, any posts that are repetition with earlier posts are not chosen. Additionally, the posts that include any form of giveaway promotion are not chosen as the promotion can affect the engagement levels of the post.

The cultural characteristics that are going to be analysed in the posts are based on the Hofstede model (Hofstede 2001; Hofstede & Hofstede 2005) and the high- and low-context framework by Hall (1976). These characteristics are the levels of power distance, individualism/collectivism, masculinity/femininity, and high- and low-context

communication. These characteristics were chosen due to significant differences among the countries of the chosen Instagram accounts. High- and low-context communication are grouped together with collectivism and individualism respectively. This is done because the dimensions are so interrelated to the communication styles (de Mooij, 2021, p. 373).

The engagement metrics that are collected from the posts are the number of likes, views and followers. Because there is not a one single clear way of measuring engagement on Instagram posts a customised way is created for this study. This study is going to measure engagement levels of the posts by the number of likes per views. This measurement eliminates the prospect of inaccurate results caused by the Instagram algorithm that may push some posts to get significantly higher numbers of likes and views than other posts. It was also chosen since the number of followers at the time of posting is not available on Instagram which makes it an increasingly inaccurate metric for posts that were made long time ago.

3.3 Coding

The coding process in this study is designed to systematically analyse the content of Instagram posts by the main account of Coca-Cola and their localised accounts for Finland and the Philippines. The coding framework is based on established cultural theories, Hall's high- and low-context culture theory, Hofstede's individualism/collectivism, power distance, and masculinity/femininity dimensions, and Pollay's advertising appeals. Each post will be categorised according to specific appeals that reflect different cultural values, enabling a comparative content analysis of how cultural differences are reflected in these posts. The definitions of all appeals are from Pollay's (1983, p.80-84) study of values in advertising. The coding variables, appeals, definition, and coding values are described in the codebooks (tables 4 and 5).

Appeal	**Definition**	**Coding values**
Individualistic		
Independence	"Self-sufficiency, self-reliance, autonomy, unattached, to do-it-yourself, to do your own thing, original, unconventional, singular, nonconformist" (Pollay, 1983, p. 80-84)	1 = If found, 0 = If not found
Distinctive	"Rare, unique, unusual, scarce, infrequent, exclusive, tasteful, elegant, subtle, esoteric, hand-crafted" (Pollay, 1983, p. 80-84)	1 = If found, 0 = If not found
Self-respect (security)	"Confident, secure, possessing dignity, self-worth, self-esteem, self-respect, peace of mind" (Pollay, 1983, p. 80-84)	1 = If found, 0 = If not found
Not sharing	Keeping nice things for yourself rather than sharing them with others	1 = If found, 0 = If not found
Low-context communication	Most of the information in the verbal message	1 = If found, 0 = If not found
	Linear writing, Topic sentence and key message come at the beginning of the paragraph	1 = If found, 0 = If not found
	Use of pronouns such as "you", "we", and "I"	1 = If found, 0 = If not found
	Persuasion	1 = If found, 0 = If not found
Collectivistic		
Popular	"Commonplace, customary, well-known, conventional, regular, usual, ordinary, normal, standard, typical, universal, general, everyday" (Pollay, 1983, p. 80–84)	1 = If found, 0 = If not found

Appeal	**Definition**	**Coding values**
Affiliation	"To be accepted, liked by peers, colleagues, and community at large, to associate or gather with, to be social, to join, unite, or otherwise bond in friendship, fellowship, companionship, cooperation, reciprocity, to conform to social customs, have manners, social graces and decorum, tact and finesse" (Pollay, 1983, p. 80–84)	1 = If found, 0 = If not found
Family	"Nurturance within the family, having a home, being at home, family privacy, companionship of siblings, kinship, getting married" (Pollay, 1983, p. 80–84)	1 = If found, 0 = If not found
Succorance	"To receive expressions of love (all expressions except sexuality), gratitude, pats on the back, to feel deserving" (Pollay, 1983, p. 80–84)	1 = If found, 0 = If not found
Community	"Relating to community, state, or national publics, public spiritedness, group unity, national identity, society, patriotism, civic and community organizations of other than social purpose" (Pollay, 1983, p. 80–84)	1 = If found, 0 = If not found
Sharing	Sharing nice things with others rather than keeping them for yourself	1 = If found, 0 = If not found
High-context communication	Most of the information in the context	1 = If found, 0 = If not found

Appeal	**Definition**	**Coding values**
	Circular writing, topic sentence and key message come at the end of the paragraph	1 = If found, 0 = If not found
	Relying on visuals	1 = If found, 0 = If not found
	Creating trust	1 = If found, 0 = If not found
High power distance		
Ornamental	"Beautiful, decorative, ornate, adorned, embellished, detailed, designed, styled" (Pollay, 1983, p. 80–84)	1 = If found, 0 = If not found
Vain	"Having a socially desirable appearance, being beautiful, pretty, handsome, being fashionable, well-groomed, tailored, graceful, glamorous" (Pollay, 1983, p. 80–84)	1 = If found, 0 = If not found
Dear	"Expensive, rich, valuable, highly regarded, costly, extravagant, exorbitant, luxurious, priceless" (Pollay, 1983, p. 80–84)	1 = If found, 0 = If not found
Status	"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" (Pollay, 1983, p. 80–84)	1 = If found, 0 = If not found
Older to younger	Older give advice to younger, respecting the elders, referring to generations	1 = If found, 0 = If not found
Low power distance		

Appeal	**Definition**	**Coding values**
Cheap	"Economical, inexpensive, bargain, cut-rate, penny-pinching, discounted, at cost, undervalued, a good value" (Pollay, 1983, p. 80–84)	1 = If found, 0 = If not found
Humility	"Unaffected, unassuming, unobtrusive, patient, fate-accepting, resigned, meek, plain-folk, down-to-earth" (Pollay, 1983, p. 80–84)	1 = If found, 0 = If not found
Nurturance	"To give gifts, especially sympathy, help, love, charity, support, comfort, protection, nursing, consolution, or otherwise care for the weak, disabled, inexperienced, tired, young, elderly, etc." (Pollay, 1983, p. 80–84)	1 = If found, 0 = If not found
Plain	"Unaffected, natural, prosaic, homespun, simple, artless, unpretentious" (Pollay, 1983, p. 80–84)	1 = If found, 0 = If not found
Younger to older	Younger people advice and help the elders	1 = If found, 0 = If not found
Masculinity		
Effective	"Feasible, workable, useful, pragmatic, appropriate, functional, consistent, efficient, helpful, comfortable (clothes), tasty (food)" (Pollay, 1983, p. 80–84)	1 = If found, 0 = If not found
Convenient	"Handy, time-saving, quick, easy, suitable, accessible, versatile" (Pollay, 1983, p. 80–84)	1 = If found, 0 = If not found
Productivity	"References to achievement, accomplishment, ambition, success, careers, self-	1 = If found, 0 = If not found

Appeal	Definition	Coding values
	development, being skilled, accomplished, proficient, pulling your weight, contributing, doing your share" (Pollay, 1983, p. 80–84)	
Winning	Trying to achieve things, trying to win and be the best	1 = If found, 0 = If not found
Masculine gender roles	For example, men only doing housework to gain something from it, women being effective in doing housework	1 = If found, 0 = If not found
Femininity		
Natural	"References to the elements, animals, vegetables, minerals, farming, unadulterated, purity (of product), organic, grown, nutritious" (Pollay, 1983, p. 80–84)	1 = If found, 0 = If not found
Frail	"Delicate, frail, dainty, sensitive, tender, susceptible, vulnerable, soft, genteel" (Pollay, 1983, p. 80–84)	1 = If found, 0 = If not found
Modest	"Being modest, naive, demure, innocent, inhibited, bashful, reserved, timid, coy, virtuous, pure, shy, virginal" (Pollay, 1983, p. 80–84)	1 = If found, 0 = If not found
Feminine gender roles	For example, men doing housework and taking care of children, women being caring mothers	1 = If found, 0 = If not found

Table 4 Codebook of independent variables.

Engagement type	Measurement	Value
Likes	Total number of likes on each post	

Engagement type	Measurement	Value
Views	Total number of times consumed/viewed	
Followers	Total number of followers on the account	
Likes per views	The number of likes divided by the number of views	
Views per followers	The number of views divided by the number of followers	

Table 5 Codebook of dependent variables.

3.4 Data analysis

Saunders et al. (2007, p. 599) define independent samples t-test as a statistical test that is used to investigate the probability that the values of variables for two independent samples are different. It is used in this study to test the hypotheses from 1 to 6. The findings from these tests show whether Coca-Cola has adapted the appeals of the content on their localised Instagram accounts to match the cultures according to the dimensions of Hofstede model.

Multiple regression analysis is defined by Saunders et al. (2007, p. 603) as "the process of calculating a coefficient of multiple determination and regression equation using two or more independent variables and one dependent variable." In this study this method is used to test hypotheses 7, 8, and 9. The findings show whether the adaptation of appeals to match the targeted culture results in higher levels of engagement. All the tests in this study are done using SPSS-software by IBM which is a statistical software used to analyse quantitative data.

3.5 Reliability and validity

Reliability of the study refers to the extent that the analysis and data collection methods result in consistent findings (Saunders et al., 2007, p. 149). The levels of reliability can be assessed by questions such as will the same measures on other occasions result in similar findings and will other observers reach similar observations (Saunders et al., 2007, p.149). The data that was collected for this study was coded by the author and was not checked by other researchers. This might have led to some bias because the hypotheses were already proposed by the author before the data was gathered.

Saunders et al. (2007, p. 150) define the validity of the study as the extent to which the relationship between variables is a causal relationship. The validity of this study is weakened by the focus on only certain dimensions from the Hofstede model. The appeals that are related to other dimension could also affect the engagement levels of the posts. These factors related to reliability and validity mean that the findings of this study are not generalisable.

The sample size of 20 posts from each account is rather small which might be factor for some of the hypotheses to not be supported. Especially for hypotheses 7, 8, and 9, for which the regression analysis was used to test them, the sample size should be significantly bigger for the results to be generalisable. A bigger sample size was not possible due to the time and resource limitations of this study.

4 Findings

This part of the study presents the results of the tests that have been conducted for this study. It presents the hypotheses in order with the corresponding findings and results.

4.1 Similarities and differences of appeals and communication styles

The testing of hypotheses from 1 to 6 aim to find similarities or differences from the posts of localised Instagram accounts in terms of the number of dimension specific appeals found from the posts. Independent samples t-tests are used to determine whether there are similarities or differences between the number of appeals found from the posts.

H1a. The posts of @cocacola (the USA) have more individualistic appeals than the posts of @cocacolaph (the Philippines).

The results of the independent samples t-test support the hypothesis *H1a. The posts of @cocacola (the USA) have more individualistic appeals than the posts of @cocacolaph (the Philippines).* The mean for the individualistic appeals on the USA account (M=1.30, SD=1.03) is significantly higher than the mean for the Philippines account (M=0.50, SD=0.76).

Group Statistics

	Country	N	Mean	Std. Deviation	Std. Error Mean
Individualistic	Philippines	20	,5000	,76089	,17014
	USA	20	1,3000	1,03110	,23056

Table 6 H1a Group statistics.

The t-test revealed a significant difference between the two countries, t(38) = -2.792, p = 0.004 (one-sided), with a mean difference of -0.80. Cohen's d = 0.883, suggests that the effect size is large.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Individualistic	Equal variances assumed	,725	,400	-2,792	38	,004	,008	-,80000	,28654	-1,38007	-,21993
	Equal variances not assumed			-2,792	34,960	,004	,008	-,80000	,28654	-1,38173	-,21827

Table 7 H1a Independent samples test.

H1b. The posts of @cocacolaph (the Philippines) have more collectivistic appeals than the posts of @cocacola (the USA).

The results of the independent samples t-test support the hypothesis *H1b. The posts of @cocacolaph (the Philippines) have more collectivistic appeals than the posts of @cocacola (the USA).* The mean for the collectivistic appeals on the Philippines account (M=1.80, SD=1.28) is significantly higher than the mean for the USA account (M=0.85, SD=1.04).

Group Statistics

	Country	N	Mean	Std. Deviation	Std. Error Mean
Collectivistic	Philippines	20	1,8000	1,28145	,28654
	USA	20	,8500	1,03999	,23255

Table 8 H1b Group statistics.

The t-test revealed a significant difference between the two countries, t(38) = 2.574, p = 0.007 (one-sided), with a mean difference of 0.95. Cohen's d = 0.814, suggests that the effect size is large.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Collectivistic	Equal variances assumed	,666	,420	2,574	38	,007	,014	,95000	,36903	,20293	1,69707
	Equal variances not assumed			2,574	36,456	,007	,014	,95000	,36903	,20189	1,69811

Table 9 H1b Independent samples test.

Hypotheses 1a and 1b were both strongly supported. This means that the appeals on the accounts match the ratings given to both countries by the Hofstede model.

H2a. The posts of @cocacolaph (the Philippines) have more high power distance appeals than the posts of @cocacola (the USA).

The results of the independent samples t-test support the hypothesis *H2a. The posts of @cocacolaph (the Philippines) have more high power distance appeals than the posts of @cocacola (the USA).* The mean for the high power distance appeals on the Philippines account (M=1.05, SD=0.89) is significantly higher than the mean for the USA account (M=0.45, SD=0.94).

Group Statistics

	Country	N	Mean	Std. Deviation	Std. Error Mean
HighPD	Philippines	20	1,0500	,88704	,19835
	USA	20	,4500	,94451	,21120

Table 10 H2a Group statistics.

The t-test revealed a significant difference between the two countries, t(38) = 2.071, p = 0.023 (one-sided), with a mean difference of 0.60. Cohen's d = 0.655, suggests that the effect size is moderate.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
HighPD	Equal variances assumed	,041	,841	2,071	38	,023	,045	,60000	,28974	,01346	1,18654
	Equal variances not assumed			2,071	37,851	,023	,045	,60000	,28974	,01338	1,18662

Table 11 H2a Independent samples test.

H2b. The posts of @cocacola (the USA) have more low power distance appeals than the posts of @cocacolaph (the Philippines).

The results of the independent samples t-test support the hypothesis *H2b. The posts of @cocacola (the USA) have more low power distance appeals than the posts of @cocacolaph (the Philippines).* The mean for low power distance appeals on the USA account

(M=0.55, SD=0.60) is significantly higher than the mean for the Philippines account (M=0.20, SD=0.52).

Group Statistics

	Country	N	Mean	Std. Deviation	Std. Error Mean
LowPD	Philippines	20	,2000	,52315	,11698
	USA	20	,5500	,60481	,13524

Table 12 H2b Group statistics.

The t-test revealed a significant difference between the two countries, t(38) = -1.957, p = 0.029 (one-sided), with a mean difference of -0.35. Cohen's d = 0.619, suggests that the effect size is moderate.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
						Significance				95% Confidence Interval of the Difference
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
LowPD	Equal variances assumed	4,424	,042	-1,957	38	,029	,058	-,35000	,17881	-,71199	,01199
	Equal variances not assumed			-1,957	37,228	,029	,058	-,35000	,17881	-,71223	,01223

Table 13 H2b Independent samples test.

Hypotheses 2a and 2b were both strongly supported. This means that the appeals on the accounts match the ratings given to both countries by the Hofstede model.

H3a. The posts of @cocacola (the USA) and @cocacolaph (the Philippines) do not have differences in the amount of masculinity appeals.

The results of the independent samples t-test support the hypothesis *H3a. The posts of @cocacola (the USA) and @cocacolaph (the Philippines) do not have differences in the amount of masculinity appeals.* There are no significant differences between the means of masculinity appeals on the USA account (M=1.45, SD=1.28) and the Philippines account (M=1.10, SD=1.07).

Group Statistics

	Country	N	Mean	Std. Deviation	Std. Error Mean
Masculinity	Philippines	20	1,1000	1,07115	,23952
	USA	20	1,4500	1,27630	,28539

Table 14 H3a Group statistics.

The t-test revealed that there was no significant difference between the two countries, t(38) = -0.939, p = 0.353 (two-sided), with a mean difference of -0.35. Cohen's d = 0.297, suggests that the effect size is small.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p			Lower	Upper
Masculinity	Equal variances assumed	,843	,364	-,939	38	,177	,353	-,35000	,37258	-1,10425	,40425
	Equal variances not assumed			-,939	36,890	,177	,354	-,35000	,37258	-1,10499	,40499

Table 15 H3a Independent samples test.

H3b. The posts of @cocacola (the USA) and @cocacolaph (the Philippines) do not have differences in the amount of femininity appeals.

The results of the independent samples t-test support the hypothesis *H3b. The posts of @cocacola (the USA) and @cocacolaph (the Philippines) do not have differences in the amount of femininity appeals.* There are no significant differences between the means of femininity appeals on the USA account (M=0.20, SD=0.41) and the Philippines account (M=0.05, SD=0.22).

Group Statistics

	Country	N	Mean	Std. Deviation	Std. Error Mean
Femininity	Philippines	20	,0500	,22361	,05000
	USA	20	,2000	,41039	,09177

Table 16 H3a Group statistics.

The t-test revealed that there was no significant difference between the two countries, t(29,368) = -1.435, p = 0.162 (two-sided), with a mean difference of -0.15. Levene's Test indicates a violation of the assumption of equal variances (F = 10.012, p = 0.003) so the results for "equal variances not assumed" are used. Cohen's d = 0.454, suggests that the effect size is small.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
Femininity	Equal variances assumed	10,012	,003	-1,435	38	,080	,159	-,15000	,10450	-,36156	,06156
	Equal variances not assumed			-1,435	29,368	,081	,162	-,15000	,10450	-,36362	,06362

Table 17 H3b Independent samples test.

Hypotheses 3a and 3b were both strongly supported. This means that the appeals on the accounts match the ratings given to both countries by the Hofstede model.

H4a. The posts of @cocacola (the USA) and the posts of @cocacolafi (Finland) do not have differences in the amount of individualistic appeals.

The results of the independent samples t-test support the hypothesis *H4a. The posts of @cocacola (the USA) and the posts of @cocacolafi (Finland) do not have differences in the amount of individualistic appeals.* There are no significant differences between the means of individualistic appeals on the USA account (M=1.30, SD=1.03) and the Finland account (M=1.10, SD=0.912).

Group Statistics

	Country	N	Mean	Std. Deviation	Std. Error Mean
Individualistic	Finland	20	1,1000	,91191	,20391
	USA	20	1,3000	1,03110	,23056

Table 18 H4a Group statistics.

The t-test revealed that there was no significant difference between the two countries, t(38) = -0.650, p = 0.520 (two-sided), with a mean difference of -0.2. Cohen's d = 0.205, suggests that the effect size is small.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
Individualistic	Equal variances assumed	,106	,746	-,650	38	,260	,520	-,20000	,30779	-,82310	,42310
	Equal variances not assumed			-,650	37,441	,260	,520	-,20000	,30779	-,82340	,42340

Table 19 H4a Independent samples test.

H4b. The posts of @cocacola (the USA) and @cocacolafi (Finland) do not have differences in the amount of collectivistic appeals.

The results of the independent samples t-test support the hypothesis *H4b. The posts of @cocacola (the USA) and @cocacolafi (Finland) do not have differences in the amount of collectivistic appeals.* There are no significant differences between the means of individualistic appeals on the USA account (M=0.85, SD=1.04) and the Finland account (M=0.85, SD=0.989).

Group Statistics

	Country	N	Mean	Std. Deviation	Std. Error Mean
Collectivistic	Finland	20	,8500	,98809	,22094
	USA	20	,8500	1,03999	,23255

Table 20 H4b Group statistics.

The t-test revealed that there was no significant difference between the two countries, t(38) = -0.650, p = 1.000 (two-sided), with no mean difference. Cohen's d = 0.000, shows that there was no difference in the means of collectivistic appeals between the two countries.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Collectivistic	Equal variances assumed	,212	,648	,000	38	,500	1,000	,00000	,32077	-,64937	,64937
	Equal variances not assumed			,000	37,901	,500	1,000	,00000	,32077	-,64942	,64942

Table 21 H4b Independent samples test.

Hypotheses 4a and 4b were both strongly supported. This means that the appeals on the accounts match the ratings given to both countries by the Hofstede model.

H5a. The posts of @cocacola (the USA) and @cocacolafi (Finland) do not have differences in the amount of high power distance appeals.

The results of the independent samples t-test support the hypothesis *H5a. The posts of @cocacola (the USA) and @cocacolafi (Finland) do not have differences in the amount of high power distance appeals.* There are no significant differences between the means of high power distance appeals on the USA account (M=0.45, SD=0.94) and the Finland account (M=0.45, SD=0.49).

Group Statistics

	Country	N	Mean	Std. Deviation	Std. Error Mean
HighPD	Finland	20	,3500	,48936	,10942
	USA	20	,4500	,94451	,21120

Table 22 H5a Group statistics.

The t-test revealed that there was no significant difference between the two countries, t(38) = -0.420, p = 0.677 (two-sided), with a mean difference of -0.10. Cohen's d = 0.133, suggests that there is no effect.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
HighPD	Equal variances assumed	1,235	,273	-,420	38	,338	,677	-,10000	,23786	-,58153	,38153
	Equal variances not assumed			-,420	28,515	,339	,677	-,10000	,23786	-,58684	,38684

Table 23 H5a Independent samples test.

H5b. The posts of @cocacola (the USA) and @cocacolafi (Finland) do not have differences in the amount of low power distance appeals.

The results of the independent samples t-test support the hypothesis *H5a. The posts of @cocacola (the USA) and @cocacolafi (Finland) do not have differences in the amount of low power distance appeals.* There are no significant differences between the means of low power distance appeals on the USA account (M=0.55, SD=0.60) and the Finland account (M=0.60, SD=0.60).

Group Statistics

	Country	N	Mean	Std. Deviation	Std. Error Mean
LowPD	Finland	20	,6000	,59824	,13377
	USA	20	,5500	,60481	,13524

Table 24 H5b Group statistics.

The t-test revealed that there was no significant difference between the two countries, t(38) = 0.263, p = 0.794 (two-sided), with a mean difference of 0.05. Cohen's d = 0.083, suggests that there is no effect.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
LowPD	Equal variances assumed	,020	,887	,263	38	,397	,794	,05000	,19022	-,33508	,43508
	Equal variances not assumed			,263	37,995	,397	,794	,05000	,19022	-,33508	,43508

Table 25 H5b Independent samples test.

Hypotheses 5a and 5b were both strongly supported. This means that the appeals on the accounts match the ratings given to both countries by the Hofstede model.

H6a. The posts of @cocacola (the USA) have more masculinity appeals than the posts of @cocacolafi (Finland).

The results of the independent samples t-test support the hypothesis *H6a. The posts of @cocacola (the USA) have more masculinity appeals than the posts of @cocacolafi (Finland).* The mean of masculinity appeals on the USA account (M=1.40, SD=1.27) is significantly higher than the mean on the Finland account (M=0.50, SD=0.76).

Group Statistics

	Country	N	Mean	Std. Deviation	Std. Error Mean
Masculinity	Finland	20	,5000	,76089	,17014
	USA	20	1,4000	1,27321	,28470

Table 26 H6a Group statistics.

The t-test revealed a significant difference between the two countries, t(31.036) = -2.714, p = 0.005 (one-sided), with a mean difference of -0.90. Levene's Test indicates a violation of the assumption of equal variances (F = 5.872, p = 0.020) so the results for "equal variances not assumed" are used. Cohen's d = 0.858, suggests that the effect size is large.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p			Lower	Upper
Masculinity	Equal variances assumed	5,872	,020	-2,714	38	,005	,010	-,90000	,33166	-1,57142	-,22858
	Equal variances not assumed			-2,714	31,036	,005	,011	-,90000	,33166	-1,57640	-,22360

Table 27 H6a Independent samples test.

H6b. The posts of @cocacolafi (Finland) have more femininity appeals than the posts of @cocacola (the USA).

The results of the independent samples t-test does not support the hypothesis *H6b. The posts of @cocacolafi (Finland) have more femininity appeals than the posts of @cocacola*

(the USA). There is not a significant difference in the means of femininity appeals between the USA account (M=0.20, SD=0.41) and the Finland account (M=0.35, SD=0.49).

Group Statistics

	Country	N	Mean	Std. Deviation	Std. Error Mean
Femininity	Finland	20	,3500	,48936	,10942
	USA	20	,2000	,41039	,09177

Table 28 H6b Group statistics.

The t-test revealed that there is not a significant difference between the two countries, t(36.881) = 1.050, p = 0.150 (one-sided), with a mean difference of 0.15. Levene's Test indicates a violation of the assumption of equal variances (F = 5.872, p = 0.020) so the results for "equal variances not assumed" are used. Cohen's d = 0.332, suggests that the effect size is small.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Difference	Difference	Lower	Upper
Femininity	Equal variances assumed	4,435	,042	1,050	38	,150	,300	,15000	,14281	-,13910	,43910
	Equal variances not assumed			1,050	36,881	,150	,300	,15000	,14281	-,13939	,43939

Table 29 H6b Independent samples test.

Hypothesis 6a was strongly supported, however there was not enough statistically significant difference in the means of femininity appeals to support the hypothesis 6b.

4.2 The effects of culture-specific appeals on engagement

The testing of hypotheses 7, 8, and 9 aims to find out whether using culture-specific appeals on the posts of localised Instagram accounts results in higher levels of engagement. Regression analysis is used as a method for testing these hypotheses.

H7. The posts of @cocacolaph (the Philippines) with high power distance, collectivistic, and masculinity appeals, and high-context communication are positively related to engagement levels.

The regression model explains 3.9 % of the variability of engagement levels. None of the appeals had significant effect on engagement levels.

	Regression coefficient (B)	Standardized regression coefficients (Beta)	Significance level
Collectivistic appeals	-0,001	-0,062	No significance
High power distance appeals	0,003	0,136	No significance
Masculinity appeals	0,001	0,055	No significance

R2 = 0.039; *** p≤0.001; ** p≤0.01; *p≤0.05

Table 30 H7 regression analysis.

H8. The posts of @cocacolafi (Finland) with low power distance, individualistic, and femininity appeals, and low-context communication are positively related to engagement levels.

The regression model explains 29.8 % of the variability of engagement levels. None of the appeals had statistically significant effect on engagement levels.

	Regression coefficient (B)	Standardized regression coefficients (Beta)	Significance level
Individualistic appeals	-0,010	-0,323	No significance
Low power distance appeals	0,018	0,411	No significance
Femininity appeals	0,011	0,296	No significance

R2 = 0.298; *** p≤0.001; ** p≤0.01; *p≤0.05

Table 31 H8 regression analysis.

H9. The posts of @cocacola (the USA) with low power distance, individualistic, and masculinity appeals, and low-context communication are positively related to engagement levels.

The regression model explains 24.2 % of the variability of engagement levels. None of the appeals had statistically significant effect on engagement levels. However, individualistic appeals are very close to having significant effect on engagement levels (p=0.051).

	Regression coefficient (B)	Standardized regression coefficients (Beta)	Significance level
Individualistic appeals	0,007	0,479	No significance
Low power distance appeals	-0,004	-0,154	No significance
Masculinity appeals	0,004	0,151	No significance

R2 = 0.242; *** p≤0.001; ** p≤0.01; *p≤0.05

Table 32 H9 regression analysis.

The regression analysis of hypotheses 7, 8, and 9 did not result in any statistically significant findings. Based on the analysis none of the independent variables, the appeals, had statistically significant effects on the levels of engagement.

4.3 Additional findings

Table 33 below present the total number of appeals found from the posts. Most of the totals are clearly in line with the dimensions of Hofstede model and supported by the independent samples t-tests. However, there are some interesting findings that were not necessarily revealed by the hypotheses testing.

Appeals	USA	Finland	Philippines
Individualistic			
Independence	5	4	2
Distinctive	6	0	0
Self-respect	7	0	2
Not sharing	1	0	0
Information in verbal message (LCC)	3	8	3
Linear writing (LCC)	0	5	0
“You”, “We”, “I” (LCC)	4	4	3
Persuasion (LCC)	0	1	0
Total	26	22	10
Collectivistic			
Popular	1	0	2
Affiliation	7	6	16
Family	1	1	5
Succorance	2	3	5
Community	3	3	2
Sharing	1	4	3
Information in context (HCC)	0	0	0

Appeals	USA	Finland	Philippines
Circular writing (HCC)	0	0	0
Relying on visuals (HCC)	1	0	1
Creating trust (HCC)	1	0	2
Total	17	17	36
High power distance			
Ornamental	2	7	8
Vain	3	0	5
Dear	1	0	0
Status	1	0	5
Older to younger	2	0	3
Total	9	7	21
Low power distance			
Cheap	0	0	0
Humility	3	4	1
Nurturance	1	2	2
Plain	7	5	1
Younger to older	0	1	0
Total	11	12	4
Masculinity			
Effective	11	6	9
Convenient	5	2	1
Productivity	8	0	8
Winning	3	2	1
Masculine gender roles	2	0	3
Total	29	10	22
Femininity			
Natural	4	5	1
Frail	0	0	0

Appeals	USA	Finland	Philippines
Modest	0	0	0
Feminine gender roles	0	2	0
Total	4	7	1

Table 33 Total number of appeals found.

All the hypotheses from 1 to 6 were statistically supported except for the hypothesis 6b: The posts of @cocacolafi (Finland) have more femininity appeals than the posts of @cocacola (the USA). Although the difference in the means of femininity appeals found from the posts is not big enough for it to be statistically significant, the hypothesis is still correct since there is more femininity appeals found from the posts of @cocacolafi (Finland) (7) than from the posts of @cocacola (the USA) (4). This means that the ratings of the countries in the masculinity/femininity dimension of the Hofstede model still match the appeals that are found from the posts. However, this shows that the femininity appeals are rather scarcely used in the posts of Coca-Cola compared to appeals of the other dimensions.

Individualistic appeals and low-context communication (LCC) were grouped together since low-context communication is a characteristic of individualistic culture (de Mooij, 2021, p. 373). The same goes for collectivistic cultures and high-context communication (HCC). The coding results between the two individualistic cultures the USA and Finland resulted in close total number of appeals. However, there is clearly a difference in the type of appeals that were identified from the posts of each country. While individualistic appeals, barring low-context communication, were found more frequently from the posts of the USA account, low-context communication was way more frequent on the Finland account. This supports the Hofstede model and the high- and low-context communication theory by Hall as the ratings for individualism in the Hofstede model for the USA (91) is higher than it is for Finland (63) and low-context communication is preferred more in Scandinavian countries than it is in North America (2025; Würtz, 2005, p. 277).

5 Conclusions

This chapter provides a summary and discussion of key findings of this study. It also discusses the theoretical contribution and managerial implications as well as offers suggestions for future studies.

5.1 Summary and discussion of key findings

This study found that the appeals that were found from the posts of the main account of Coca-Cola and their localized accounts mostly match the ratings that the countries are given in the Hofstede model. All the hypotheses that compared the found appeals from the posts were statistically supported except for one, hypothesis 6b. Although there were more femininity appeals found from the posts of @cocacolafi (Finland) than from the posts of @cocacola (the USA), the difference in the amount was not statistically significant. With a greater sample size, the difference in the number of femininity appeals could have been significant since the mean of appeals found was higher on the Finland account. These results suggest that the content on the different localised Instagram accounts of Coca-Cola is adapted to match the culture of the targeted country.

Hypotheses 7, 8 and 9 were not supported after a regression analysis was conducted. According to this study, adapting the appeals of the content on the localised Instagram account does not affect the engagement levels of the posts. The sample size was too small for the result to be generalisable. Additionally, the data was collected from the Instagram accounts of only one specific company.

Table 34 below lists the hypotheses of this study, the methods that were used to test the hypotheses, and the results of the tests. Most of the hypotheses from 1 to 6 were supported except for one. Hypotheses 7, 8 and 9 were not supported.

Hypothesis	Method	Result
H1a. The posts of @cocacola (the USA) have more individualistic appeals than the posts of @cocacolaph (the Philippines).	Independent samples t-test	Supported
H1b. The posts of @cocacolaph (the Philippines) have more collectivistic appeals than the posts of @cocacola (the USA).	Independent samples t-test	Supported
H2a. The posts of @cocacolaph (the Philippines) have more high power distance appeals than the posts of @cocacola (the USA).	Independent samples t-test	Supported
H2b. The posts of @cocacola (the USA) have more low power distance appeals than the posts of @cocacolaph (the Philippines).	Independent samples t-test	Supported
H3a. The posts of @cocacola (the USA) and @cocacolaph (the Philippines) do not have differences in the amount of masculinity appeals.	Independent samples t-test	Supported
H3b. The posts of @cocacola (the USA) and @cocacolaph (the Philippines) do not have differences in the amount of femininity appeals.	Independent samples t-test	Supported
H4a. The posts of @cocacola (the USA) and the posts of @cocacolafi (Finland) do not have differences in the amount of individualistic appeals.	Independent samples t-test	Supported
H4b. The posts of @cocacola (the USA) and @cocacolafi (Finland) do not have differences in the amount of collectivistic appeals.	Independent samples t-test	Supported
H5a. The posts of @cocacola (the USA) and @cocacolafi (Finland) do not have differences in the amount of high power distance appeals.	Independent samples t-test	Supported

Hypothesis	Method	Result
H5b. The posts of @cocacola (the USA) and @cocacolafi (Finland) do not have differences in the amount of low power distance appeals.	Independent samples t-test	Supported
H6a. The posts of @cocacola (the USA) have more masculinity appeals than the posts of @cocacolafi (Finland).	Independent samples t-test	Supported
H6b. The posts of @cocacolafi (Finland) have more femininity appeals than the posts of @cocacola (the USA).	Independent samples t-test	Not supported
H7. The posts of @cocacolaph (the Philippines) with high power distance, collectivistic, and masculinity appeals, and high-context communication are positively related to engagement levels.	Regression analysis	Not supported
H8. The posts of @cocacolafi (Finland) with low power distance, individualistic, and femininity appeals, and low-context communication are positively related to engagement levels.	Regression analysis	Not supported
H9. The posts of @cocacola (the USA) with low power distance, individualistic, and masculinity appeals, and low-context communication are positively related to engagement levels.	Regression analysis	Not supported

Table 34 Summary of results of hypothesis testing.

5.2 Theoretical contribution and managerial implications

The theoretical and conceptual frameworks of this thesis are built upon the existing theories of Hofstede model (Hofstede 2001; Hofstede & Hofstede 2005), Pollay's advertising appeals (1983), and Hall's high- and low context communication (1976). The findings of this study support these theories by applying them to address cultural differences on social media and more specifically on Instagram. A review and analysis of the existing

literature in social media in marketing by Arora & Sanni (2019) found that Facebook has been the most popular platform in research regarding social media marketing whereas the research regarding Instagram has been very limited. Localised Instagram accounts have not been a subject of any major research, which presents a huge research gap that this thesis has aimed to fill.

The findings from this study give some insight into the content that is posted on the localised Instagram accounts that could be useful for the social media admins of multinational corporations that are setting up new localised accounts. Although the findings of this study regarding engagement levels based on adaptation of certain appeals suggest that there is no positive correlation, the findings are not generalisable. Therefore totally disregarding the use of appeals that match the cultural values of the targeted country might not be the correct approach.

5.3 Limitations and future research suggestions

Similarly to most studies, this study some limitations and some aspects that need to be researched further. The most important limitation of this study is its limited scope. The sample size of this study is rather small especially for the multiple regression analysis. Especially for hypotheses 7, 8, and 9, for which the regression analysis was used to test them, the sample size should have been significantly bigger for the results to be more generalisable. A greater sample size would also increase the generalisability of all the findings in this study.

This study is limited to focus on three countries: the USA, Finland and the Philippines. While the countries have differences in their cultures, they also have some similarities with each other. For example, in terms of power distance the USA and Finland are very similar, and the Philippines have similarities with the USA in terms of their masculinity. Having even more differences between the cultures of the countries could provide different findings.

The dimensions that were chosen from the Hofstede model for this study had to be limited to three. This was done due to time and resource limitations that this study had. The choice of the dimensions was justified with the cultural differences of the chosen countries within those dimensions. Future studies could investigate the effects that all the dimensions could have on the engagement levels.

Another limitation for this study is the focus on Instagram as the only social media platform. Instagram was chosen to be the platform of focus for this study because of the lack of research that has been done on Instagram and more specifically the localised Instagram accounts. The algorithm that Instagram uses to push posts to users' timelines is not publicly available, which could have some effect on the engagement levels of the posts. The differences between the social media platforms is something that could be analysed in future research.

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Appendices

Appendix 1. List of the Instagram posts

Country	Account	Likes	Views	Publishing date	Source
USA	@cocacola	1,287	920,000	6.5.2025	Link 1
USA	@cocacola	9,192	2,100,000	1.5.2025	Link 2
USA	@cocacola	19,900	9,600,000	24.5.2025	Link 3
USA	@cocacola	5,266	13,600,000	18.4.2025	Link 4
USA	@cocacola	4,261	98,800	4.4.2025	Link 5
USA	@cocacola	4,678	8,000,000	26.2.2025	Link 6
USA	@cocacola	5,304	339,000	20.12.2024	Link 7
USA	@cocacola	5,615	171,000	25.10.2024	Link 8
USA	@cocacola	4,342	190,000	22.9.2024	Link 9
USA	@cocacola	5,937	236,000	8.5.2024	Link 10
USA	@cocacola	9,560	253,000	17.4.2024	Link 11
USA	@cocacola	4,284	160,000	5.4.2024	Link 12
USA	@cocacola	4,087	174,000	1.4.2024	Link 13
USA	@cocacola	4,662	199,000	21.3.2024	Link 14
USA	@cocacola	3,385	144,000	21.2.2024	Link 15
USA	@cocacola	12,665	347,000	17.9.2023	Link 16
USA	@cocacola	5,273	191,000	16.9.2023	Link 17
USA	@cocacola	3,293	154,000	8.9.2023	Link 18
USA	@cocacola	7,033	198,000	2.9.2023	Link 19
USA	@cocacola	11,470	363,000	29.8.2023	Link 20
Finland	@cocacolafi	356	7,178	11.12.2024	Link 21
Finland	@cocacolafi	12,152	142,000	26.12.2024	Link 22
Finland	@cocacolafi	543,486	11,900,00	22.11.2024	Link 23
Finland	@cocacolafi	217	10,500	27.9.2024	Link 24

Country	Account	Likes	Views	Publishing date	Source
Finland	@cocacolafi	222	9,510	24.9.2024	Link 25
Finland	@cocacolafi	186	6,224	25.7.2024	Link 26
Finland	@cocacolafi	180	6,233	17.7.2024	Link 27
Finland	@cocacolafi	142	3,729	19.6.2024	Link 28
Finland	@cocacolafi	135	3,358	10.4.2024	Link 29
Finland	@cocacolafi	129	3,142	8.3.2024	Link 30
Finland	@cocacolafi	188	4,151	14.2.2024	Link 31
Finland	@cocacolafi	104	2,515	9.2.2024	Link 32
Finland	@cocacolafi	295	6,539	24.12.2023	Link 33
Finland	@cocacolafi	228	6,813	22.12.2023	Link 34
Finland	@cocacolafi	176	5,096	17.12.2023	Link 35
Finland	@cocacolafi	233	5,284	6.12.2023	Link 36
Finland	@cocacolafi	311	6,092	20.11.2023	Link 37
Finland	@cocacolafi	512	11,600	7.11.2023	Link 38
Finland	@cocacolafi	109	4,842	30.10.2023	Link 39
Finland	@cocacolafi	103	3,524	21.10.2023	Link 40
Philippines	@cocacolaph	252	11,000	8.5.2025	Link 41
Philippines	@cocacolaph	62	6448	6.5.2025	Link 42
Philippines	@cocacolaph	93	1,020	25.4.2025	Link 43
Philippines	@cocacolaph	219	13,300	10.3.2025	Link 44
Philippines	@cocacolaph	259	12,100	5.3.2025	Link 45
Philippines	@cocacolaph	164	6,134	3.2.2025	Link 46
Philippines	@cocacolaph	282	11,200	29.1.2025	Link 47
Philippines	@cocacolaph	149	4,786	27.12.2024	Link 48
Philippines	@cocacolaph	161	4,786	25.12.2024	Link 49
Philippines	@cocacolaph	112	3,980	21.12.2024	Link 50
Philippines	@cocacolaph	97	7,096	20.12.2024	Link 51

Country	Account	Likes	Views	Publishing date	Source
Philippines	@cocacolaph	90	4,064	16.12.2024	Link 52
Philippines	@cocacolaph	300	14,200	13.12.2024	Link 53
Philippines	@cocacolaph	37	1,951	5.12.2024	Link 54
Philippines	@cocacolaph	390	14,000	1.12.2024	Link 55
Philippines	@cocacolaph	55	2,554	17.11.2024	Link 56
Philippines	@cocacolaph	7,036	41,700	14.11.2024	Link 57
Philippines	@cocacolaph	59	3,443	7.11.2024	Link 58
Philippines	@cocacolaph	113	4,882	6.11.2024	Link 59
Philippines	@cocacolaph	1,171	10,500	6.11.2024	Link 60

Appendix 2. Example of a coding sheet

	A	B	C	D	E	F	G	H	I	J
1	Country	Number of followers	Views	Publishing date	Source					
2	USA	3,100,000	339,000	20.12.2024	https://www.instagram.com/reel/DD0HckWxv37/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==					
3										
4		Engagement	Value							
5		Likes	5,304							
6		Likes per views	0.01565							
7		Views per followers	0.10935							
8										
9							High power distance appeals	Value	Low power distance appeals	Value
10		Individualistic appeals	Value	Collectivistic appeals	Value		Ornamental		Cheap	
11		Independence	1	Popular			Vain		Humility	
12		Distinctive	1	Affiliation			Dear		Nurturance	
13		Self-respect		Family	1		Status		Plain	1
14		Not sharing		Succorance			Older to younger		Younger to older	
15				Community			**Total values**	**0**		**1**
16				Sharing						
17		Low-context communication	Value	High-context communication	Value		Masculinity appeals	Value	Femininity appeals	Value
18		Information in verbal message		Information in context			Effective	1	Natural	
19		Linear writing		Circular writing			Convenient		Frail	
20		"You", "We", "I"		Relying on visuals			Productivity	1	Modest	
21		Persuasion		Creating trust			Winning		Feminine gender roles	
22		Low-context total	0	High-context total	0		Masculine gender roles	1		
23		**Total values**	**2**		**1**		**Total values**	**3**		**0**