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Consumer involvement with corporate ads vs product ads: a cross-national study

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Abstract

Purpose – Increasing consumer skepticism of corporate behavior has led companies to actively manage and advertise their corporate brands. However, it remains unclear how receptive consumers across different markets are to such efforts. The purpose of this paper is to demonstrate differences and similarities between corporate and product advertising by examining consumer ad involvement (AI) levels (a motivational state activated by the personal relevance of stimuli) and its antecedents and consequences for these ad types across two markets with varying degrees of economic development.

Design/methodology/approach – Using a 2 (ad type: corporate vs product) × 2 (market type: developed vs emerging) between-subject experimental design, the study was conducted in two markets with varying degrees of economic development, specifically, the USA ($n = 285$) and Pakistan ($n = 311$).

Findings – Results show that consumer involvement with corporate ads varies for developed (USA: high) and emerging (Pakistan: low) markets but that it remains the same for product ads across markets. Developed market consumers tend to be as involved with corporate ads as they are with product ads, whereas emerging market consumers are more involved with product ads than with corporate ads. Aside from differences in involvement levels, the findings demonstrate substantial similarities in the antecedents and consequences of consumer involvement for both ad (corporate vs product) and market (developed vs emerging) types.

Practical implications – With advertising and communication campaigns increasingly being standardized across different markets, this study demonstrates that corporate messages do not function similar as product messages across markets. For effective corporate campaigns, ad designs should fit with the motivation levels of the target consumers across markets.

Originality/value – This study demonstrates the differences and similarities between corporate and product AI across a developed and an emerging market.

Keywords Consumer involvement, Product advertising, Corporate advertising, Emerging and developed markets

Paper type Research paper

Introduction

The recent surge in consumer concerns about the societal implications of their consumption activities has led companies to actively manage and advertise their corporate brands (Capozzi, 2005; Keh and Xie, 2009; Sheinin and Biehal, 1999; Skard and Thorbjørnsen, 2014). Even companies traditionally known to focus on product advertising, such as Unilever, P&G and Coca-Cola, have actively taken up corporate advertising (*Advertising Age*, 2013). Although

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product advertising is product or brand centric – promoting its benefits and image – corporate advertising focuses on organizational characteristics (e.g. history, employees, values, culture, manufacturing excellence and social responsibility) to develop a favorable corporate image and reputation in the market (Berens *et al.*, 2005; Biehal and Sheinin, 2007). Studies have identified a wide range of corporate associations, but a company's ability to develop products (corporate ability association) and social programs (corporate social responsibility (CSR) association) are the two most important associations for firms in the marketplace (Berens *et al.*, 2005; Biehal and Sheinin, 2007; Brown and Dacin, 1997; Kim, 2014). These organization-centric associations are broader in focus and create a halo effect for all products of the firm. When carefully managed and positive in valence, they tend to benefit the entire product portfolio (Biehal and Sheinin, 2007; Chernev and Blair, 2015).

A common concern for companies that advertise their corporate brands across multiple markets is the decision of whether to standardize or to adapt communication programs across markets (Jain, 1989; Szymanski *et al.*, 1993; Tan and Sousa, 2013). Most academic work concerning this dilemma centers on the standardization and adaptation of product advertising campaigns, such as copy, visuals and themes (Harris, 1994; Liu *et al.*, 2016; Papavassiliou and Stathakopoulos, 1997). Creating awareness for products through advertising is deemed an essential marketing activity across markets, because product advertising informs consumers about product features and benefits that directly relate to consumers' consumption goals. Such a default assertion merits investigation in the case of corporate advertising. For example, Unilever's corporate ad campaign on "Fight Child Hunger" launched in the USA, the UK (developed markets) and Indonesia (emerging market) (*Advertising Age*, 2014) assumes that, just like product advertising, corporate advertising may be equally relevant to consumers across these different markets. Corporate communication efforts are not generally aimed at primitive consumption goals, and they may not benefit from the universal appeal that product advertising enjoys. Instead, corporate advertising aims to address general consumer–firm–society trust and relational issues that are likely to be more prevalent in markets with mature consumption cultures (Taylor, 2014; Wagner *et al.*, 2009). Thus, there is a need to examine whether consumer involvement levels (a motivational state activated by the personal relevance of the stimuli; Zaichkowsky, 1985, 1994) with corporate advertising vary across markets with different consumption cultures. Because consumer involvement is triggered by the personal relevance of a stimulus, and consumers in emerging markets differ in their consumption practices from those in developed markets (Burgess and Steenkamp, 2006; Gürhan-Canli *et al.*, 2018; Sheth, 2011; Strizhakova *et al.*, 2008), it is likely that consumer involvement for both ad types (corporate and product) will differ, because what is relevant in developed markets may well be irrelevant for consumers in emerging markets.

Understanding differences in involvement levels is instrumental in designing effective corporate and product advertising campaigns because consumers process high- and low-involvement stimuli differently (Petty *et al.*, 1983; Spielmann and Richards, 2013). High involvement leads to deeper processing (a central route) of stimuli, wherein consumers actively process the stimuli and allocate higher attention and cognitive resources to it. Low-involvement stimuli induce quick processing (a peripheral route), wherein consumers rely on easy-to-process cues and have little motivation to process the details. Because very few studies empirically compare corporate and product ads simultaneously in an international context, it remains unclear whether corporate advertising – such as Unilever's corporate ad on "Fight Child Hunger" – evokes similar consumer involvement levels across developed and emerging markets and whether the involvement levels differ from those evoked by product ads across markets.

In addition to involvement levels, the antecedents and consequences of consumer involvement with corporate and product advertising across different markets are also not well known. This study re-investigates Kim *et al.*'s (2009) seminal framework of consumer

involvement and examines it in a cross-national setting. Kim *et al.* (2009) demonstrate how types of higher-order enduring involvement (general involvement in an area, such as technology, politics or vacations, and involvement in a product category, such as laptops, cars, hotels or restaurants) differently affect consumer involvement with corporate and product ads. They identify that for corporate ads, higher-order enduring involvement types sequentially cascade their effect into ad involvement (AI) in a systematic chain of effects so that AI exclusively (with a full mediation) influences post-exposure attitudes and behaviors. This systematic chain of effects is not observed for products ads. This study extends Kim *et al.*'s (2009) framework in a cross-national setting to examine if the antecedents and consequences of corporate and product AI demonstrate structural similarity or not across markets with varying degrees of economic development.

To summarize, this study aims to address two key issues related to consumer involvement with corporate and product advertising in a cross-national setting. First, the study examines consumer involvement with corporate advertising across markets with varying degrees of economic development (developed and emerging markets). Consumers' corporate and product AI are then compared to demonstrate their relative relevance for different markets. Second, the antecedents and consequences of consumer AI as proposed by Kim *et al.* (2009) are re-examined for corporate and product ads but across markets to offer more cross-national and stringent tests of their framework. In line with persistent calls for the diversification of research activities beyond the North American setting in marketing (Burgess and Steenkamp, 2006; Dekimpe and Lehmann, 2004; Steenkamp and Baumgartner, 1998) and advertising (Taylor, 2005; Zinkhan, 1994) journals, this study investigates consumer involvement mechanisms across one emerging (Pakistan) and one developed (the USA) market.

In the following sections, the theoretical background is introduced and hypotheses are developed for potential differences in consumer AI for corporate and product ads across different markets. This is followed by details on samples, data collection procedures and stimuli development. Because cross-cultural studies demand measurement invariance across samples for valid comparison, the measurement invariance is established before the study's main findings are reported. Finally, the manuscript concludes with a discussion, implications for practice and limitations that represent future avenues for research.

Literature review

One of the earlier influential works on consumer involvement explains the concept as the number of personal connections that consumers develop with a stimulus (Krugman, 1965). Subsequently, based on psychological theories of attention and cognitive processing, several theories of consumer involvement were initially developed. Attempts were also made to accommodate these multiple perspectives by conceptualizing elaborate frameworks of consumer involvement itself (see Andrews *et al.*, 1990; Greenwald and Leavitt, 1984; Spielmann and Richards, 2013). Despite differences among involvement theories, a general consensus remained that levels of involvement relate to the degree of personal relevance that the stimuli (e.g. ad, product and purchase situation) have with the consumers' needs and goals (Greenwald and Leavitt, 1984; Spielmann and Richards, 2013; Zaichkowsky, 1986, 1994). Thus, consumer involvement is commonly defined as a motivational state activated by the personal relevance of stimuli.

Based on the elaboration likelihood model of processing, most studies treat involvement levels dichotomously (Petty *et al.*, 1983; Spielmann and Richards, 2013). A higher level of involvement is characterized by increased motivation to process the stimulus via the central route, that is, higher levels of attention, cognitive effort, elaboration and retention (Greenwald and Leavitt, 1984; Petty *et al.*, 1983). Such a state ensures detailed treatment of the stimulus and facilitates shifts in consumers' attitudes in the direction of the stimulus information (Laczniak and Muehling, 1993). However, a lower involvement level is not

necessarily a disadvantage, but it is characterized by a simpler form of processing via the peripheral route (Petty *et al.*, 1983; Rice *et al.*, 2012). In such situations, consumer attitudes are driven by easy-to-process cues (e.g. brand reputation, celebrity endorsement) rather than detailed processing of the content of a message.

A common situation – in academia and industry – is that consumers' involvement with an ad can be enhanced by embedding stimuli that leverage the situational context to make the ad relevant to consumers' personal goals and needs (Celsi and Olson, 1988; Spielmann and Richards, 2013; Zaichkowsky, 1985, 1994). For example, in football-loving nations brands often run promotional campaigns that have some form of reference to football and consumption of a product (e.g. Pepsi cans with Messi's image on them). This manipulation of stimulus aims to use target audiences' interest in football and the need to consume products as a relating factor. It identifies that the context provided by the consumption culture of a market and personal consumption goals are an important influencer of AI. In product advertising, it remains natural for consumers across markets to relate to such ad campaigns due to their innate tendency to consume products for utilitarian and hedonic goals. However, non-consumption-focused corporate advertising does not share this advantage. It is likely that in such situations the narrative within the consumption culture significantly dictates the ability of firms to effectively relate with consumers via their corporate advertising. Because the consumption culture varies significantly across markets, the ability of firms to relate to consumers using corporate advertising is likely to vary across markets.

Corporate ad relevance across developed and emerging markets

Financial institutions, such as ING and Morgan Stanley, and international organizations, such as the IMF, World Bank and WTO, use taxonomies such as developed and emerging markets[1] to distinguish among countries with varying degrees of economic prosperity and stability. Such a distinction is important because it helps explain environmental constraints within which consumers practice their daily consumption activities. For example, emerging markets are characterized by constraints, such as less efficient markets, low availability of independent sources of information, weaker regulations, less intensive competition, scarcity of resources and limited choices (Ger *et al.*, 1993; Gürhan-Canli *et al.*, 2018; Sheth, 2011; Zhou *et al.*, 2002) that differ from developed markets. For this reason, consumers in emerging markets are deemed to be at an earlier stage of a consumption culture than those in developed markets.

Most studies on corporate marketing practices are conducted in developed markets where consumers tend to be more receptive to non-product messages. For example, CSR is considered relevant for consumers in developed markets because consumers expect more-responsible firm–society interactions that are broader in scope than mere economic transactions (Taylor, 2014; Wagner *et al.*, 2009). The diffusion of media and third-party information sources (e.g. blogs) renders consumers more suspicious of firms' behaviors and more knowledgeable about the implications of their consumption practices on society (Wagner *et al.*, 2009). Such skepticism forces firms to actively manage their corporate reputation. By contrast, communication systems in emerging markets are less developed and reliable, and independent sources of information remain scarce (Khanna and Palepu, 1997; Zhou *et al.*, 2002). Consumers in such markets are less skeptical of firms' behaviors because 75–78 percent of emerging market consumers (China and India) rate corporations as positive contributors to society as compared to the 35–40 percent of developed market consumers who feel the same way (France, Germany, Japan and the USA; Bonini *et al.*, 2007). This lower level of consumer skepticism of corporate activities implies lower consumer demand for active reputation management and corporate communications.

Consequently, it is argued that developed market (vs emerging market) consumers will relate more easily and demonstrate higher involvement levels with corporate advertising

because it provides them with a deeper understanding of the general conditions under which products are developed and marketed. By contrast, it is expected that emerging market consumers consider corporate advertising messages as less involving, because they tend to be less concerned about the behavior of firms in their societies. Thus, the following hypothesis is presented:

H1. Consumers in developed markets show higher corporate AI than consumers in emerging markets.

Corporate vs product ad relevance within developed and emerging markets

Emerging market consumers focus more on the functional aspects of their consumption and are less receptive to product/brand intangibles (Zarantonello *et al.*, 2013). Strizhakova *et al.* (2008) find that developed market consumers infer rich meanings of quality, identity and tradition from branded products, whereas emerging market consumers infer more functional meanings of quality and brand value. Interestingly, brand value conceptualized as a brand having its own value and promoting it through media campaigns is confusing for emerging market consumers, and they confound this communication activity with functional, financial and product values. In another case, Roth (1995) finds corroborating evidence that consumers in developed and emerging markets respond differently to functional and symbolic images. Brands with a functional image have a higher market share in regions with low socioeconomic development, and brands with symbolic images have a higher market share in developed markets. Similarly, in their study on the importance of different service quality dimensions, Malhotra *et al.* (2005) find that augmented services that are peripheral to the core function and are intangible in nature are important in developed markets, whereas core aspects of service quality are central to decision making in emerging markets. The authors recommend that for developed markets, communication messages should target higher-order needs in Maslow's hierarchy, whereas in emerging markets, communication should focus on lower-order needs. Taken together, these studies demonstrate that developed market consumers tend to appreciate the functional and symbolic meanings associated with their consumption, whereas emerging market consumers are primarily receptive to functional meanings.

Because corporate advertising aims to enhance the reputation and image of a firm and conveys little functional information, it is expected that developed market consumers will be receptive to such forms of non-functional advertising, because they tend to satisfy their broad consumption objectives that extend beyond functional utility. However, it is not expected that these consumers will be more involved with corporate advertising than product advertising, because the appreciation of intangibles is not at the expense of functional gratification but is rather sought in addition to it (Strizhakova *et al.*, 2008). By contrast, consumers in emerging markets are more focused on the functional aspects of consumption; therefore, they will be more involved with product advertising than corporate advertising. Hence, the following hypotheses are proposed:

H2a. Consumers in developed markets have similar involvement with corporate ads and product ads.

H2b. Consumers in emerging markets have higher involvement with product ads than with corporate ads.

Consumer involvement types and consumer attitude and behavior

The underlying premise of this study is that consumers across markets relate to corporate and product advertising differently. If so, then it is important to examine how consumer

involvement with corporate and product advertising develops and what differences it holds in terms of attitudinal and behavioral consequences. To the best of our knowledge, Kim *et al.*'s (2009) framework for corporate and product AI in a developed market remains the only study that demonstrates differences in the antecedents and consequences of AI for corporate and product ads. Due to the seminal nature of Kim *et al.*'s (2009) work, this study re-examines their framework and extends it across multiple markets with more stringent conceptual and empirical controls. Kim *et al.*'s (2009) study was conducted in a single country and used artificial advertising stimuli. This study changes the experimental settings by using ad stimuli from a real-life well-known consumer electronics firm, using corporate advertising appeals common in consumer-directed campaigns (Berens *et al.*, 2005; Biehal and Sheinin, 2007; Brown and Dacin, 1997; Kim, 2014) and considering two markets with varying degrees of economic prosperity. These contextual modifications enable assessment of the generalizability of the AI framework, because multiple samples with more realistic experimental conditions provide reliable findings.

Kim *et al.*'s (2009) framework builds on a two-tier involvement classification, namely, enduring and situational (Andrews *et al.*, 1990; Chung, 2003; Day *et al.*, 1995; Houston and Rothschild, 1978; Spielmann and Richards, 2013). Enduring involvement relates to an individual's general interest in an area (technology, traveling, etc.) or in a product category (computers, cell phones, etc.) and is characterized by a long-term orientation, whereas situational involvement refers to an individual's interest in an ad or in a purchase situation (booking tickets for a chosen journey, purchasing a new cell phone, etc.) and is characterized by the situation's specificity and a limited time span.

Using the enduring-situational involvement dichotomy, Kim *et al.* (2009) identify two differences in how types of consumer involvement relate to corporate and product advertising. First, following Day *et al.*'s (1995) hierarchy of consumer involvement effects, wherein higher-order enduring involvement leads to more-specific lower-order situational involvement, Kim *et al.* (2009) demonstrate that corporate ads comprise a complete cascading chain of effects for involvement types, such that general technology involvement (TI) leads to product category involvement (PI), which itself predicts AI. Thus, PI serves as a full mediator between TI and AI. However, for product ads, the hierarchy is not clear, because both types of enduring involvement (TI and PI) influence situational AI, and PI acts as a partial mediator.

Second, Kim *et al.* (2009) demonstrate that the mediating role of AI between enduring involvement types and post-exposure attitude toward the ad (Aad) varies across corporate and product advertisements. For corporate ads, AI serves as a full mediator. This indicates that consumer interest in the ad is the sole direct influencer of post-exposure Aad. In the case of product ads, AI serves as a partial mediator. When exposed to product ads, consumer involvements in the product category (PI) and in the ad (AI) influence post-exposure Aad.

Finally, aside from the dissimilarities, Kim *et al.* (2009) demonstrate that Aad similarly affects attitude toward the brand (Ab) and repurchasing intention (RBI) for corporate and product ads. They find that post-exposure Aad directly and indirectly affects RBI through attitude toward the brand (Ab) for both types of ads. This finding is significant because it highlights that, although some differences exist in the antecedents of consumer AI for the two ad types, the attitudinal and behavioral consequences remain the same. In other words, Kim *et al.* (2009) find that corporate and product ads serve similar purposes in developing a positive attitude toward the firm or its brands and repurchase intentions.

This study focuses on consumer involvement for corporate and product ads across markets with varying degrees of economic development and consumption cultures. The framework is not expected to function similarly for both markets, and the differences will be observable only for developed markets. Consumers in these markets have a more advanced consumption culture (Ger *et al.*, 1993; Gürhan-Canli *et al.*, 2018; Sheth, 2011;

Strizhakova *et al.*, 2008; Zhou *et al.*, 2002) that enables them to appreciate differences in product and corporate message appeals and relate to these ads differently. Because developed market consumers are expected to be more involved and motivated to process corporate ads than consumers in emerging markets (see *H1*), and as much as with product ads (see *H2a*), it is expected that their higher involvement levels trigger heightened attention and cognitive processing of these ad types. Therefore, differences in ad types will be attended to and manifested in relational differences as identified by Kim *et al.* (2009). Specifically, for developed market consumers, higher-order enduring TI will influence AI only for product ads but not for corporate ads. This implies that the general interest of developed market consumers in technology (e.g. e-commerce, cell phones and robotics) has limited direct relevance to specific corporate communication appeals (e.g. CSR, corporate values and corporate history). PI, as a lower-order enduring involvement type, is expected to completely mediate the indirect effect of higher-order TI on AI for corporate ads. This is because consumers do relate familiar companies to the products they manufacture; therefore, consumers' interest in product categories relevant to the company is expected to affect their involvement with corporate messages. Thus, in developed markets, the differences in antecedent relationships between enduring and situational involvement types as well as attitudinal consequences will manifest themselves differently in corporate and product ads, as demonstrated by Kim *et al.* (2009).

By contrast, emerging market consumers are expected to exhibit lower levels of involvement for corporate ads (*H2b*). Low involvement is characterized by quick processing of stimuli with little attention to detail (Andrews *et al.*, 1990; Celsi and Olson, 1988; Spielmann and Richards, 2013). Emerging market consumers will have little motivation to treat corporate ads differently from the regular product ads that they are more accustomed to. They are expected to exhibit similar influences of involvement type antecedents and consequences for both ad types, because they are motivated neither by the consumption culture nor by personal relevance of the stimuli to analyze and nullify irrelevant influences. Therefore, it is expected that for emerging market consumers, antecedent relationships between enduring involvement types and AI, as well as their consequences, will remain the same for corporate and product ads. The following hypotheses are therefore proposed:

H3a. In developed markets, product category involvement (PI) fully mediates the relationship between TI and AI for corporate ads only (not for product ads).

H3b. In emerging markets, product category involvement (PI) partially mediates the relationship between TI and AI for corporate and product ads.

H4a. In developed markets, AI fully mediates the relationship between product category involvement (PI) and consumer attitude toward the ad (Aad) for corporate ads (not for product ads).

H4b. In emerging markets, AI partially mediates the relationship between product category involvement (PI) and consumer attitude toward the ad (Aad) for corporate and product ads.

Method

Samples

The study was conducted across an emerging country (Pakistan) and a developed country (the USA) using convenience samples (see Burgess and Steenkamp, 2006; Khan *et al.*, 2019; Van de Vijver *et al.*, 1997). The USA was selected because it has been used as a prototypical country for developed markets in numerous studies (e.g. Morgeson *et al.*, 2015; Strizhakova and Coulter, 2013). Prior studies on corporate advertising exclusively use student samples; a more stringent theory generalizability test requires samples with

different characteristics. Therefore, the data were collected on an adult population through Amazon Mechanical Turk (MTurk). Studies demonstrate that MTurk participants are similar to those selected from traditional sources (Buhrmester *et al.*, 2011; Paolacci *et al.*, 2010), and the results obtained from the MTurk panel corroborate the findings from traditional sampling sources (e.g. Baskin *et al.*, 2014; Smith *et al.*, 2012). In total, 303 MTurk respondents participated in the study, of which 14 failed the attention check and 4 outliers were deleted, leaving 285 respondents for further analysis.

Pakistan is an important emerging market with the sixth largest population in the world. With macroeconomic and political stability returning to the country, it is considered by some as the "best hidden" market (Mangi, 2015). Due to the unavailability of reliable electronic data collection mechanisms and the availability of equipment enabling targeting the general population, the data were collected using a convenience sample of undergraduate students enrolled in a large private university. Burgess and Steenkamp (2006) indicate that for generalizability studies, convenience samples constitute the most commonly used selection methodology. Studies in cross-cultural marketing also demonstrate that students are a viable choice for initial theory testing (Ewing *et al.*, 2002; Hofstede, 1991; Peterson, 2001). In all, 340 undergraduate students participated in the study, of which 22 failed the attention check and 7 outliers were deleted, leaving a usable data set of 311 respondents.

Stimuli

Advertisement stimuli were adapted from the real-life promotional material of a globally renowned multinational electronics company/brand considered a major player in the cell phone and consumer electronics category in both studied markets. Using an established company/brand as stimuli requires controlling pre-ad exposure consumer attitude toward the company/brand (Ab-Pre) to account for any potential differences in attitude levels across samples. Therefore, pre-ad exposure attitude was used as a control variable. In addition, to ensure an adequate level of stimuli generalizability, two different ad executions were selected for both the product and corporate scenarios. One of the product ads concerns a new cell phone (informational ad) and the other focuses on the usage experience of the new cell phone (transformational ad). The corporate ads focus on the two most-often-used corporate messages (corporate ability and CSR; Berens *et al.*, 2005; Biehal and Sheinin, 2007; Brown and Dacin, 1997).

A pretest with 20 respondents was conducted using MTurk. The results demonstrate high mean ratings on a seven-point scale for ad likability (Product Ad 1 and Product Ad 2: 5.76 and 6.10; Corporate Ad 1 and Corporate Ad 2: 5.38 and 5.38), believability (Product Ad 1 and 2: 6.24 and 6.66; Corporate Ad 1 and 2: 5.57 and 5.71) and ease of understandings (Product Ad 1 and 2: 5.71 and 5.95; Corporate Ad 1 and 2: 5.52 and 5.52).

Measurements

All the constructs were measured using existing scales from the literature. TI is measured through the Kim *et al.* (2009) three-item seven-point Likert scale, whereas product category (PI) and AI are measured through Zaichkowsky's (1994) revised ten-item, seven-point semantic differential personal involvement inventory scale. The personal involvement inventory scale was developed originally as a context-free scale and can be used for different stimuli. Furthermore, Zaichkowsky (1994) demonstrates that using the personal involvement inventory scale for two different stimuli in a study does not create issues of discriminant validity.

The control variable of prior attitude is measured using the three-item semantic differential attitude scale of Biehal and Sheinin (2007). Attitude toward the ad (Aad) and post-exposure product brand/company attitude (Ab-Post) are measured through the four-item scale of Lee (2000) as used in Kim *et al.* (2009). Recognition and behavioral intention is measured using Kim *et al.*'s (2009) three-item scale.

Study design

Both for the USA and Pakistan, the questionnaire and stimuli were presented in English because English is the official language in Pakistan and the means of instruction for most universities in the country. The questionnaire was tested for clarity and understanding with a group of students in Pakistan ($n = 10$).

The study was conducted as a 2 (ad type: corporate vs product)×2 (market type: developed vs emerging) between-subject experimental design. To ensure the generalizability of the findings, two ad executions were developed for corporate (corporate ability/CSR) and product (product informational/product transformational) conditions. The study was designed online. For the US sample, it was posted on MTurk to be compiled for a nominal remuneration; for the Pakistani sample, it was sent out to undergraduate students to be compiled in return for course credit. Both samples demonstrated similar levels of familiarity with the corporate ($\mu_{PAK} = 6.69$; $\mu_{USA} = 6.50$, $p > 0.05$) and product ($\mu_{PAK} = 6.67$; $\mu_{USA} = 6.51$, $p > 0.05$) ads.

The study was structured so that following an introduction explaining the academic nature of the study, participants responded to their general interest in technology (TI), their interest in the selected product category of cell phones (PI) and their pre-exposure brand/company attitude. Thereafter, the participants were exposed to one of four conditions (ads: corporate ability/CSR, product informational/product transformational) after which they completed the questions about their involvement with the ad (AI) and post-exposure attitudinal and behavioral measures. The study ended with three basic attention check questions about the ad.

To check for common method bias, Harman's single-factor test was performed for each sample. The confirmatory factor analysis (CFA) approach, in which all items load on a single common factor, was used because it is considered more sophisticated than the more commonly used exploratory factor analysis approach (Mossholder *et al.*, 1998; Podsakoff *et al.*, 2003). The results demonstrate that the one-factor model does not fit the data well (Pakistan: χ^2 (629) = 5,282.5, $p < 0.01$, RMSEA = 0.15, CFI = 0.49, TLI = 0.46; USA: χ^2 (629) = 6,629.89, $p < 0.01$, RMSEA = 0.18, CFI = 0.48, TLI = 0.45). Thus, common method variance is not a serious concern for the study.

Results

Measurement invariance

Studies that involve data collected in multiple countries must establish measurement invariance for valid cross-national comparisons and generalizations (Ewing *et al.*, 2002; Steenkamp and Baumgartner, 1998; Taylor, 2002, 2005). Because measurement invariance can be established at multiple levels, the study objectives determine the required invariance level for the results to be interpreted reliably.

This study has two principle objectives. First, it aims to examine consumer AI level with corporate and product ads across markets through mean comparisons. This requires configural, metric and scalar invariances (Steenkamp and Baumgartner, 1998), which were tested through a multi-group CFA. A one-factor AI model with ten items was simultaneously estimated for the two country samples. Configural invariance requires that the model fits the data and that item loadings are significant and above 0.50. The results show that although all item loadings are above 0.50 and significant ($p < 0.01$), the initial model does not fit the data well (RMSEA > 0.08 and TLI < 0.9; see Table I). Using modification indices, error terms of three items (worth/unworthy, important/not important and needed/not needed) were sequentially allowed to correlate. The modified AI structure demonstrates configural invariance ($\Delta\chi^2$ (6) = 192.4, $p < 0.01$). Subsequently, metric invariance was tested by constraining item loadings to equality, and scalar invariance was tested by constraining item intercepts to equality across the two samples. The results show that the modified AI structure is metric and scalar invariant.

The second objective is to compare the nomological network of constructs relating different levels of involvement across the two country samples. This requires testing for configural and metric invariances using multi-group CFA (Steenkamp *et al.*, 2002; Steenkamp and Baumgartner, 1998). A seven-factor model representing all the constructs was estimated simultaneously for the two samples. The results (Table I) show that the initial model does not fit the data well because the CFI and TLI fit indices are below the recommended 0.9 level. The estimated model was re-specified using modification indices, the error terms of PI items (exciting/unexciting and mundane/fascinating), and AI items (worthy/unworthy and important/unimportant) were sequentially allowed to correlate. In addition, one item of the brand/company attitude (Ab: interested/uninterested) scale was dropped. The re-specified model fits the data well ($\Delta\chi^2$ (74) = 589.66, $p < 0.01$), and the goodness-of-fit (GoF) indices are above the commonly recommended 0.9 level. In addition, all factor loadings are significant at $p < 0.01$ and standardized loadings are above 0.50. Thus, the re-specified model demonstrates configural invariance. To test metric invariance, the model was constrained to have equal factor loadings across the two country samples. The results demonstrate that although the χ^2 increases ($\Delta\chi^2$ (29) = 49.13, $p < 0.05$), RMSEA, CFI and TLI remain the same and AIC reduces marginally. Thus, full metric invariance is supported.

Mean comparisons

To test *H1* and *H2*, mean comparisons were conducted using structural equation modeling. This approach is considered better than ANOVA/MANOVA because it incorporates measurement errors in its estimation (Bagozzi and Yi, 1989, 2012; Durvasula *et al.*, 1993; Strizhakova *et al.*, 2008; Zhou *et al.*, 2002). Two models were estimated and compared for mean differences (see Table II) using a χ^2 difference test. In the first model (M1), the latent construct means are unconstrained, and in the second model (M2), the mean estimates are constrained to be equal across samples.

H1 posits that consumers in developed markets will be more involved in corporate advertising than consumers in emerging markets. An unconstrained model (M1: χ^2 (82) = 243.31) and then a constrained model (M1: χ^2 (83) = 248.09) of AI for corporate ads was estimated simultaneously for the two country samples. The results show that consumer AI ($\mu_{PAK} = 4.24$; $\mu_{USA} = 4.53$) for corporate ads varies across countries ($\Delta\chi^2$ (1) = 4.79,

	χ^2 value	df	RMSEA	AIC	CFI	TLI
Objective 1: mean comparisons						
Initial configural invariance	599.88	70	0.11	719.88	0.90	0.88
Final configural invariance	407.47	64	0.10	539.47	0.94	0.91
Full metric invariance	422.05	73	0.90	536.05	0.94	0.92
Full scalar invariance	575.63	83	0.10	669.63	0.91	0.90
Objective 2: nomological network						
Initial configural invariance	3,564.45	1,216	0.06	4,092.45	0.89	0.88
Final configural invariance	2,974.79	1,142	0.05	3,498.79	0.91	0.90
Full metric invariance	3,023.92	1,171	0.05	3,489.92	0.91	0.90

Table I. Measurement invariance fit statistics

	Pakistan	USA
Corporate	4.24[a] (154)	4.53[b] (149)
Product	4.71[b] (157)	4.71[b] (136)

Note: Different subscripts (a or b) indicate significant mean differences

Table II. Means for consumer ad involvement (*n*)

$p < 0.05$), such that consumers in the USA have significantly higher AI for corporate ads than consumers in Pakistan, in support of *H1*.

H2a posits that consumers in developed markets are equally receptive to corporate and product ads, whereas *H2b* suggests that consumers in emerging markets are more involved with product ads than with corporate ads. The AI for corporate and product ads was compared separately for each sample. The results show that in the USA, mean differences (M1: χ^2 (82) = 329.53; M2: χ^2 (83) = 332.04) between corporate ($\mu = 4.53$) and product ($\mu = 4.71$) ads are not significant ($\Delta\chi^2$ (1) = 2.50, $p > 0.1$). For Pakistan (M1: χ^2 (82) = 293.57; M2: χ^2 (83) = 303.08; $\Delta\chi^2$ (1) = 9.51, $p < 0.01$) significant mean differences exist between corporate and product ads ($\mu_{corporate} = 4.24$; $\mu_{product} = 4.71$), showing that consumers in Pakistan are more involved with product ads than with corporate ads. Thus, *H2a* and *H2b* are supported.

Model estimation

The study involves measurements that conceptually differ but are closely related to each other. Therefore, scale reliability and validity were tested for each estimated model across the two country samples. For scale reliability Cronbach's α and Jöreskog's ρ were used for convergent validity average variance extracted (AVE) and item loadings, and for discriminant validity the comparison between squared correlations and AVE was used. The results (Tables AI and AII) show that all measures have acceptable levels of reliability (Cronbach's $\alpha > 0.74$; Jöreskog's $\rho > 0.85$), convergent validity (AVE > 0.60) and discriminant validity (i.e. square root of AVE > correlations between constructs).

To test the theoretical model, partial least squares (PLS) path modeling was used (Chin *et al.*, 2003; Hair *et al.*, 2011). Because the model (Figures 1 and 2) is estimated separately for corporate ads ($n_{PAK} = 154$; $n_{USA} = 149$) and product ads ($n_{PAK} = 157$; $n_{USA} = 136$) in each country sample, PLS path modeling is suitable because it supports model estimation with small sample sizes (Chin, 2010).

Tenenhaus *et al.* (2005) recommend using the global GoF criterion to validate data fit with the model using PLS. Wetzels *et al.* (2009) suggest a fit index greater than 0.36 to validate a model's fit. The results show that the estimated models for corporate ads ($GoF_{PAK} = 0.50$; $GoF_{USA} = 0.59$) and product ads ($GoF_{PAK} = 0.52$; $GoF_{USA} = 0.62$) fit the data well.

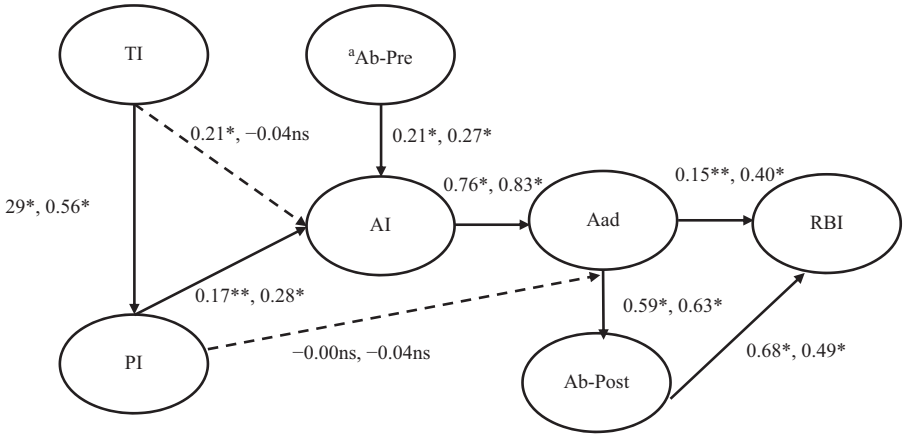
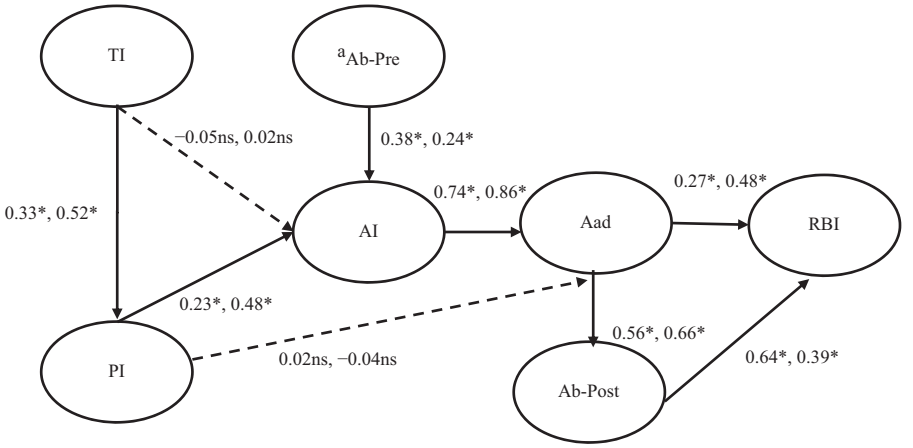


Figure 1.
Standardized β coefficients for the corporate ads

Notes: Path coefficients are reported in the order β_{PAK}, β_{USA}. [a]Control variable. *$p < 0.01$; **$p < 0.05$; ***$p < 0.1$



Notes: Path coefficients are reported in the order β_{PAK}, β_{USA}. [a]Control variable. *$p < 0.01$; **$p < 0.05$; ***$p < 0.1$

Figure 2. Standardized β coefficients for the product ads

To test whether enduring-situational involvement relationships differ for product and corporate ads, paths relating enduring involvement types (general TI and product category involvement (PI) with situational AI) were compared for significant differences. The results for the corporate ads (Figure 1) for both markets show that AI is directly influenced by PI (PI→AI: $t_{PAK} = 2.04$, $p < 0.05$; $t_{USA} = 2.79$, $p < 0.01$) and that TI has a significant influence on PI (TI→PI: $t_{PAK} = 3.55$, $p < 0.01$; $t_{USA} = 8.12$, $p < 0.01$). However, the direct influence of TI on AI for corporate ads is only found significant ($t_{PAK} = 2.80$, $p < 0.01$) for the emerging market sample (Pakistan). Similar results were observed for the product ads (Figure 2): AI is influenced by PI (PI→AI: $t_{PAK} = 2.87$, $p < 0.01$; $t_{USA} = 5.80$, $p < 0.01$), and TI has a significant relationship with PI (TI→PI: $t_{PAK} = 4.29$, $p < 0.01$; $t_{USA} = 6.90$, $p < 0.01$). These results do not support *H3a* and *H3b*, positing that the mediating role of PI varies between corporate and product ads for developed markets and not for emerging markets. Contrary to our hypotheses, the results demonstrate that in developed markets, consumer involvement processes remain the same across ad types, whereas they differ in the case of emerging markets.

Subsequently, *H4a* and *H4b* posit that the role of situational AI on individual post-exposure ad attitude (Aad) differs for product and corporate ads in developed markets but not in emerging markets. The results for the corporate ads across both markets demonstrate that Aad is influenced directly only by situational AI (AI→Aad: $t_{PAK} = 13.77$, $p < 0.01$; $t_{USA} = 17.76$, $p < 0.01$) and that PI indirectly influences it through AI. Similar results are observed across both markets for the product ads such that Aad is influenced directly only by situational AI (AI→Aad: $t_{PAK} = 13.38$, $p < 0.01$; $t_{USA} = 15.38$, $p < 0.01$) and PI exerts an indirect effect only due to its significant relationship with AI. These results demonstrate that situational AI shapes individual attitudes toward the corporate and product ads in a similar way. There is full mediation of AI for product and corporate ads across both market types (developed and emerging). *H4a* and *H4b* are therefore not supported.

In addition, it was also examined whether post-exposure attitude–behavior mechanisms differ for corporate and product ads for the two markets. Specifically, it was tested whether corporate/product ad attitudes (Aad) and corporate/product brand attitudes (Ab) differentially affect consumer repurchasing intention (RBI). For both ad types and

samples, RBI is significantly influenced by Aad and Ab. For corporate ads, Aad significantly relates to RBI directly (Aad→RBI: $t_{PAK} = 2.24$, $p < 0.05$; $t_{USA} = 6.24$, $p < 0.01$) and indirectly through Ab (AD-Att→Ab: $t_{PAK} = 9.01$, $p < 0.01$; $t_{USA} = 9.93$, $p < 0.01$), which itself significantly influences RBI (Ab→RBI: $t_{PAK} = 10.48$, $p < 0.01$; $t_{USA} = 7.62$, $p < 0.01$). The results for product ads show similar relationships such that Aad significantly affects RBI directly (Aad→RBI: $t_{PAK} = 5.08$, $p < 0.01$; $t_{USA} = 7.09$, $p < 0.01$) and indirectly through Ab (Aad→Ab: $t_{PAK} = 8.67$, $p < 0.01$; $t_{USA} = 10.38$, $p < 0.01$), which itself relates significantly with RBI (Ab→RBI: $t_{PAK} = 11.82$, $p < 0.01$; $t_{USA} = 5.47$, $p < 0.01$). The results show that consumer attitudes developed either through corporate or product ads affect their repurchasing intention in similar ways in developed and emerging markets. Thus, no significant differences are observed in how these ad types influence post-exposure purchasing behavior.

Conclusion

An emerging stream of literature argues that corporate marketing differs in its scope and focus from product marketing (e.g. Aaker, 2004; Balmer and Gray, 2003; Biehal and Sheinin, 2007; Burghausen and Balmer, 2015). However, empirical support for this assertion remains limited, and theoretical models of product marketing are often extrapolated to corporate marketing programs. This study was conducted across two different markets with varying degrees of economic development to examine how consumer involvement with corporate advertising varies across markets, differs from product advertising and differs in antecedents or consequences of corporate vs product AI.

Theoretical implications

Corporate vs product ad involvement across markets. With the increasing trend to standardize ad campaigns across markets, it has been unclear if such campaigns generate similar interest levels for corporate and product ads. Prior studies on standardization and adaptation of media campaigns focused on product ads and, as yet, no study has examined the differences in consumer involvement levels for corporate and product ads in a cross-national setting. In the absence of any known cross-national study, such differences merit investigation for two main reasons. First, product and corporate ads differ in focus such that the former addresses primitive consumption goals of consumers, and the latter focuses on consumer–firm–society trust and relational issues (Taylor, 2014; Wagner *et al.*, 2009). Second, consumers in developed and emerging markets differ in their consumption context, preferences and behaviors (Ger *et al.*, 1993; Gürhan-Canli *et al.*, 2018; Sheth, 2011; Zhou *et al.*, 2002); therefore, it remains important to examine if these ad types differentially relate to consumers across markets.

This study demonstrates that, unlike product advertising for which consumer involvement levels remain the same across markets, consumer involvement with corporate advertising varies with the economic development of a market. Developed market consumers (the USA) remain more interested in corporate advertising than emerging market consumers (Pakistan). In developed markets, consumers are as involved with corporate ads as they are with product ads. However, in emerging markets, consumers demonstrate higher involvement levels with product ads than with corporate ads. Such differences in involvement levels have significant implications for ad standardization. Studies on consumer involvement levels demonstrate that high-involvement processing of stimuli differs significantly from low-involvement processing (Petty *et al.*, 1983; Spielmann and Richards, 2013) such that the former is characterized by higher levels of attention to details (central route processing) and the latter relies more on easy-to-process cues (peripheral route processing). It explains that developed market consumers will process corporate and

product ads with the same level of attention and detail. However, in emerging markets, consumers are likely to pay attention more to product ads than corporate ads for which they exhibit lower involvement levels. Thus, corporate ad standardization across markets with varying degrees of economic development will have significant disadvantages because ad campaigns designed for highly involved consumers in developed markets may not relate well with consumers in emerging markets. These consumers are more likely to respond better to ad campaigns that integrate easy-to-process cues.

Corporate vs product ads: involvement types and consumer attitude and behavior. Another objective of the study is to identify differences in the antecedents and consequences of corporate and product AI across markets. For antecedents of AI, Day *et al.* (1995) argue that consumers' higher-order involvement affects the more-specific lower-order involvement types (e.g. TI → PI → AI) in a hierarchical structure. In their examination of AI differences between corporate and products ads in a developed market, Kim *et al.* (2009) report that the hierarchy of effects was observed for corporate ads, where PI served as a full mediator, but not for product ads, where PI served as a partial mediator.

Kim *et al.* (2009) argue that the differences in hierarchy of effects in the involvement antecedents for AI are due primarily to the differences in the corporate vs product ad types. However, the results of this study indicate that corporate ad types do not consistently demonstrate hierarchy of effects across markets. It is only observed for corporate ads in a developed market, but not for corporate ads in an emerging market. In addition, contrary to Kim *et al.*'s (2009) findings for product ads, this study consistently demonstrates hierarchy of effects for product ads across developed and emerging markets. The convergence of hierarchy-of-effect results for corporate ads (developed market) and product ads (developed and emerging markets), as demonstrated in this study, cannot be explained by the differences in corporate vs product ads. It is likely that ad types with high levels of AI (i.e. corporate ads for the USA and product ads for the USA and Pakistan) are processed in the same way across markets, and therefore they demonstrate hierarchy of effects, irrespective of corporate vs product ad distinction. On the contrary, because corporate ads are not common in emerging markets, they do not engage consumers and therefore do not exhibit hierarchy of effects. Emerging market consumers, while evaluating the relevance of corporate ads (i.e. AI), may find it easy-to-process cues such as their interest in the product categories that the firm manufactures or their interest in the industry within which the firm operates as important influencers of their corporate AI (MacKenzie and Spreng, 1992; Petty *et al.*, 1983; Petty and Cacioppo, 2012). In such cases, AI is likely not to be the function of only immediate higher-order involvement type (i.e. PI) but also of any other involvement type that is even marginally (e.g. TI) related to the ad stimuli. However, this proposition requires further empirical investigation.

Finally, in support of earlier studies on the role of AI in post-purchase behavior (Kim *et al.*, 2009; Rice *et al.*, 2012) this study's results suggest that product and corporate ads affect attitudes and behavioral consequences in much the same way. For both markets and ad types, consumer AI acts as a full mediator between involvement types (TI and PI) and post-exposure ad attitude and behavioral consequences; that is, the influence of consumers' general involvement in an area (e.g. technology) or in a product category (e.g. cell phones) affects attitudes and behaviors only through AI. This highlights the importance of AI for corporate and product messages: the ads not only communicate the targeted message to customers but also channelize customers' higher-order involvement levels (e.g. in a general area, product category and ad) into positive purchase-related attitudes and behaviors. Although corporate and product ads have different focuses (i.e. organization vs product/brand characteristics, respectively), they tend to generate similar attitudinal and behavioral effects on consumers.

Managerial implications

These findings have managerial relevance for corporate communication and product managers with cross-national responsibilities. Because product ad standardization across markets is a common trend, it is important not to replicate the same type of strategy for corporate ads. This study demonstrates that corporate message relevance differs for markets with varying degrees of economic development. Managers in emerging markets should carefully consider the objectives and design strategies of corporate campaigns, because they are likely to differ from those observed in a developed market. Developed market consumers are receptive to corporate ads and are likely to process such messages in detail. By contrast, emerging market consumers find corporate ads less relevant and rely more strongly on simplistic cues (such as brand name, title) to understand the ad rather than process the content in detail. When corporate campaigns are to be executed in emerging markets, these efforts should be simple and contain easy-to-process cues. The case of product ads differs from corporate ads. Marketing managers across developed and emerging markets can expect consumers to be equally involved with product ads. Managers can benefit by deploying the same strategies for product ads in emerging markets as in developed markets.

When deciding to allocate resources between corporate or product campaigns, managers in developed markets should use both corporate and product ads, because it enables them to address a broad range of consumers' informational requirements, that is, both firm and product related; consumers tend to be equally involved with these ads; and consumers have similar attitudinal and behavioral reactions. However, emerging market managers are encouraged to evaluate the necessity of launching corporate campaigns, because consumers are less involved with the company than with its product ads. These managers must generally allocate resources for product campaigns, and in cases when they have to launch corporate campaigns, they should be designed with simplistic messages and cues.

Limitations and future directions

This study has some limitations that serve as an impetus for future research. The results across two markets with very different levels of economic development were compared. However, measures of sociocultural values were not used in the study. In line with the recommendation of Taylor (2014), cultural dimensions may lead to a deeper understanding of the actual convergences and differences in consumers than assumed *a priori* based on macroeconomic variables, such as average GDP per capita. Future studies that aim to address this issue may take note of the fact that culture is a complex, multi-dimensional construct, even in its simplest manifestation, and, thus, it remains an interesting avenue to explore. Furthermore, for studies conducted across markets, it is desirable to have comparable samples. This study uses convenience samples that differ in demographics, which remains a limitation of the study. However, it is expected to be of limited concern, because samples are comparable once measurement invariance is established at the requisite level. It is likely that despite the invariance, demographics may still affect study findings. Deeper investigation of the issue shows that this study's findings cannot be explained by differences in sample demographics. For example, O'Cass (2004) shows that age has a negative impact on consumer purchase involvement (situational involvement type) in fashion apparel because clothing occupies a more central role in the lives of younger consumers than older consumers. This study shares a similar context, namely, technology and AI (situational involvement type), but the findings differ. The results show lower corporate AI in younger participants from the emerging market than in older participants from the developed market. In addition, no difference (see Table II) was observed in either group's involvement level with product ads. Similarly, Slama and Tashchian (1985) demonstrate a quadratic relationship (the linear relationship is insignificant) between income and purchase involvement in that it is highest for individuals earning between $15k

and $25k annually and remains the same for all other low- and high-income brackets. Because most MTurk participants (approximately 80 percent) fall outside this income bracket (Ipeirotis, 2015), if income is used to explain the differences, then the US-based MTurk sample can be expected to show similar involvement levels for corporate ads as low-income student samples from Pakistan. The results of this study differ because the findings show that US participants have higher involvement levels for corporate ads than the student sample from Pakistan.

In addition, the stimuli used for the study were developed using marketing material from a globally renowned consumer electronics company using established methodologies (i.e. using corporate vs product sources to develop respective stimuli) but without any formal manipulation checks (Biehal and Sheinin, 2007; Brown and Dacin, 1997; Kim *et al.*, 2009). Sawyer *et al.* (1995) and Khan (2011) identify that manipulation checks add little value when the commonsense knowledge is believed to be valid, that is, the content of the target company's corporate webpages represents corporate communication manipulation and the product-specific webpages represent product communication manipulation. However, future studies examining phenomenon in a cross-national setting could use formal manipulation checks as an added precaution. Future studies may also use stimuli from multiple companies, product categories (utilitarian vs symbolic) and collect data from multiple developed and emerging markets to evaluate additional boundary conditions of the framework. In addition, the stimuli in this study are derived from a single parent company/brand name. Consumers may respond differently to corporate and product advertising stimuli when the company and the product names are distinct (e.g. Nestlé's KitKat or Apple's iPhone). Berens *et al.* (2005) demonstrate that the prominence of a corporate brand in ads has implications for consumer responses. Thus, future studies should investigate how different brand-naming strategies influence consumer involvement and post-exposure attitudes and behaviors with corporate and product advertising. Finally, this study – and to a considerable extent that of Kim *et al.* (2009) – finds limited differences in terms of the antecedents and consequences of consumer AI with product and corporate advertising. Future studies could extend the examination of anteceding mechanisms beyond involvement types to integrate psychological factors (Laurent and Kapferer, 1985). A worthwhile challenge for such studies would be to reevaluate existing psychological antecedents for corporate advertising, because some may not be relevant (e.g. importance of the product and risk associated with product purchase) and others may offer some value (e.g. hedonic and symbolic value of product purchase and consumption). Laurent and Kapferer (1985) demonstrate that different antecedents of involvement lead to different behaviors. Identifying the specific involvement antecedents of corporate advertising would also enable researchers to better capture the differences in consequences.

Note

1. Emerging markets and developing markets are considered synonymous in this paper (Burgess and Steenkamp, 2006).

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Appendix 1

	TI	PI	Ab-Pre	AI	AD-Att	Ab-Post	RBI	α	ρ	AVE
Pakistan (n = 154)										
TI	*0.83*							0.77	0.87	0.68
PI	0.28	*0.79*						0.94	0.95	0.63
Ab-Pre	0.07	0.25	*0.91*					0.90	0.94	0.83
AI	0.25	0.28	0.23	*0.82*				0.95	0.95	0.67
AD-Att	0.34	0.21	0.13	0.76	*0.94*			0.95	0.97	0.88
Ab-Post	0.33	0.28	0.11	0.49	0.59	*0.92*		0.91	0.94	0.84
RBI	0.28	0.24	0.26	0.53	0.54	0.76	*0.83*	0.78	0.87	0.70
USA (n = 149)										
TI	*0.84*							0.79	0.88	0.71
PI	0.56	*0.84*						0.95	0.96	0.70
Ab-Pre	0.05	0.13	*0.93*					0.93	0.95	0.87
AI	0.11	0.28	0.32	*0.87*				0.97	0.97	0.76
AD-Att	0.10	0.23	0.33	0.84	*0.96*			0.97	0.98	0.92
Ab-Post	0.10	0.14	0.52	0.55	0.63	*0.95*		0.95	0.97	0.90
RBI	0.21	0.15	0.35	0.62	0.71	0.74	*0.85*	0.81	0.89	0.73

Table AI.
Construct correlations and scale statistics for corporate ads

Notes: $n = 303$. TI, technology involvement; PI, product involvement; Ab-Pre, pre-exposure brand/company attitude; AI, advertisement involvement; AD-Att, advertisement attitude; RBI, repurchasing intention; Ab-Post, post-exposure brand/company attitude. Diagonals represent square root of AVE

Appendix 2

	TI	PI	Ab-Pre	AI	AD-Att	Ab-Post	RBI	α	ρ	AVE
Pakistan (n = 157)										
TI	*0.79*							0.74	0.85	0.63
PI	0.33	*0.78*						0.93	0.94	0.60
Ab-Pre	0.11	0.16	*0.93*					0.92	0.95	0.86
AI	0.04	0.26	0.43	*0.82*				0.95	0.96	0.68
AD-Att	0.15	0.22	0.30	0.75	*0.93*			0.94	0.96	0.86
Ab-Post	0.01	0.19	0.48	0.53	0.57	*0.93*		0.92	0.95	0.86
RBI	0.04	0.18	0.45	0.57	0.64	0.80	*0.84*	0.79	0.88	0.71
USA (n = 136)										
TI	*0.84*							0.78	0.87	0.70
PI	0.51	*0.86*						0.96	0.97	0.75
Ab-Pre	0.15	0.21	*0.94*					0.94	0.96	0.89
AI	0.30	0.54	0.35	*0.87*				0.96	0.97	0.75
AD-Att	0.24	0.42	0.38	0.84	*0.94*			0.96	0.97	0.89
Ab-Post	0.37	0.37	0.56	0.58	0.67	*0.96*		0.96	0.97	0.92
RBI	0.33	0.35	0.41	0.64	0.75	0.71	*0.90*	0.88	0.92	0.80

Table AII.
Construct correlations and scale statistics for product ads

Notes: $n = 293$. TI, technology involvement; PI, product involvement; Ab-Pre, pre-exposure brand/company attitude; AI, advertisement involvement; AD-Att, advertisement attitude; RBI, repurchasing intention; Ab-Post, post-exposure brand/company attitude. Diagonals represent square root of AVE

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