연구논문

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소셜 미디어 광고에 대한 인지된 규범들과 소비자 반응:
한국과 미국간 페이스북 스폰서 스토리에 대한 비교문화 연구

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소셜 미디어 상에서 소비자들은 소셜 미디어 광고 메시지와 상호작용을 함으로서 (예: '좋아요'를 클릭) 메시지가 만들어지는 과정에 참여할 수 있게 되었다. 다른 소비자들이 소셜 미디어 광고 메시지와 상호작용을 하는 것에 노출되는 것은 개인 소비자들에게 광고 메시지와의 상호작용 행동에 대한 규범을 형성하게 되고, 나아가 인지된 규범들은 상호작용 행동들에 대한 태도와 상호작용 행동들을 시행하고자 하는 행동적 의도에도 영향을 줄 것으로 기대된다. 집단주의적인 성향의 한국인들이 개인주의적인 성향의 미국인들에 비해 규범을 따르고자 하는 경향이 클 것임에 근거하여, 본 연구는 세 가지 종류의 인지된 규범들 (주관적 규범, 개인적 설명적 규범, 그리고 개인적 지시적 규범), 페이스북 스폰서 스토리와의 상호작용에 대한 태도, 그리고 페이스북 스폰서 스토리와 상호작용을 하고자 하는 행동적 의도간의 관계가 한국인들과 미국인들 간에 차이가 나는지를 살펴보았다. 설문 조사 결과에 따르면, 한국 응답자들에게는 개인적 명령적 규범이 행동적 의도의 강한 예측 변인이었고, 미국 응답자들에게는 주관적 규범과 개인적 지시적 규범이 행동적 의도의 강한 예측 변인인 것으로 드러났다. 본 연구는 비교 문화 광고 연구 분야뿐만 아니라 소셜 미디어 광고 분야에도 함의를 제공할 것으로 기대된다.

1. Introduction

Several researchers have examined the cross-cultural differences in perceptual, cognitive, attitudinal, and behavioral responses to advertising by comparing consumers with different cultural backgrounds based on several cultural value frameworks (e.g., collectivism vs. individualism, independent vs. interdependent self-construal) (Guo, Cheung, Leung, & Chow, 2006; Han & Shavitt, 1994; La Ferle, Edwards, & Lee, 2008; Zhang & Gelb, 1996). Prior research has examined cross-cultural differences in consumer responses to advertising in general (e.g., La Ferle et al., 2008; La Ferle & Lee, 2002), online advertising (e.g. Guo et al., 2006; Möller & Eisend, 2010), or personalized advertising (e.g., Yu & Cude, 2009).

Despite the expanding volume of research on cross-cultural advertising, little empirical attention has been paid to investigating cross-cultural differences in the context of social media advertising and examining the role of cultural values in understanding the relationship among several types of consumer responses. Addressing these two issues is particularly important because (1) normative perceptions, a type of perceptual responses to advertising, play an essential role in predicting consumers' attitudinal and behavioral responses to advertising in social media (Gangadharbatla, 2012) and (2) the relationships among norms, attitudes, and behaviors may vary

by culture (Park, 2000; Park & Levine, 1999).

It is not news that the use of social media has remarkably grown, such that social media advertising spending in the U.S. has reached $2.54 billion in 2011 and is expected to reach $5.59 billion by 2014 (eMarketer, 2012). Facebook is the largest recipient of social media ad revenues, accounting for approximately 70% (eMarketer, 2012). Particularly, Facebook sponsored stories (i.e., a type of ad that shows friends' interactions with a page, app, or event on Facebook's News Feed) used to be one of the most effective Facebook ads in reaching target audiences (MarketingCharts, 2012) (see Figure 1). One of the most distinctive features of Facebook sponsored stories was the friend recommendation system through clicking on 'like,' 'comment,' or 'share.' According to Nielsen (2013), the 'recommendations from people I know' was found to be the most trustful advertising. Moreover, a friend 'liking' a brand page on Facebook is one of the most important online recommendations for consumers to try or purchase a product or brand (Zócalo Group, 2013). Therefore, the question of what social-psychological factors motivate Facebook users to engage in such interaction behaviors arose.

The theory of reasoned action (TRA) (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) and research on norms (Cialdini, Reno, & Kallgren, 1990; Park & Smith, 2007) suggest that individuals' perceived norms (i.e., individuals' beliefs about

Figure 1. An Example of Facebook Sponsored Stories

others' opinions and evaluations of a particular behavior) and attitudes toward a behavior are closely related to their behaviors. Given that consumers exposed to social media ads are interconnected to others and can engage in the continual process of creating advertising messages by interacting with the messages (e.g., clicking on 'like') (Gangadharbatla, 2012), the exposures to others' interactions with ad messages may create normative perceptions, which in turn influences attitudes toward the behavior and subsequent interaction behaviors.

Based on this reasoning, this study adopts a cross-cultural perspective on examining the relationship among normative perceptions, attitudes, and behaviors in the context of Facebook sponsored stories. Particularly, this study compares individuals from the U.S. and South Korea. The reasons for why these two countries are chosen

are (1) both countries are considered culturally distinct (Hofstede, 2001) and (2) the U.S. and Korea also are leading countries in the West and Asia, respectively, in terms of social media use, with Facebook being the largest social media platform in the world. The U.S. has the highest proportion of social media users in its population (50.11%), followed by Canada (48.45%), South Korea (45.40%), and other Asia-Pacific countries, such as Australia (38.80%) and Japan (35.03%) (eMarketer, 2013). Thus, this study examines whether there are cross-cultural differences between Americans and Koreans in terms of the relative effects of three types of norms (i.e., subjective norms, personal descriptive norms, and personal injunctive norms) on their attitudes toward interacting with Facebook sponsored stories and behavioral intentions.

2. Literature Review and Hypotheses/Research Questions

1) Consumer Interactions in Social Media Advertising

Social media advertising is characterized by an online ad that is paired with users' interactions with the ad. In other words, social media ads feature users' interactions within the ad content (Interactive Advertising Bureau, 2009). As such, one of the most distinctive characteristics of social media advertising is that it motivates consumers to interact with the ad messages by clicking on 'like' or 'favorite' or making a 'comment.' These interactions allow consumers to be involved in creating and distributing advertising content.

Most social media have incorporated consumers' interactions into their social media advertising. For example, Twitter has developed Promoted Tweets and enabled consumers to interact with such Promoted Tweets using 'favorite,' 'reply,' and 'retweet.' Similarly, Pinterest has developed Promoted Pins with 'like,' 'comment,' and 'repin' available. Along with the increasing popularity of Facebook as an advertising platform (eMarketer, 2012), Facebook also developed a form of social media advertising by incorporating consumers' interactions, which is called Sponsored Stories. Although Facebook sponsored stories used to be considered the most powerful social media advertising tool (MarketingCharts, 2012), due to the lawsuit regarding consumers' privacy concerns, Facebook dropped sponsored stories on April 9, 2014. However, the interaction features of sponsored stories still remain in other forms of Facebook ads (e.g., Page Like Ad, Post Like Ad, and Event Ad). Figure 2 shows an example of a Facebook Like Ad. Similar to sponsored stories, when Facebook friends click a company's Facebook page, the page ad appears on one's

Figure 2. An Example of a Facebook Page Like Ad

Facebook News Feed with a message, "[friend name] likes [brand/company]."

Given that the interaction features of sponsored stories are still used in other Facebook ads, a consumer' exposure to others' interactions with social media ad messages would create his/her perceptions about others' evaluations or opinions about such interactions and ultimately influence his/her future interaction behaviors. In this regard, understanding the role of normative perceptions in predicting consumers' interactions with sponsored stories on Facebook would advance the knowledge of social media advertising effects. Before discussing different types of normative perceptions, the following section will first discuss cultural value differences between Koreans and Americans.

2) Cultural value differences between Koreans and Americans

The cultural dimension of individualism-collectivism (Hofstede, 2001) may serve as an overarching theoretical framework for describing differences in cultural values between Americans and Koreans. The individualism-collectivism dimension is also useful in explaining the influences of their cultural values on moderating the relationship among perceived norms and attitudinal and behavioral responses to Facebook sponsored stories. The individualism-collectivism dimension is defined as "people looking after themselves and their immediate family only, versus people belonging to in-groups that look after them in exchange for loyalty" (de Mooij & Hofstede, 2010, p. 89).

The cultural value differences stemming from the individualism-collectivism distinction between Koreans and Americans are manifested in many different forms. The most relevant to this study is related to the difference in the level of conformity to norms. Individuals from collectivistic Asian cultures tend to have interdependent self-construal (Markus & Kitayama, 1991) and are more likely to put more emphasis on maintaining harmony with in-group members and collective goals by conforming social norms and expectations (de Mooij & Hofstede, 2010; Hofstede, 2001). In contrast, individuals from individualistic western cultures tend to have independent self-construal (Markus & Kitayama, 1991) and are more likely to pursue their own preferences and wants (de Mooij & Hofstede, 2010; Hofstede, 2001).

Thus, it is expected that individuals with collectivistic (vs. individualistic) cultural values are more likely to consider norms and expectations shared by other people when making behavioral decisions. In turn, the different levels of conformity to norms resulting from individualistic vs. collectivistic cultural values may explain the cross-cultural differences in the relationship among consumers responses, such as normative perceptions and attitudinal and behavioral responses to Facebook sponsored stories. Based on the

discussion of cultural value differences, the following sections will focus on (1) the relationships among consumers' normative perceptions and attitudinal and behavioral responses and (2) the cross-cultural differences in such relationships between Koreans and Americans.

As behavior change theories suggest, individuals' behaviors in social media can be predicted by perceived norms and attitudes (Chu & Kim, 2011; Zeng, Huang, & Dou, 2009). The TRA (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) and the constructs of personal descriptive and injunctive norms (Park & Smith, 2007) would be useful for predicting individuals' interaction behaviors with Facebook sponsored stories, given that they explain the relationship among a wide variety of norms, attitudes, and behaviors.

3) Theory of reasoned action and cross-cultural differences

According to TRA (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975), an individual's behavior is guided by behavioral intentions to perform the behavior in question, which is determined by attitudes toward the behavior and subjective norms. Attitudes toward the behavior refer to the overall evaluations of the performance of a behavior in question, and subjective norms refer to perceived social pressure in terms of performing or not performing a behavior in question. Generally, individuals who have more

favorable attitudes and perceive stronger subjective norms regarding a behavior are more likely to have greater intentions to perform that behavior (Ajzen & Fishbein, 1980; Albarracín, Johnson, Fishbein, & Muellerleile, 2001; Fishbein & Ajzen, 1975).

Numerous studies have supported the usefulness of TRA in a wide variety of contexts (Bagozzi, Wong, Abe, & Bergami, 2000). More specifically, positive attitudes toward a behavior in question and subjective norms have been found to predict health behaviors (e.g., Gerend & Shepherd, 2012; Roberto, Krieger, Katz, Goei, & Jain, 2011), pro-environmental behaviors (e.g., Cordano, Welcomer, Scherer, Pradenas, & Parada, 2011; Kim, Jeong, & Hwang, 2013), unethical behaviors (e.g., Aleassa, Pearson, & McClurg, 2011; Chang, 1998), and online behaviors (e.g., Chu, 2011; Lee, Ham, & Kim, 2013; Lee & Lee, 2011).

Although the independent influences of attitudes and subjective norms on behavioral intentions are proposed in TRA, crossover effects among those determinants deserve research attention (Bansal & Taylor, 2002; Taylor & Todd, 1995). Particularly, Eagly and Chaiken (1993) argued for the necessity of examining possible interdependencies between subjective norms and attitudes toward the behavior, especially in the persuasive communication context. More specifically, an individual's attitude can be formed through which one internalizes the recommendations and evaluations received from

others. Such persuasive messages from others are likely to be stored in individuals' memory and used in the processes of attitude formation and future behaviors.

Considering the connectedness among individual consumers on social media, examining the crossover effects between norms and attitudes toward the behavior is particularly relevant to the context of social media advertising. This is because individuals' interactions with sponsored stories are visible to important others in their social network, which contributes to creating normative perceptions about the interaction behaviors. In other words, individuals exposed to others' interactions with sponsored stories demonstrated as 'like,' 'comment,' or 'share' may believe that interacting with sponsored stories promoting brands, companies, or events is popular among and considered socially desirable by others. The internalization of such beliefs would contribute to forming individuals' attitudes toward interaction behaviors and further encouraging or discouraging an individual from interacting with sponsored stories.

(1) The relationship between subjective norms and attitudes toward the behavior

Prior research on crossover effects has demonstrated that subjective norms serve as the predictor of attitudes toward the behavior (e.g., Lee et al., 2013; Lee & Lee, 2011; Lim &

Dubinsky, 2005; Taylor & Todd, 1995). For instance, in the context of online video advertising, Lee and Lee (2011) showed that subjective norms regarding watching online video ads (OVAs) are a positive predictor of attitudes toward watching OVAs. Similarly, Lee, Ham, and Kim (2013) showed that consumers who show a higher level of subjective norms regarding passing along OVAs are more likely to have positive attitudes toward passing along OVAs. Additionally, Lim and Dubinsky (2005) found that subjective norms affect attitudes toward online shopping. Taylor and Todd (1995) also found the causal influence of subjective norms on attitudes toward adopting new products.

(2) The relationship between subjective norms and behavioral intentions

Consumers' behaviors can be influenced by various social entities (e.g., friends, family, neighbors, and Internet groups) (Lim & Dubinsky, 2005; Ryan & Bonfield, 1980). In the domain of OVAs, consumers who show a higher level of subjective norms regarding watching OVAs and passing along OVAs are more likely to have higher intentions to watch OVAs (Lee & Lee, 2011) and pass along OVAs (Lee et al., 2013), respectively. Additionally, subjective norms have been found to be a significant determinant of intention to adopt innovation (Taylor & Todd, 1995) and online grocery shopping (Hansen, Møller Jensen, & Stubbe Solgaard, 2004).

(3) Cross-cultural difference in the relationships among TRA variables

The relationship between subjective norms and attitudes toward the interaction behaviors and between subjective norms and behavioral intentions may vary by culture due to the different levels of conformity to norms originated from individualism vs. collectivism. More specifically, each relationship is expected to be more pronounced for Koreans than Americans (Triandis, 1994). Previous studies have tested this notion based on collectivistic vs. individualistic cultural values or interdependent vs. independent self-construal (Markus & Kitayama, 1991). More specifically, Park and Levine (1999) found that the relationship between subjective norms and behavioral intentions is stronger when the individual has an interdependent self-construal. Park (2000) also showed that the relationship between subjective norms and behavioral intentions to study for an exam is more pronounced among Korean students with collectivistic values than American students with individualistic values. Additionally, Kim et al. (2013) predicted that the relationship between subjective norms regarding pro-environmental behaviors and intentions to participate in pro-environmental behaviors would be stronger for Koreans than Americans, but did not finding supporting evidence. Kim et al. (2013) explained such finding in that pro-environmental behaviors are not entirely dependent on norms.

Based on the theoretical discussion of individualism-collectivism (de Mooij & Hofstede, 2010; Hofstede, 2001; Triandis, 1994) and empirical evidence (Park, 2000; Park & Levine, 1999), it is expected that Koreans with collectivistic cultural values and interdependent self-construal, as compared to Americans with individualistic cultural values and interdependent self-construal, would be more likely to form attitudes and perform a behavior in consideration of norms and expectations shared by other people. This would result in stronger relationships between subjective norms and attitudes toward the behavior and between subjective norms and behavioral intentions among Koreans than Americans. Thus, the following two hypotheses are posed:

H1: The relationship between subjective norms and attitudes toward interacting with Facebook sponsored stories will be greater among Koreans than Americans.

H2: The relationship between subjective norms and behavioral intentions to interact with Facebook sponsored stories will be greater among Koreans than Americans.

4) Personal descriptive and injunctive norms and cross-cultural differences

Personal descriptive and personal injunctive are conceptually different from subjective norms, and they play a significant role in predicting one's behaviors (Cialdini et al., 1990; Park & Smith, 2007; Perkins, 2003). Personal norms are characterized by individuals' beliefs or perceptions

of what significant others, such as family, close friends, and romantic partners, think that an individual should do and what they actually do (Smith, Terry, Manstead, Louis, Kotterman, & Wolfs, 2008). Additionally, personal norms are categorized into two types: descriptive and injunctive norms (Cialdini et al., 1990; Park & Smith, 2007; Perkins, 2003). Descriptive norms refer to one's beliefs or perceptions of whether a behavior is popular among others, whereas injunctive norms refer to one's beliefs or perceptions of whether a behavior is approved by others (Park & Smith, 2007). Taken together, personal descriptive norms are characterized by an individual's beliefs or perceptions of whether a particular behavior is popular among his/her significant others, whereas personal injunctive norms are characterized by an individual's beliefs or perceptions of whether his/her significant others would endorse or approve of performing a particular behavior. In addition, as discussed earlier, subjective norms, another normative perception this study focuses on, refer to perceived social pressure in terms of performing or not performing a behavior in question.

Personal descriptive norms and personal injunctive norms are different in terms of the sources of motivation (Deutsch & Gerard, 1955). The distinction between personal injunctive norms and subjective norms, however, is not really clear. Some researchers identify personal injunctive norms with subjective norms (e.g., Lapinski & Rimal, 2005; Rivis & Sheeran, 2003), whereas others have found evidence that personal injunctive norms and subjective norms are different and separate constructs (e.g., Cialdini, Kallgren, & Reno, 1991; Park, Klein, Smith, & Martell, 2009; Park & Smith, 2007). In following the latter, this study expects that personal descriptive norms, personal injunctive norms, and subjective norms would be separate and distinct constructs. More specifically, three types of normative perceptions are different in that: (1) personal descriptive norms refer to what significant others do; (2) personal injunctive norms refer to what significant others think one ought to do; (3) subjective norms refer to what significant others expect one to do.

The following example describes the role of (1) personal descriptive norms, (2) personal injunctive norms, and (3) subjective norms in predicting a behavior in question: Suppose that you try to decide to buy a pair of TOMS shoes. You believe that almost half of your close friends and family own at least a pair of TOMS shoes (i.e., personal descriptive norms: perceived popularity of a behavior among significant others). Additionally, you believe that if you end up buying a pair of TOMS shoes, your close friends and family would support your purchase decision (i.e., personal injunctive norms: perceived approval of a behavior among significant others). Furthermore, you think that your close friends and family expect you to buy a pair of TOMS shoes if you get to

choose a brand (i.e., subjective norms: perceived social pressure among significant others). The more salient these perceptions and beliefs are, the higher likelihood of you purchasing a pair of TOMS shoes.

As such, this study focuses on personal descriptive norms, personal injunctive norms, and subjective norms as the predictors of consumers' attitudes toward interacting with Facebook sponsored stories and behavioral intentions. The following sections will review empirical evidence regarding the relationship among personal descriptive and injunctive norms, attitudes toward the behavior, and behavioral intentions and regarding cross-cultural differences in such relationships.

(1) The relationship among personal descriptive norms, attitudes, and behavioral intentions

Prior research has found a significant relationship among personal descriptive norms, attitudes, and behavioral intentions (Paek & Hove, 2012; Park & Smith, 2007; White, Smith, Terry, Greenslade, & McKimmie, 2009). For instance, White et al. (2009) found that personal descriptive norms are positively related to attitudes toward the behavior and behavioral intentions in the context of household recycling. Park and Smith (2007) also showed that personal descriptive norms are significantly related to individuals' attitudes toward signing the state organ-donor registry and their subsequent behavioral intentions. Paek and

Hove (2012) also demonstrated that personal descriptive norms regarding eHealth literacy change the level of adolescents' eHealth literacy.

(2) The relationship among personal injunctive norms, attitudes, and behavioral intentions

Empirical findings have applied personal injunctive norms to predicting individuals' attitudes toward the behavior and behavioral intentions (Park, Jung, & Lee, 2011; Smith et al., 2008; White et al., 2009; Zeng et al., 2009). For instance, White et al. (2009) found that individuals who believe that their significant others think they ought to participate in household recycling tend to have favorable attitudes toward the behavior and strong intentions to participate in household recycling. Park et al. (2011) found the positive influence of personal injunctive norms on attitudes toward uploading video content online. In the domain of social media, Zeng et al. (2009) showed that perceived injunctive norms shared by community group members tend to predict the group's intentions to accept advertising placed in social networking sites.

Applying the conceptualization of personal descriptive and injunctive norms and empirical evidence to this study's context, it is expected that consumers' perceptions and beliefs about whether interactions with sponsored stories on Facebook are popular among and are approved by significant others would affect consumers' attitudes toward the interaction behaviors and intentions to interact

with sponsored stories on Facebook in the future, such as their clicking on 'like' and 'share' or making a 'comment' on the stories.

(3) Cross-cultural difference in the relationships among personal descriptive and injunctive norms, attitudes, and behavioral intentions

This study expects that the strength of the positive relationship among personal descriptive and injunctive norms, attitudes toward the behavior, and behavioral intentions might vary according to individuals' cultural group affiliation. However, unlike cross-cultural research attention paid to TRA variables (Kim et al., 2013; Park, 2000; Park & Levine, 1999), empirical evidence about the role of cultural values in influencing the relationship among personal descriptive and injunctive norms, attitudes, and behaviors is lacking. Due to the scarcity of previous research regarding the cross-cultural differences in the relationship among personal descriptive and injunctive norms, attitudes, and behaviors, we ask:

RQ1: Will the relationship between personal descriptive norms and attitudes toward interacting with Facebook sponsored stories vary by cultural group affiliation (i.e., Koreans vs. Americans)?

RQ2: Will the relationship between personal descriptive norms and behavioral intentions to interact with Facebook sponsored stories vary by cultural group affiliation (i.e., Koreans vs. Americans)?

RQ3: Will the relationship between personal injunctive norms and attitudes toward interacting with Facebook sponsored stories vary by cultural group affiliation (i.e., Koreans vs. Americans)?

RQ4: Will the relationship between personal injunctive norms and behavioral intentions to interact with Facebook sponsored stories vary by cultural group affiliation (i.e., Koreans vs. Americans)?

3. Method

1) Sample

A total of 380 American undergraduate students were recruited at a large southern university in the U.S. and a total of 363 Korean undergraduate students were recruited at a large private university in Daegu, South Korea. Both American and Korean respondents were above 18 years old and received extra credit for their voluntary participation. College students were appropriate respondents in this study because of their substantial use of Facebook, such that 86% of Internet users aged 18 to 29 and about 70% of users who have college degrees use Facebook (Pew Research Center, 2013). Those who have never experienced sponsored stories on Facebook were excluded from the beginning of the survey through a screening question. Of 380 American and 363 Korean respondents, 331 (87.3%)

Americans and 302 (83.2%) Koreans who had experienced sponsored stories in the past six months were included in the final data analysis.

2) Data collection procedure

The online survey was created on Qualtrics, and the survey link was distributed through the instructors of undergraduate classes. Once respondents voluntarily signed up, a consent form was presented to the respondents on the first page of the online survey site.

The definition of sponsored stories on Facebook with examples was provided in the next page (Facebook, 2013): "Sponsored Stories on Facebook is a type of ad that shows people's interactions with a Page, app or event to their friends. When someone interacts with a company's Page, app, or event, his or her Facebook friends may see this interaction on News Feed, which appears as a story sponsored by the company." Interaction with sponsored stories in this study includes individuals' clicking on the 'like' and 'share' and making a 'comment' on sponsored stories on Facebook.

After reading this definition, respondents were asked to answer a screening question. Respondents who have not seen sponsored stories in the past six months were directed to the end of the survey, whereas respondents who indicated that they had seen sponsored stories in the past six months were asked to complete the questionnaire. The survey

took approximately fifteen minutes to complete.

3) Measures

(1) Subjective norms (SN)

SN was measured based on Park and Smith's (2007) scale. The three items included: "Most people who are important to me would think that I should interact with Sponsored Stories (SN1)"; "Most people whose opinions I value would think that I should interact with Sponsored Stories (SN2)"; "It is expected of me that I interact with Sponsored Stories (SN3)." The response options ranged from 1 ("strongly disagree") to 7 ("strongly agree"). The inter-item consistency was acceptable (Total: Cronbach's $a = .88$, $M = 2.48$, $SD = 1.24$; U.S.: Cronbach's $a = .87$, $M = 2.17$, $SD = 1.18$; Korea: Cronbach's $a = .88$, $M = 2.81$, $SD = 1.21$).

(2) Personal descriptive norms (PD)

PD was measured based on Park and Smith's (2007) scale. The three items included: "Most people whose opinion I value have interacted with Sponsored Stories (PD1)"; "Most people who are important to me have interacted with Sponsored Stories (PD2)"; "Most people who are important to me experienced the interactions with Sponsored Stories (PD3)." The response options ranged from 1 ("strongly disagree") to 7 ("strongly agree"). The inter-item consistency was acceptable (Total: Cronbach's $a = .89$, $M = 3.62$, $SD = 1.43$; U.S.: Cronbach's $a = .89$, $M = 3.15$, $SD = 1.49$; Korea:

Cronbach's a = .85, M = 4.13, SD = 1.17).

(3) Personal injunctive norms (PI)

PI was measured based on Park and Smith's (2007) scale. The three items included: "Most people who are important to me would endorse my interactions with Sponsored Stories (PI1)"; "Most people whose opinion I value would approve of my interactions with Sponsored Stories (PI2)"; and "Most people who are important to me would support that I interact with Sponsored Stories (PI3)." The response options ranged from 1 ("strongly disagree") to 7 ("strongly agree"). The inter-item consistency was acceptable (Total: Cronbach's a = .89, M = 3.83, SD = 1.31; U.S.: Cronbach's a = .91, M = 3.49, SD = 1.47; Korea: Cronbach's a = .80, M = 4.20, SD = .98).

(4) Attitudes toward the Behavior (AB)

AB was measured based on three 7-point semantic differential scales based on Ajzen and Fishbein (1980). The items included: "bad–good (AB1)," "unfavorable–favorable (AB2)," and "negative–positive (AB3)." The inter-item consistency was acceptable (Total: Cronbach's a = .94, M = 3.74, SD = 1.32; U.S.: Cronbach's a = .92, M = 3.23, SD = 1.26; Korea: Cronbach's a = .93, M = 4.30, SD = 1.14).

(5) Behavioral intentions (BI)

BI was measured based on scales from Ajzen and Fishbein (1980) and Bosnjak, Tuten, and Wittmann (2005). The three items included: "I intend to interact with Sponsored Stories (BI1)"; "I will make an effort to interact with Sponsored Stories (BI2)"; and "I plan to interact with Sponsored Stories (BI3)." The response options ranged from 1 ("strongly disagree") to 7 ("strongly agree"). The inter-item consistency was acceptable (Total: Cronbach's a = .96, M = 3.14, SD = 1.54; U.S.: Cronbach's a = .93, M = 2.35, SD = 1.33; Korea: Cronbach's a = .95, M = 4.01, SD = 1.26).

(6) Conformity to norms

Conformity to norms was measured based on the cultural value dimension of conformity to norms from Kim, Atkinson, and Yang's (1999) Asian Value Scale The six items included: "One should not deviate from familiar and social norms;" "One needs to follow his/her family's and the society's norms;" "Following family and social expectations is important to me;" "One of the worst things one can do is bring disgrace to one's family reputation;" "One needs to follow the role expectations (gender, family hierarchy) of one's family;" and "Family's reputation is one of the primary social concerns." The response options ranged from 1 ("strongly disagree") to 7 ("strongly agree"). The inter-item consistency was acceptable (Cronbach's a = .89, M = 4.19, SD = 1.27).

4) Equivalence of measurement items

The survey questionnaire was developed in both English and Korean through a translation-and-back-translation method. Particularly, a bilingual graduate student translated the initial English version of questionnaire into Korean. Next, another bilingual graduate student translated the Korean version back into English to compare the original English version with the back-translated English version. This process of translation and back translation continued until the translated Korean version is equivalent to the original English version. A small convenience sample of bilingual Koreans was then recruited to pretest the English and Korean versions of the questionnaire. They were asked to complete and compare both English and Korean versions and provide feedback about cross-language measurement equivalence. Based upon the feedback from the pretest group, minor wording and editing changes were made.

4. Results

1) Respondent characteristics

The average age of the American respondents was 21.89 years old (SD = 2.29), ranging from 18 to 35 years. Females (78%, n = 259) outnumbered males (22%, n = 72). Most of the respondents were Caucasians (76%), followed by African-Americans (10%), Hispanics (4%), Native American or Alaskan Native (4%), Asians (2%), and others (4%). The average age of the Korean respondents was 22 years old (SD = 1.99). Females (72%, n = 218) also outnumbered males (28%, n = 84).

2) Cultural value difference check

American and Korean respondents were expected to possess different cultural values in terms of their tendency to conform to norms. This expectation was empirically tested before testing two hypotheses and four research questions. As expected, Korean respondents (M = 4.91, SD = .89) showed a significantly higher tendency to conform to norms than American respondents (M = 3.53, SD = 1.20) (F (1,629) = 266.40, p < .01, η^2 = .30). This finding confirms that the two groups of respondents in this study possessed the expected cultural values.

3) Measurement model

This study includes two groups of respondents, American and Korean. To test whether all measurement items are loaded on the latent construct of the hypothesized model (i.e., the relationships among three norms, attitudes toward interacting with sponsored stories on Facebook, and behavioral intentions) for both cultural

groups, a multi-group confirmatory factor analysis (CFA) was run for Korean and American respondents using AMOS 21.0 (Byrne, 2001).

CFA results confirmed three components of norms (i.e., personal descriptive, personal injunctive, and subjective norms), attitudes, and behavioral intentions for both cultural groups. Although the chi-square test rejected a perfect fit between data and the model [χ^2 (160) = 422.87, $p < .001$, $\chi^2/df = 2.64$], it is widely accepted that the chi-square test is sensitive to the influence of sample size (Brown, 2006; Byrne, 2001; Hair, Anderson, Tatham, & Black, 2006). Chi-square

statistics and degrees of freedom obtained from the multi-group CFA are equal to the sum of chi-square statistics and degrees of freedom obtained by a single-group CFA of the American sample [χ^2 (80) = 183.89, $p < .001$, $\chi^2/df = 2.30$] and that of the Korean sample [χ^2 (80) = 238.98, $p < .001$, $\chi^2/df = 2.99$], respectively (Byrne, 2001). Other indices of model fit showed an acceptable degree of fit: GFI = .92; NFI = .95; CFI = .97; RMSEA = .05; SRMR = .04 (Bentler, 1990, 1992; Browne & Cudeck, 1993; Bruce, 2004; Byrne, 2001; Hair et al., 2006). All standardized factor loadings for both cultural

Table 1. CFA Results for Interacting with Facebook Sponsored Stories

Construct and Indicators	Standardized Factor Loading		t-value		α	
	U.S.	KOR	U.S.	KOR	U.S.	KOR
Subjective norms (SN)					.87	.88
SN1	.88	.91	19.81***	19.95***		
SN2	.94	.95	21.66***	21.63***		
SN3	.68	.69	13.71***	13.48***		
Personal descriptive norms (PD)					.89	.85
PD1	.92	.88	21.55***	18.36***		
PD2	.97	.87	23.26***	18.10***		
PD3	.70	.69	14.45***	13.01***		
Personal injunctive norms (PI)					.91	.80
PI1	.88	.78	19.71***	14.90***		
PI2	.89	.69	20.06***	12.74***		
PI3	.87	.85	19.42***	16.73***		
Attitudes toward the behavior (AB)					.92	.93
AB1	.87	.92	19.67***	20.51***		
AB2	.89	.94	20.40***	21.21***		
AB3	.92	.87	21.44***	18.83***		
Behavioral intentions (BI)					.93	.95
BI1	.88	.95	19.97***	21.99***		
BI2	.91	.94	21.23***	21.64***		
BI3	.93	.90	22.19***	20.05***		
***$p < .001$						
χ^2 (160) = 422.87, $p < .001$, $\chi^2/df = 2.64$; GFI = .92; NFI = .95; CFI = .97; RMSEA = .05; SRMR = .04						

Note: SN - Subjective norms; PD - Personal descriptive norms; PI - Personal injunctive norms; AB - Attitudes toward interacting with sponsored stories; BI - Behavioral intentions to interact with sponsored stories

groups in the measurement model were significant ($p < .001$) (see Table1).

Composite reliability (CR), average variance extracted (AVE), and maximum shared variance (MSV) for each of the constructs showed that convergent and discriminant validity are acceptable (see Tables 2 and 3). More specifically, AVE is greater than .50, and CR is greater than AVE for all constructs, indicating that convergent validity is established (Fornell & Larcker, 1981). In addition, AVE is greater than MSV for all constructs, indicating that discriminant validity is established. Furthermore, the square root of the

average variance extracted for each construct for both cultural groups was higher than the correlations involving the construct (see Tables 2 and 3), providing the additional evidence of discriminant validity (Fornell & Larcker, 1981; Hair et al., 2006). Given that all reliability estimates for each component for both cultural groups were acceptable, ranging from .87 to .93 for Americans and from .80 to .95 for Koreans, all five components of the hypothesized model for both cultural groups were confirmed, and they can be used as the measurement model in the hypothesized model.

Table 2. Composite Reliability (CR), Average Variance Extracted (AVE), Maximum Shared Variance (MSV), and Correlations between Constructs – Americans

| Constructs | CR | AVE | MSV | Correlations between constructs | | | | |
				SN	PD	PI	AB	BI
SN	.88	.71	.49	.84*				
PD	.90	.76	.39	.58	.87*			
PI	.91	.77	.39	.54	.63	.88*		
AB	.92	.80	.42	.49	.42	.49	.90*	
BI	.93	.82	.49	.70	.58	.51	.64	.91*

Note: SN – Subjective norms; PD – Personal descriptive norms; PI – Personal injunctive norms; AB – Attitudes toward interacting with sponsored stories; BI – Behavioral intentions to interact with sponsored stories
*The numbers in the diagonal row are square roots of the average variance extracted.

Table 3. Composite Reliability (CR), Average Variance Extracted (AVE), Maximum Shared Variance (MSV), and Correlations between Constructs – Koreans

| Constructs | CR | AVE | MSV | Correlations between constructs | | | | |
				SN	PD	PI	AB	BI
SN	.89	.74	.38	.86*				
PD	.86	.67	.49	.61	.82*			
PI	.82	.60	.55	.48	.70	.77*		
AB	.93	.82	.55	.48	.41	.50	.91*	
BI	.95	.87	.55	.62	.50	.56	.74	.93*

Note: SN – Subjective norms; PD – Personal descriptive norms; PI – Personal injunctive norms; AB – Attitudes toward interacting with sponsored stories; BI – Behavioral intentions to interact with sponsored stories
*The numbers in the diagonal row are square roots of the average variance extracted.

4) Results by hypotheses and research questions

To answer two hypotheses and four research questions, a structural equation modeling (SEM) with maximum likelihood estimation was performed using AMOS 21.0. As with CFA, a multi-group SEM was run separately for American and Korean respondents [χ^2 (160) = 422.87, $p < .001$, χ^2/df = 2.64], which is equal to the sum of chi-square statistics and degrees of freedom obtained by a single-group SEM of the American sample [χ^2 (80) = 183.89, $p < .001$, χ^2/df = 2.30] and that of the Korean sample [χ^2 (80) = 238.98, $p < .001$, χ^2/df = 2.99] (Byrne, 2001), respectively. Other indices of model fit showed an acceptable degree of fit: GFI = .92; NFI = .95; CFI = .97; RMSEA = .05; SRMR = .04 (Bentler, 1990, 1992; Browne & Cudeck, 1993; Bruce, 2004; Byrne, 2001; Hair et al., 2006). The results of all hypothesized paths for both cultural groups are reported in Table 4 and Figures 2 and 3. As

a result, for American respondents, paths 1) from SN to AB, 2) from SN to BI, 3) from PD to BI, and 4) from PI to AB were significant, whereas, for Korean respondents, paths 1) from SN to AB, 2) from SN to BI, 3) from PI to AB, and 4) from PI to BI were significant.

In addition, to test whether the value of each path coefficient of significant paths for both American and Korean respondents (i.e., SN → AB, SN → BI, and PI → AB) is invariant, a series of steps was performed, constraining each path coefficient in the model. As shown in Table 5, there is a significant difference in χ^2 between Model 3 and Model 4 ($\Delta\chi^2$ = 19.68, Δdf = 7, $p < .01$), indicating that the hypothesized model is group-variant. Since the difference in χ^2 between Models 3 and 4 does not tell which path coefficient is different between American and Korean respondents, Models 5 – 7 each was compared with Model 3 to determine the group invariance of each path coefficient.

H1 predicted a greater relationship between

Table 4. The Results of Structural Model

Paths			Standardized Path Coefficients		Standard Error		t-value	
			U.S.	KOR	U.S.	KOR	U.S.	KOR
SN	→	AB	.29	.32	.07	.06	4.27***	4.55***
SN	→	BI	.42	.30	.06	.05	7.41***	5.49***
PD	→	AB	.08	−.04	.06	.09	1.06	−.42
PD	→	BI	.19	.00	.05	.07	3.41***	.03
PI	→	AB	.29	.37	.06	.11	3.97***	4.09***
PI	→	BI	−.02	.15	.05	.09	−.28	2.13**

**p < .05, ***p < .001
χ^2 (160) = 422.87, $p < .001$, χ^2/df = 2.64; GFI = .92; NFI = .95; CFI = .97; RMSEA = .05; SRMR = .04

Note: SN – Subjective norms; PD – Personal descriptive norms; PI – Personal injunctive norms; AB – Attitudes toward interacting with sponsored stories; BI – Behavioral intentions to interact with sponsored stories

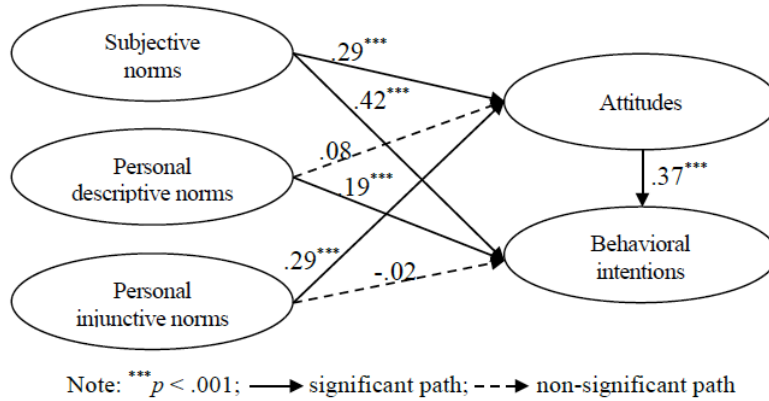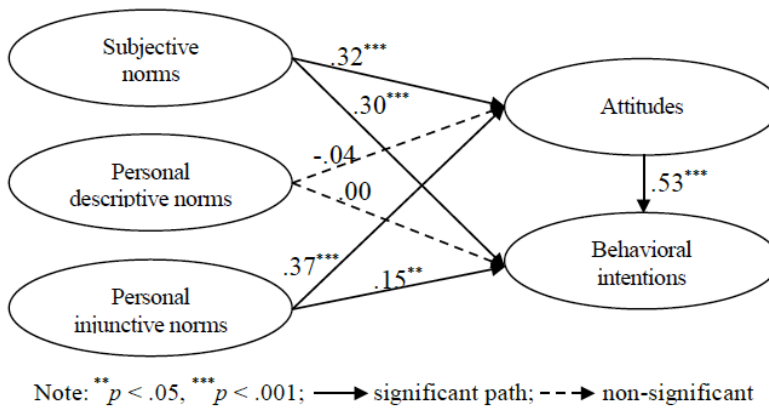Figure 2. The Results of Hypothesized Model - Americans

Note: ***$p < .001$; ⟶ significant path; - - ➤ non-significant path

Figure 3. The Results of Hypothesized Model - Koreans

Note: **$p < .05$, ***$p < .001$; ⟶ significant path; - - ➤ non-significant

subjective norms and attitudes toward the behavior among Koreans than Americans. The results indicated that the relationship is greater for Koreans ($\beta = .32$, $p < .001$) than for Americans ($\beta = .29$, $p < .001$). Although the finding is in line with the prediction, the difference in χ^2 between Model 3 and Model 5 did not reach a statistical significance level ($\Delta\chi^2 = 0$, $\Delta df = 1$, n.s.). Thus, H1 was not supported. H2 predicted a greater relationship between subjective norms and behavioral intentions among Koreans than

Americans. The results indicated that the relationship is greater for Americans ($\beta = .42$, $p < .001$) than for Koreans ($\beta = .30$, $p < .001$). The difference in χ^2 between Model 3 and Model 6 was significant ($\Delta\chi^2 = 3.78$, $\Delta df = 1$, $p < .05$). Since the relationship pattern is opposite to the prediction, H2 was not supported.

RQ1 asked whether there is a difference between Koreans and Americans in terms of the relationship between personal descriptive norms and attitudes toward the behavior. The results

Table 5. Fit Indexes for Structural Invariance

Model	χ^2	df	$\Delta \chi^2$	Δdf
1. Hypothesized model for American respondents	183.89	80	–	–
2. Hypothesized model for Korean respondents	238.98	80	–	–
3. Multi-group hypothesized model	422.87	160	–	–
4. Model 3 with all paths equally constrained				
Differences between Models 4 and 3	442.55	167	19.68	7
5. Model 3 with SN → AB path equally constrained				
Differences between Models 5 and 3	422.87	161	0	1
6. Model 3 with SN → BI path equally constrained				
Differences between Models 6 and 3	426.65	161	3.78	1
7. Model 3 with PI → AB path equally constrained				
Differences between Models 7 and 3	425.97	161	3.10	1

Note: SN – Subjective norms; PD – Personal descriptive norms; PI – Personal injunctive norms; AB – Attitudes toward interacting with sponsored stories; BI – Behavioral intentions to interact with sponsored stories

indicated that the relationship is not significant for both Americans ($\beta = .08$, $p = .29$) and Koreans ($\beta = -.04$, $p = .68$). RQ2 asked whether there is a difference between Koreans and Americans in terms of the relationship between personal descriptive norms and behavioral intentions. The results indicated that the relationship is significantly greater for Americans ($\beta = .19$, $p < .001$) than for Koreans ($\beta = .00$, $p = .98$).

RQ3 questioned whether there is a difference between Koreans and Americans in terms of the relationship between personal injunctive norms and attitudes toward the behavior. The results indicated that the relationship is greater for Koreans ($\beta = .37$, $p < .001$) than for Americans ($\beta = .29$, $p < .001$). The difference in χ^2 between Model 3 and Model 7 was marginally significant ($\Delta \chi^2 = 3.10$, $\Delta df = 1$, $p = .08$). RQ4 questioned whether is a difference between Koreans and Americans in terms of the relationship between personal

injunctive norms and behavioral intentions. The results indicated that the relationship is significantly greater for Koreans ($\beta = .15$, $p < .05$) than for Americans ($\beta = -.02$, $p = .78$).

5. Summary and Implications

This study examines the cross-cultural differences between Americans and Koreans in terms of the relative effects of three types of norms (i.e., subjective norms, personal descriptive norms, and personal injunctive norms) on attitudes toward interacting with Facebook sponsored stories and behavioral intentions. Considering a stronger tendency to conform to norms for Koreans than Americans stemming from their collectivistic (vs. individualistic) cultural values, this study examined whether the relationships between three types of normative perceptions and attitudes toward the

behavior and between those normative perceptions and behavioral intentions are different between Koreans and Americans.

The findings indicate that there is a significant cross-cultural difference in the predictive power of three types of norms. First, subjective norms were found to be a positive predictor of attitudes toward the interaction behaviors and behavioral intentions for both Koreans and Americans. Unexpectedly, however, the strength of the relationship between subjective norms and behavioral intentions was stronger for Americans than Koreans, and the relationship between subjective norms and attitudes toward the interaction behaviors was not different between Koreans and Americans. Second, personal descriptive norms did not significantly influence attitudes toward the interaction behaviors and behavioral intentions for Koreans, whereas they became a positive predictor of behavioral intentions only for Americans. Consequently, the relationship between personal descriptive norms and behavioral intentions was more pronounced among Americans than Koreans. Third, personal injunctive norms were found to be a significant positive predictor of attitudes toward the interaction behaviors and behavioral intentions for Koreans, whereas they became a positive predictor of attitudes toward the behavior only for Americans. The relationship between personal injunctive norms and behavioral intentions was more pronounced among Koreans than Americans,

yet the relationship between personal injunctive norms and attitudes toward the interaction behaviors was not significantly different between Koreans and Americans.

These findings might be explained by the cultural difference in perceived nature of the target behavior of this study (i.e., interacting with sponsored stories on Facebook). Park and Smith (2007) suggested that an individual behavior involving a single individual when it is performed is better predicted by personal descriptive norms, whereas a social behavior involving many people when it is performed is better predicted by personal injunctive norms. The finding of this study may imply that interacting with sponsored stories on Facebook may be perceived as an individual behavior for Americans, whereas it may be perceived as a social behavior for Koreans. This cultural difference in perceived characteristics of interaction behaviors might have contributed to the relative stronger predictability of personal descriptive norms on behaviors for Americans and that of personal injunctive norms on behaviors for Koreans.

This study provides implications for cross-cultural advertising. There have been two main research agenda in the domain of cross-cultural advertising. First, a number of studies have examined cognitive, attitudinal, and behavioral responses to advertising by consumers from different cultural backgrounds (Guo et al., 2006; La Ferle et al., 2008; La Ferle & Lee, 2002; Möller & Eisend, 2010). For instance, collectivistic

consumers tend to respond positively to advertising in general (La Ferle et al., 2008; La Ferle & Lee, 2002) and to online advertising (Guo et al., 2006; Möller & Eisend, 2010). Second, numerous studies have tested cultural congruency effects (Han & Shavitt, 1994; Zhang & Gelb, 1996), such that culturally congruent ad messages generate more positive responses than standardized or culturally incongruent messages. Given that little research on cross-cultural advertising has examined how cultural values moderate the influence of consumers' normative perceptions on attitudinal and behavioral responses, this study expands the scope of cross-cultural advertising.

This study provides theoretical implications for the research stream on TRA by incorporating personal descriptive and injunctive norms into the normative component of the theory. Several researchers have attempted to examine the influences of other types of normative perceptions on individual behaviors (Park & Smith, 2007; Rivis & Sheeran, 2003), demonstrating that personal-level normative perceptions are conceptually distinct from subjective norms and play a significant role in predicting one's behaviors. By incorporating subjective norms as well as personal descriptive and injunctive norms, this study contributes to connecting two lines of research on TRA and on personal norms in the context of consumer behaviors on social media.

Some studies have examined the effects of the

TRA components in conjunction with other types of norms on individuals' behaviors; yet, they are limited in the context of health and risk communication (e.g., Paek & Hove, 2012; Park & Smith, 2007; White et al., 2009). However, little traditional advertising research has incorporated personal norms into TRA, although normative perceptions are particularly important in understanding consumer behaviors on social media where consumers are interconnected to each other (Chu & Kim, 2011; Gangadharbatla, 2012; Zeng et al., 2009). In traditional media (e.g., TV, radio, and magazine), consumers are passively exposed to advertising messages. Consumers are given few opportunities to interact with such messages and to observe others' interactions. In this light, it is not surprising that little research has examined the role of normative perceptions in advertising effects. In contrast, social media ads like sponsored stories on Facebook allow consumers to interact with ad messages (e.g., clicking on 'like'), and in turn, consumers are often exposed to others' interactions with ad messages. Moreover, Facebook ads, such as sponsored stories, Page Like Ads, Post Ads, and Event Ads, tend to attract consumers to interact with ad messages by blurring the line between organic posts and promoted posts. Unlike traditional advertising, exposure to others' interactions with social media ads messages makes normative perceptions become an important construct in understanding social media advertising effects and effectiveness. In this regard, this study addresses

the gap in the advertising literature by highlighting the applicability of personal norms to social media advertising.

Although TRA is not culturally bound (e.g., Lee & Green, 1991), previous studies have attempted to determine whether the predictive power of the specific components varies across cultures (Bagozzi et al., 2000; Kim et al., 2013; Park, 2000; Park & Levine, 1999). The most widely tested prediction is the stronger predictive power of subjective norms on behavioral intentions for individuals from collectivistic cultures and that of attitudes on behavioral intentions for individuals from individualistic cultures (e.g., Bagozzi et al., 2000). We, however, believed that normative components deserve more cross-cultural attention in this study and, thus, focused on the cross-cultural differences in the influences of the normative component of TRA, without paying attention to the attitude-behavior relationship. Therefore, this study advances the knowledge of the cross-cultural perspective of TRA.

The findings of this study provide practical implications for online advertisers implementing social media advertising. For American consumers, given that subjective norm had a positive impact on behavioral intentions, advertisers need to increase individuals' perceived pressure when they are exposed to friends' interactions with sponsored stories. Moreover, given that personal descriptive norms had a positive impact on behavioral intentions, advertisers need to find a way to boost

the popularity of their sponsored stories. In both cases, it is important for advertisers to create sponsored stories that can have high levels of 'like,' 'comment,' and 'share' in order to generate high levels of perceived social pressure and perceived popularity. One way to do this is that advertisers provide consumers who interact with their sponsored stories with personal benefits. For instance, when consumers interact with sponsored stories, they may get discounts or freebies. As American consumers have been found to be more favorable to individualistic or personal appeals (Han & Shavitt, 1994; Zhang & Gelb, 1996), providing personal benefits are expected to be particularly effective for American consumers. Creating sponsored stories with entertainment content would be another good idea because entertaining ads can readily become popular among significant others, and consumers tend to be strongly motivated to interact with the ads by sharing them with significant others (e.g., passing along the an entertaining viral ad) (Lee et al., 2013).

Unlike American consumers, the popularity of a behavior is a less important consideration for Korean consumers when engaging in interaction behaviors. Instead, their behaviors tend to be more driven by whether significant others would approve of their behaviors (i.e., personal injunctive norms). In this case, among the three main interaction behaviors (i.e., 'like,' 'comment,' and 'share'), it is important for advertisers to increase the quality of the interactions than to simply increase the

quantity. For example, advertisers need to attract Korean consumers to write positive comments on their sponsored stories. Consumers exposed to their friends' positive comments on sponsored stories may perceive those comments as a type of endorsement and, therefore, show their support to their friends by writing additional comments or liking the comments. Creating sponsored stories with socially desirable and community-oriented values, such as altruism, humanistic values, and community responsibility, would be effective in generating Korean consumers' positive comments. Advertisers are also recommended to keep in mind the possibility that Korean consumers might intentionally avoid interacting with Facebook sponsored stories when sponsored stories include unethical and socially unacceptable content.

The recommendation system of sponsored stories can be used to generate word-of-mouth effects. Previously, e-mails have been used to pass along interesting online content to family, friends, and acquaintances (Phelps, Lewis, Mobilio, Perry, & Raman, 2004). Likewise, the interaction behaviors of sponsored stories can substitute for e-mails because one's liking sponsored stories or making a positive comment on sponsored stories can be considered a recommendation to their friends on Facebook. Furthermore, consumers can easily pass along the content by clicking on 'share' on Facebook. Considering the role of social media advertising in generating word-of-mouth effects, understanding the consequences of normative perceptions on consumers'

attitudinal and behavioral responses would help advertisers effectively use social media advertising as a platform for word-of-mouth effects.

Based on the aforementioned theoretical and practical implications, our research model incorporating TRA into two additional personal-level norms, namely, personal descriptive norms and personal injunctive norms, would contribute to enhancing the understanding of advertising effects and effectiveness. As this study shows, we believe that the research model of this study would be particularly relevant to advertising contexts where consumers are interconnected and, thus, consumer behaviors in relation to advertising messages are at least partially dependent on an individual consumer's beliefs and perceptions about other consumers' opinions and evaluations of their behaviors (i.e., norms). As discussed earlier, social media advertising as well as viral advertising would be an excellent advertising context where this research model can be further tested and refined.

There are some limitations in this study. First, after conducting this study, Facebook ended sponsored stories on April 9, 2014 due to the result of lawsuit regarding consumers' privacy issue. However, Facebook still maintains the features of consumer interactions, such as 'like,' 'comment,' and 'share' in other similar forms of Facebook ads, such as Page Like Ads and Post Like Ads (Facebook, 2014; Forbes, 2014). Consumers' interactions with Facebook page ads or post ads are expected to contribute to shaping

others' normative perceptions regarding such interaction behaviors. Therefore, although the form of Facebook sponsored stories does not exist any more, this study provides meaningful implications for understanding the effects and effectiveness of other forms of Facebook ads and social media advertising in general.

Additionally, given that this study is based on a college student sample, the results may not be generalizable to the whole population. A disproportional ratio of female respondents in the U.S. (78%) and Korea (72%) in this study may also be problematic. Thus, future researchers may want to replicate this study with non-student and more balanced samples to validate the findings of this study. Moreover, this study did not include different product categories of sponsored stories. It may be possible that consumers' willingness to interact with sponsored stories may vary depending on product categories. In addition, this study adopted measurement items developed in a non-advertising context. Thus, future researchers are encouraged to refine the current version of measurement items or develop new measurement items that are designed to assess normative perceptions in the context of advertising.

We suggest that future studies examine the cross-cultural differences in the relationship among social-psychological variables and consumer behaviors in the domain of different types of social media advertising. For instance, future researchers are encouraged to replicate this study

in the context of online video ads, given that they also enable users to rate the content and to recommend or pass along the content to others.

Finally, although this study found cross-cultural differences in the relationship among different normative perceptions and attitudinal and behavioral outcomes between Koreans and Americans, there has been a growing concern whether cross-national differences are worth being examined in an online and social media environment where individuals' nationality becomes less important. Given that cultural groups are characterized by their unique values and customs distinguished from other groups (Hofstede, 2001), future researchers are strongly encouraged to move beyond nationality as a criterion for examining online and social media advertising in a cross-cultural setting. Different generations, such as baby boomers and millennials, are another good example of different cultural groups in examining online and social media advertising effects and effectiveness.

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Perceived Norms and Consumer Responses to Social Media Advertising:
A Cross-Cultural Study of Facebook Sponsored Stories among Koreans and Americans

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Consumers have been able to engage in the continual process of creating social media advertising messages by interacting with them (e.g., clicking on 'like'). The exposures to other consumers' interactions with ad messages on social media would contribute to creating normative perceptions, which in turn would influence attitudes toward the interaction behaviors and subsequent behavioral intentions. Considering a stronger tendency to conform to norms for Koreans than Americans stemming from their collectivistic (vs. individualistic) cultural values, this study examines the differences in the relationship among three types of normative perceptions (i.e., subjective norms, personal descriptive norms, and personal injunctive norms), attitudes toward interacting with Facebook sponsored stories, and behavioral intentions between Koreans and Americans. The survey findings indicate that personal injunctive norms were a stronger predictor of behavioral intentions for Koreans, whereas subjective norms and personal descriptive norms were stronger predictors of behavioral intentions for Americans. This study contributes not only to the research stream of cross-cultural advertising, but also to social media advertising.

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