

Cultural Dimensions and Digital Engagement: Masculinity and Femininity in  
Samsung's Instagram Captions in Japan and the Netherlands

Bachelor's Thesis

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## Contents

Abstract .....	3
<b>1. Introduction .....</b>	<b>4</b>
2. <i>Literature review</i> .....	5
2.1 <i>Cultural Frameworks in Communication Research</i> .....	5
2.2 <i>Hofstede's Masculinity vs. Femininity Dimension</i> .....	6
2.3 <i>Cultural Dimensions in Traditional Media Studies</i> .....	6
2.4 <i>Cultural Dimensions in Digital and Social Media Studies</i> .....	7
2.5 <i>Factors Influencing Engagement in Online Contexts</i> .....	7
2.6 <i>Samsung as a Multinational Case Study</i> .....	8
2.7 <i>Research gap</i> .....	8
2.8 <i>Research Question</i> .....	9
<b>3. Method .....</b>	<b>10</b>
3.1. <i>Materials</i> .....	10
3.2. <i>Procedure</i> .....	10
3.3. <i>Statistical Analysis</i> .....	11
<b>4. Results .....</b>	<b>12</b>
4.1. <i>Cultural Style Across Countries</i> .....	12
4.2. <i>Cultural Style and Engagement</i> .....	12
4.2.1. <i>Engagement: Likes in Japan</i> .....	12
4.2.2. <i>Engagement: Comments in Japan</i> .....	13
4.2.3. <i>Engagement: Likes in the Netherlands</i> .....	13
4.2.4. <i>Engagement: Comments in the Netherlands</i> .....	13
<b>5. Discussion .....</b>	<b>14</b>
5.1. <i>Cultural Style Differences Across Countries</i> .....	14
5.2. <i>Cultural Alignment and Engagement</i> .....	15
5.3. <i>Limitations</i> .....	16
5.4. <i>Recommendations</i> .....	17
<b>6. Conclusion .....</b>	<b>17</b>
<b>References .....</b>	<b>18</b>

## **Abstract**

In today's interconnected world, social media platforms like Instagram have become powerful tools for global communication, branding, and cultural expression. This study explores how cultural values shape digital marketing content and consumer engagement by analyzing Samsung's Instagram captions in Japan and the Netherlands; two countries that strongly differ on Hofstede's masculinity/femininity dimension. A comparative content analysis of 39 Instagram captions revealed that Japanese posts predominantly reflected masculine values, while Dutch posts aligned with feminine values. However, quantitative analysis showed no statistically significant differences in likes or comments based on cultural style. These findings suggest that although Samsung's captions align with local cultural norms, this does not consistently result in higher engagement. This study contributes to cross-cultural communication and digital marketing research by highlighting how global brands navigate cultural adaptation on social media.

*Keywords:* Cultural dimensions, Cross-cultural communication,  
Masculinity/Femininity, Instagram, Social Media, Digital engagement

## 1. Introduction

In today's hyperconnected world, social media has become a central force in global communication, marketing, and cultural exchange, accelerating globalization and redefining intercultural interactions (Chen, 2012). As of 2025, more than half of the global population now actively uses social media, which enables immediate interaction for brands, influencers, and consumers, transcending traditional barriers of geography and language (Chaffey, 2025). Social media is defined as internet-based platforms and applications that enable users to create, share, interact with, and consume user-generated content (Kaplan & Haenlein, 2009). Building on this interconnected digital landscape, digital marketing leverages these technologies to create communication channels that connect businesses with their target audiences (Sawicki, 2016). Unlike traditional marketing, which focuses on physical transactions and direct advertising, digital marketing leverages technology to create interactive and personalized experiences for consumers. As digital marketing continues to expand, global advertising spend on social media is projected to reach \$277 billion in 2025, reflecting its growing role in shaping brand-consumer interactions (Statista, 2024). Platforms such as Instagram, X, and TikTok have redefined cross-cultural communication, enabling faster and more interactive user engagement (Fazil et al., 2024). Among these, Instagram has emerged as the fastest-growing network, with a 25.3% year-over-year increase in audience size in 2024 (Dixon, 2025). Instagram is a visual platform focused on photos and videos, which allows users to accompany their posts with brief textual captions (Laestadius & Witt, 2022). These captions serve as a key element of communication, often used to describe the image, convey tone, or drive engagement. User interaction on Instagram primarily occurs through likes and comments, which are regarded as indicators of audience interest and are commonly used to measure engagement. As a highly visual and personal medium, Instagram also reflects cultural norms and values in subtle ways. Research suggests that cultural background can influence how people use Instagram, including differences in self-presentation, privacy settings, and engagement behaviors (Al-Kandari et al., 2016). The significant growth of Instagram and other social media platforms underscores the increasing dependence of brands on digital platforms to connect with consumers across diverse cultural and linguistic landscapes, highlighting the role of intercultural communication in shaping effective engagement strategies (Bouvier, 2016). Intercultural communication refers to the exchange of information between individuals or groups with different cultural backgrounds (Allwood, 1985), and is essential for navigating today's globalized business environment.

However, this study focuses on cross-cultural communication, which involves the systematic comparison of how cultural values shape communication styles across different societies (Merkin et al., 2013). For global brands, understanding such cross-cultural differences is essential, as consumer perceptions are deeply shaped by local values. Research by Blair and Chiou (2013) shows that although consumers may recognize global brands, their reactions depend on how well marketing messages align with culturally specific expectations. Therefore, companies must find a balance between global standardization and local adaptation of social media content (Sinha, 2022). This study aims to examine how one global brand, Samsung, adapts its Instagram caption content to reflect cultural values in two contrasting markets: Japan and the Netherlands. Drawing on Hofstede's masculinity versus femininity dimension, it analyzes how captions align with cultural expectations in these countries and whether this alignment influences consumer engagement, measured through likes and comments. By focusing on Samsung's country-specific Instagram accounts, the study explores how cultural adaptation in digital marketing may affect user response, offering insights into the relationship between culture, communication style, and engagement outcomes in social media branding.

## **2. Literature review**

### **2.1 Cultural Frameworks in Communication Research**

Understanding how culture influences communication is essential for analyzing brand strategies in global digital marketing. Several frameworks have been developed to conceptualize cultural differences in communication and consumer behavior. Among the most widely used is Hofstede's (1980) model of national culture, which introduced six dimensions including individualism vs. collectivism, uncertainty avoidance, and masculinity vs. femininity. These dimensions have shaped decades of research in advertising and intercultural communication (Okazaki & Mueller, 2007). Other frameworks such as the GLOBE Project (House et al., 2001), Hall's (1976) high- and low-context communication model, and Schwartz's (1992) value theory have built on Hofstede's work to provide additional nuance.

## **2.2 Hofstede's Masculinity vs. Femininity Dimension**

For this study, Hofstede's masculinity vs. femininity dimension is particularly relevant. This dimension differentiates cultures based on values such as assertiveness, performance, and achievement (masculine) versus modesty, care, and quality of life (feminine) (Hofstede et al., 2010). Japan and the Netherlands are positioned at opposite ends of this spectrum, with a Masculinity Index (MAS) score of 95 for Japan and 14 for the Netherlands. These contrasts make them especially suitable for comparative analysis of brand communication. Masculine cultures tend to favor direct, performance-oriented, and competitive messaging, while feminine cultures prefer emotionally supportive, modest, and community-focused content (Han et al., 2024; Connell et al., 2022). These studies have shown that cultural values influence both brand-generated messaging and audience responses in digital environments. Han et al. (2024) observed that users from masculine cultures are more likely to engage in self-promotional communication, whereas users from feminine cultures tend to prioritize relational and emotionally expressive content. Connell et al. (2022) similarly observed that masculine audiences engage more with goal-oriented or status-focused posts, whereas feminine audiences are more responsive to emotionally rich or socially supportive content.

## **2.3 Cultural Dimensions in Traditional Media Studies**

Hofstede's cultural dimensions have served as a foundational framework for analyzing how cultural values are reflected and adapted in media content, particularly in advertising. Previous studies have applied this framework to examine gender portrayals in online advertisements (An & Kim, 2007) and to explore how cultural differences influence the translation of advertising slogans across linguistic and cultural boundaries (Li, 2024). An and Kim (2007) found that Korean web advertisements, reflecting a more feminine cultural orientation, portrayed women in nurturing and relational roles, whereas U.S. ads, aligned with a more masculine culture, emphasized achievement and represented women in professional or decorative roles. Li (2024) similarly showed that advertising slogans in masculine cultures tended to highlight ambition, assertiveness, and success, while those in more feminine cultures, such as China, emphasized modesty, gentleness, and emotional resonance in order to connect with local audiences.

## **2.4 Cultural Dimensions in Digital and Social Media Studies**

While both An and Kim (2007) and Li (2024) applied Hofstede's dimensions to more traditional forms of media, such as web advertisements and translated slogans, applying the framework to social media presents different implications. Traditional media typically involves one-way communication from brand to consumer, whereas social media is essentially interactive, allowing users to engage with and respond to content. As a result, the application of Hofstede's framework has evolved to account not only for message design but also for user behavior and engagement dynamics. For example, Hofmann (2018) found that masculinity predicts a preference for self-enhancing posts, uncertainty avoidance leads to more structured messaging, and power distance correlates with engagement involving authoritative figures. Similarly, Juršè et al. (2019) demonstrated that collectivist users are more influenced by peer recommendations (eWOM), while individualists respond better to direct brand communication. Additionally, Pergelova and Angulo-Ruiz (2017) found that cultural dimensions such as masculinity and power distance influence the effectiveness of digital advertising across countries. These studies indicate that cultural values continue to shape trust, persuasion, and interaction styles in interactive online environments.

## **2.5 Factors Influencing Engagement in Online Contexts**

While studies such as those by Hofmann (2018) and Juršè et al. (2019) demonstrate that cultural values shape digital engagement styles, they may not be the sole or dominant factor. Cuevas-Molano et al. (2021) identified what generally drives engagement with branded content on Instagram, highlighting vividness, interactivity, and visual appeal as key contributing factors. In the context of news media, Tenenboim (2022) found that emotionally charged content drives more likes, which are typically quick and instinctive responses, while comments reflect deeper cognitive involvement). Additionally, Yu et al. (2024) found that caption clarity and linguistic simplicity significantly increase engagement, regardless of cultural alignment. However, the potential impact of cultural congruence should not be overlooked. Rosli et al. (2024) found that cultural adaptation influences engagement outcomes. Their study showed that Instagram content tailored to local cultural values, especially through visual and textual alignment, can increase consumer response. This supports the idea that culturally congruent content may still play a role in driving engagement on social media platforms.

## **2.6 Samsung as a Multinational Case Study**

Samsung, as a multinational corporation with region-specific Instagram accounts, offers a compelling case for examining how cultural values influence brand communication. Its strong global presence, combined with localized marketing strategies, makes it a relevant subject for studying intercultural adaptation. Pereira (2024) highlights how Samsung uses regional insights to tailor its content across markets and platforms.

This framework supports the present study's focus on how masculine and feminine cultural values are reflected in Samsung's Instagram captions in Japan and the Netherlands, and how this influences consumer engagement.

## **2.7 Research gap**

Although Hofstede's cultural dimensions, including masculinity and femininity, have been widely applied in advertising and cross-cultural communication research, most studies focus on traditional media formats such as print ads, slogans, or static web content (An & Kim, 2007; Li, 2024). While recent work has extended these frameworks to digital platforms (Hofmann, 2018; Juršé et al., 2019; Pergelova & Angulo-Ruiz, 2017) the emphasis often remains on general engagement styles, user behavior, or peer-generated content, rather than on how brands construct culturally adapted messages themselves. Notably, there is still very little research specifically examining masculinity and femininity in relation to brand communication on social media platforms. Even though recent studies have begun to explore how masculinity/femininity shape digital messaging and audience preferences (Han et al., 2024; Connell et al., 2022), they primarily focus on user-generated rather than brand-generated content.

Despite the growing relevance of social media, few studies have examined how multinational brands adapt cultural dimensions in platform-specific content like Instagram captions, let alone how such adaptation may influence consumer engagement across culturally distinct markets. While several studies have identified predictors of online engagement, including caption clarity (Yu et al., 2024), linguistic simplicity, emotional tone (Tenenboim, 2022), visual appeal, and interactivity (Cuevas-Molano et al., 2021), these factors are typically examined outside a cultural adaptation framework. As such, they do not assess whether culturally congruent content actually drives higher engagement. Although evidence suggests that culturally tailored content can enhance engagement (Rosli et al., 2024), it

remains unclear whether this applies specifically to brand-generated messaging that reflects masculine or feminine cultural values.

This study addresses that gap by analyzing how Samsung incorporates masculine and feminine values into its Instagram captions in Japan and the Netherlands, two culturally contrasting markets, and whether this aligns with consumer engagement. By combining content analysis with engagement metrics, the study contributes to a more nuanced understanding of how cultural values may influence digital interaction with brand-generated content.

## 2.8 Research Question

Based on this aim, the following research question was formulated:

Research question:

*How does Samsung adapt its Instagram content to reflect cultural values associated with masculinity and femininity, and how does this adaptation affect consumer engagement?*

To explore the main research question in more detail, two sub-questions and two hypotheses have been developed to guide the analysis of both cultural content and engagement outcomes.

Sub-questions:

*1a. How does Samsung reflect masculine and feminine cultural values in its Instagram captions in Japan and the Netherlands?*

*1b. How are these cultural differences related to engagement (likes and comments) on Samsung's Instagram posts in Japan and the Netherlands?*

Hypotheses:

*H1: Samsung's Instagram captions reflect more masculine cultural values in Japan and more feminine values in the Netherlands.*

*H2: Posts that reflect culturally congruent values (masculine in Japan, feminine in the Netherlands) receive more likes and comments than posts that do not match these values.*

### **3. Method**

To address the research question, a comparative corpus analysis was conducted on Instagram captions from Samsung Netherlands and Samsung Japan. A mixed-methods approach was employed, combining qualitative content analysis of cultural features with quantitative analysis of likes and comments.

#### **3.1. Materials**

The corpus consisted of 41 Instagram captions published by Samsung between January and December 2024: 24 from the official Samsung Netherlands account and 17 from the official Samsung Japan account. The corpus comprised Instagram captions that functioned as digital marketing content. Captions were selected based on the following inclusion criteria: (1) a caption length between 10 and 40 words (after English translation), (2) relevance to marketing communication, brand identity, or consumer engagement, and (3) exclusion of posts related to crisis communication or technical updates. The unit of analysis was the full caption text associated with each Instagram post, excluding emojis and hashtags. The number of likes and comments associated with each post was also recorded manually from the respective Instagram accounts in April 2025. To ensure temporal balance across the year, systematic sampling was applied, aiming to include two eligible posts per month per account. The final dataset consisted of 24 Dutch and 17 Japanese captions, reflecting a limited number of eligible posts available from the Japanese account. All captions were translated into English using DeepL Translator.

#### **3.2. Procedure**

Each Instagram caption in the dataset ( $N = 41$ ) was manually coded by the primary researcher. The variable 'Cultural Style' could be assigned one of three codes: masculine, feminine, or mixed (nominal measurement level). Coding was based on Hofstede's cultural dimension of masculinity versus femininity (Hofstede et al., 2010). If a caption emphasized achievement, success, competition, performance, material rewards, challenge, recognition, status or goal-orientation, then it was coded as masculine. If it emphasized caring, quality of life, relationships, modesty, emotional well-being, cooperation, security and equality, then it was coded as feminine. If the caption clearly combined features of both styles, then it was coded as mixed. Two captions from the Japanese account were coded as 'mixed' due to the

presence of both masculine and feminine elements. After collecting the data, the mixed captions were excluded from further analysis and were not included in the results, as the study aimed to compare clearly masculine versus feminine cultural styles. As a result, the number of captions included in the analysis was 39, with 15 posts from Japan and 24 from the Netherlands. To assess interrater reliability, a second coder independently coded a random subsample of 10 captions, representing approximately 24% of the dataset. The interrater reliability of the variable 'Cultural Style' was perfect:  $\kappa = 1.00$ ,  $p = .002$ , indicating complete agreement between the two coders.

In addition to the qualitative coding, quantitative engagement data (likes and comments) were collected for each post. These variables were measured at the ratio level and used to examine the relationship between cultural style and user engagement.

### **3.3. Statistical Analysis**

To answer the research question, a chi-square test was conducted to assess whether the distribution of cultural styles differed significantly between countries. Additionally, independent-samples t-tests were conducted to assess differences in engagement (likes and comments) between masculine and feminine posts.

## 4. Results

This study was set out to investigate how Samsung’s Instagram captions reflect masculine and feminine cultural values in two culturally contrasting markets, and whether these differences are linked to user engagement.

### 4.1. Cultural Style Across Countries

To answer sub-question 1a, which examined how Samsung reflects masculine and feminine cultural values in its Instagram captions in Japan and the Netherlands, and to test Hypothesis 1, which predicted that captions would reflect more masculine values in Japan and more feminine values in the Netherlands, the distribution of cultural styles across countries was compared. A chi-square test showed a significant association between ‘Cultural Style’ and country ( $\chi^2(1) = 17.77, p < .001$ ). This association was strong (Cramér’s  $V = .68$ ). Table 1 shows that posts from Japan were predominantly masculine (80%), while posts from the Netherlands were predominantly feminine (88%).

**Table 1.** *Cultural Style Distribution in Samsung’s Instagram Captions by Country*

Cultural Style	Netherlands <i>n</i> (%)	Japan <i>n</i> (%)	Total <i>n</i> (%)
Masculine	3 (13%)	12 (80%)	15 (39%)
Feminine	21 (88%)	3 (20%)	24 (62%)
Total	24 (100%)	15 (100%)	39 (100%)

### 4.2. Cultural Style and Engagement

To answer sub-question 1b, which examined how cultural style relates to consumer engagement, and to test Hypothesis 2, which predicted that culturally congruent posts (masculine in Japan, feminine in the Netherlands) would receive more likes and comments, engagement metrics for masculine and feminine posts were compared within each country.

#### 4.2.1. Engagement: Likes in Japan

An independent-samples *t*-test was conducted to compare engagement in the form of likes between masculine and feminine posts in Japan. The difference in likes, 3402.58, 95% CI [–3310.25, 10,115.42], was not statistically significant, ( $t(12.54) = 1.10$ ),  $p = .292$ . Masculine posts ( $M = 4745.6, SD = 10,259.0$ ) received more likes on average than feminine posts ( $M =$

1343.0,  $SD = 1561.4$ ). Table 2 presents the descriptive engagement statistics by cultural style and country.

#### 4.2.2. Engagement: Comments in Japan

An independent-samples  $t$ -test was conducted to compare the number of comments on masculine and feminine posts in Japan. The difference,  $-1.25$ , 95% CI  $[-15.49, 12.99]$ , was not statistically significant,  $(t(3.45) = -0.26, p = .810)$ . Masculine posts ( $M = 4.4, SD = 8.3$ ) received fewer comments on average than feminine posts ( $M = 5.7, SD = 7.2$ ). Table 2 shows the descriptive engagement statistics by cultural style and country.

#### 4.2.3. Engagement: Likes in the Netherlands

An independent-samples  $t$ -test was conducted to compare the number of likes on masculine and feminine posts in the Netherlands. The difference,  $155.38$ , 95% CI  $[-720.18, 1030.94]$ , was not statistically significant,  $(t(2.16) = 0.71, p = .545)$ . Masculine posts ( $M = 302.0, SD = 370.7$ ) received more likes on average than feminine posts ( $M = 146.7, SD = 193.4$ ). Table 2 presents the descriptive engagement statistics by cultural style and country.

#### 4.2.4. Engagement: Comments in the Netherlands

An independent-samples  $t$ -test was conducted to compare the number of comments on masculine and feminine posts in the Netherlands. The difference,  $6.38$ , 95% CI  $[-25.09, 37.85]$ , was not statistically significant,  $(t(6.85) = 0.48, p = .645)$ . Masculine posts ( $M = 22.0, SD = 16.5$ ) received more comments on average than feminine posts ( $M = 15.6, SD = 42.1$ ). Table 2 shows the descriptive engagement statistics by cultural style and country.

**Table 2.** *Descriptive Engagement Statistics by Cultural Style and Country*

Country	Japan ( $n = 15$ )	Netherlands ( $n = 24$ )
	$M (SD)$	$M (SD)$
Likes on Masculine Posts	4746.6 (10259.0)	302.0 (370.7)
Likes on Feminine Posts	1343.0 (1561.4)	146.7 (193.4)
Comments on Masculine Posts	4.4 (8.3)	22.0 (16.5)
Comments on Feminine Posts	5.7 (7.2)	15.6 (42.1)

## **5. Discussion**

This study set out to explore how Samsung adapted its Instagram content to reflect cultural values associated with masculinity and femininity, and how this adaptation related to consumer engagement. Building on Hofstede's masculinity/femininity dimension, it analyzed the textual content of Samsung's Instagram captions from its Dutch and Japanese accounts, comparing cultural styles and their relationship with likes and comments as indicators of engagement.

### **5.1. Cultural Style Differences Across Countries**

The first subquestion examined whether Samsung's Instagram captions differ in cultural style across countries, specifically, which country had the highest number of posts reflecting each cultural style, and whether this aligned with the country's masculinity index. The results showed a strong and statistically significant association between country and cultural style, revealing that 80% of Japanese posts were masculine and 88% of Dutch posts were feminine, aligning with Hofstede's categorization of Japan as a masculine culture and the Netherlands as a feminine one (Hofstede, 2010). These findings provide clear support for Hypothesis 1, which predicted that Samsung's Instagram captions would reflect more masculine values in Japan and more feminine values in the Netherlands. This suggests that Samsung's local Instagram content aligns with the country's cultural values. However, since this study does not examine the company's internal decision-making, it remains unclear whether this alignment results from deliberate adaptation or from culturally embedded practices. Regardless of intent, the content demonstrates a strong alignment with local cultural values.

This cultural alignment was also observed in prior cross-cultural research (An and Kim, 2007; Li, 2024). An and Kim (2007) conducted a quantitative content analysis of 400 static web advertisements from Korea and the United States. Their study showed that Korean ads, reflecting the country's lower masculinity score, emphasized relationship-oriented themes and portrayed women in nurturing roles. In contrast, U.S. advertisements, aligned with a higher masculinity score, highlighted achievement and featured women in professional or decorative roles. Similarly, Li (2024) conducted a qualitative analysis of translated advertising slogans, comparing how commercial messages are adapted between China and Western countries. The findings showed that in advertising slogans, masculine cultures emphasize ambition, assertiveness, and success, whereas feminine cultures, like China, favor modesty, gentleness, and emotional resonance.

While the present study found comparable results regarding cultural messaging, key differences should be noted. Firstly, Li (2024) groups multiple Western countries into a single cultural category, limiting the specificity of comparison, whereas the present study focuses on two distinct national contexts. Secondly, while An and Kim (2007) and Li (2024) focused on traditional advertising formats, the present study examines Instagram captions within the context of social media, where content is shaped by algorithms and interactivity. Additionally, An and Kim (2007) relied on larger samples, which may influence generalizability of their conclusions compared to the present study.

## 5.2. Cultural Alignment and Engagement

The second sub-question examined whether consumer engagement differed between masculine and feminine posts within each country, specifically whether posts that aligned with a country's cultural values received more likes and comments. The results showed no statistically significant differences. In Japan, masculine posts received more likes ( $M = 4746.6$ ) than feminine posts ( $M = 1343.0$ ), while feminine posts received more comments ( $M = 5.7$ ) than masculine posts ( $M = 4.4$ ). In the Netherlands, masculine posts received more likes ( $M = 302.0$ ) than feminine posts ( $M = 146.7$ ), and also more comments ( $M = 22.0$ ) than feminine posts ( $M = 15.6$ ). Overall, these descriptive results do not offer a clear or consistent pattern that supports Hypothesis 2, which predicted that posts reflecting culturally congruent values (masculine in Japan, feminine in the Netherlands) would receive more engagement. Although the like counts in Japan align with cultural expectations, the findings in the Netherlands and the inconsistencies in comment patterns suggest that no strong conclusions can be drawn regarding the influence of cultural congruence on engagement..

These insignificant findings can be explained by several researches that suggest that while cultural values influence digital engagement styles, they are not the only, or necessarily the dominant, factors at play (Cuevas-Molano et al., 2021; Rosli et al., 2024; Tenenboim, 2022; Yu et al., 2024). Cuevas-Molano et al. (2021) found that vividness, interactivity, and visual appeal are generally powerful drivers of engagement on Instagram. Similarly, Yu et al. (2024) found that caption clarity and linguistic simplicity significantly increase engagement regardless of whether the content aligns culturally. If Samsung's captions varied in these features across posts or countries, such variability could have weakened any consistent effect of cultural congruence. In addition, the complexity of engagement behavior itself may help explain the results. As Tenenboim (2022) suggests, likes often represent quick and

emotionally driven reactions, whereas comments indicate more deliberate and cognitively involved responses. The inconsistent pattern between likes and comments across the two countries, for example, more likes on masculine posts in Japan but more comments on feminine ones, could reflect this difference in engagement type and underlying motivation.

Lastly, although Rosli et al. (2024) found that cultural adaptation can increase consumer engagement, their study examined broader outcomes like purchase intention and included more cultural dimensions. In contrast, this study focused only on masculinity versus femininity and measured engagement through likes and comments. This narrower focus, along with the small number of culturally incongruent posts, may have made it harder to detect any effects. While cultural alignment may influence engagement, the findings suggest that its impact is limited and inconsistent. Factors such as content clarity, emotional tone, and visual appeal likely play a more central role, making it difficult to isolate engagement outcomes to cultural values alone.

### **5.3. Limitations**

The primary limitation of this study lies in the small and uneven sample size. The final dataset included 24 Dutch and 17 Japanese captions. Two captions were excluded from the chi-square analysis because they were coded as “mixed,” meaning they reflected both masculine and feminine traits and could not be classified into a single category. This left a total of 15 Japanese captions included in the final analysis. The imbalance between countries was partly due to the limited availability of eligible posts, especially for Samsung Japan, which had no suitable content in some months and only one post in others. This was due to the word limit criterion (10–40 words), which led to the exclusion of longer captions. The small sample size, including the low number of masculine posts in the Netherlands ( $n = 3$ ) and feminine posts in Japan ( $n = 3$ ), limited the statistical power and the ability to identify consistent engagement insights. With a larger and more balanced dataset, the analyses would likely result in more reliable insights into the influence of cultural style on user engagement.

## **5.4. Recommendations**

Future research should build on the current study's analysis of cultural values and engagement by addressing its main limitation: the small and unbalanced dataset. This could be achieved by using a larger and more balanced sample to improve reliability. Studies could also expand the range of engagement metrics (e.g., shares, saves) and consider analyzing visual content alongside captions. To explore possible explanations for the lack of significant effects for engagement, future work could examine how factors like emotional tone, clarity, and visual design interact with cultural values to influence engagement. Finally, incorporating user perceptions through surveys or interviews may clarify how audiences respond to culturally adapted content.

## **6. Conclusion**

This study investigated how Samsung adapts its Instagram captions to reflect cultural values of masculinity and femininity, and whether this adaptation influences consumer engagement in Japan and the Netherlands. The content analysis showed that Samsung's captions strongly aligned with local cultural values: Japanese posts were predominantly masculine, and Dutch posts were predominantly feminine. This supports the first hypothesis, which proposed that Samsung's message content aligns with the masculinity/femininity dimension of each country. However, the statistical analysis found no significant differences in likes or comments between masculine and feminine posts within each country. Therefore, the second hypothesis, that culturally congruent posts would generate more engagement, was not supported. This suggests that while cultural adaptation is observable in Samsung's Instagram captions, its effect on consumer engagement appears limited when measured through these specific variables.

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