

Behavioral Consequences of Customer Inspiration: The Role of Social Media Inspirational Content and Cultural Orientation

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Abstract

Although previous studies have emphasized the impact of inspiration on consumer behavior, there is a paucity of knowledge regarding how social media content motivates consumers across various cultures. This study fills that gap through a vignette experimental approach. A vignette study was performed involving 370 people from Nigeria and South Africa. Structural equation modeling, ANOVA, and regression analysis were employed to evaluate scale psychometrics and test hypotheses. The research indicated that hedonic content motivated consumers more than utilitarian content. Collectivist customers exhibited greater inspiration than individualists. Customer inspiration (CI) resulted in heightened customer engagement behaviors (CEBs) and purchase intents, with the "inspired-to" element mitigating the influence of "inspired-by" on both CEBs and purchase intention. The research emphasizes firm-generated content, while future investigations should examine the effects of consumer-generated content and product categories across various interaction scenarios. The research illustrates the impact of social media content and cultural orientation on consumer involvement (CI), which subsequently affects consumer engagement behaviors (CEBs) and purchase intention, elucidating the psychological mechanisms underlying these actions.

Keywords Cultural orientation, customer engagement habits, customer inspiration, purchase intention. Social media content, online advertising, advertising, marketing communication, computer-mediated communication. Psychology of consumers.

Introduction

Customer inspiration (CI) has garnered considerable focus in marketing owing to its efficacy as a customer management technique (Böttger et al., 2017; Khoi et al., 2019). Leading corporations such as Microsoft, Starbucks, and Nike demonstrate the increasing significance of CI by integrating it into their mission statements. ViSenze's research indicates that more than 75% of consumers are driven to purchase by visual content (Chamberlain, 2017). Platforms such as Pinterest provide a venue for firms to disseminate inspirational content, enhancing customer engagement and facilitating product promotion (Böttger et al., 2017). Inspirational material introduces consumers to novel concepts, stimulating curiosity in possibilities they may not have previously contemplated (Kaufman, 2011). As impulsive and emotional purchasing decisions increasingly arise from continuous internet access, organizations must evolve to assist customers in their decision-making through innovative idea generation (Pfrang et al., 2014).

Although inspiration has historically been examined in fields such as theology and leadership, empirical investigations

into its significance in marketing, particularly in consumer-business interactions, have just lately surfaced (Thrash et al., 2014). Notwithstanding previous appeals by Thrash and Elliot (2003) to broaden the investigation of inspiration into particular domains, scant research has concentrated on the consumer-firm relationship. Notable exceptions are Böttger et al. (2017), who developed a CI scale, along with other research investigating different facets of customer inspiration, including philanthropic contributions (Liang et al., 2016) and recycling practices (Winterich et al., 2019). Nonetheless, investigations examining the impact of cultural orientation on CI are limited (Izogo et al., 2020).

Furthermore, research frequently neglects the comprehensive process of consumer involvement, encompassing both emotional and cognitive aspects, and tends to concentrate predominantly on hedonic shopping motivations (Pfrang et al., 2014). Liang et al. (2016) emphasized the necessity of comprehending how indirect sources motivate prosocial behaviors and how cultural variances influence collective intelligence and associated activities. Cultural differences present obstacles for cross-cultural commercial communication methods (Mikhailitchenko et al., 2009), highlighting the necessity for additional study on cultural influences in this domain (Strebinger et al., 2018; Izogo et al., 2020).

This research seeks to examine the influence of various forms of inspirational content (utilitarian versus hedonic) and cultural orientation (individualistic versus collectivistic) on the two components of creative inspiration (inspired-by and inspired-to). Examine the impact of customer intelligence (CI) on purchase intentions and customer engagement behaviors (CEBs). Analyze the relationship between inspiring content and cultural orientation in influencing CI. Examine the role of CI in facilitating the connection between its antecedents and purchase intentions as well as customer engagement behaviors (CEBs).

This article presents three important contributions. This study enhances the customer inspiration (CI) literature by examining the effects of distinctive inspiring content and cultural orientation, as well as their interaction in shaping CI. This addresses the requests from Liang et al. (2016) and Izogo et al. (2020) to examine the influence of cultural disparities on CI while integrating cognitive components. The study investigates the impact of CI on purchase intention and customer engagement behaviors (CEBs). Despite its potential to assist managers in stimulating demand, exploration, and customer loyalty, CI is inadequately investigated (Böttger et al., 2017). The study ultimately examines the increasing prevalence of non-transactional behaviors, such as Customer Engagement Behaviors (CEBs), attributed to the interconnection enabled by social media, which amplifies consumer-firm interactions (Verhoef et al., 2009). Social media platforms function as centers for Customer Engagement Behaviors (CEBs), enabling organizations to advertise their products, motivate customers, and enhance relationships. This research provides insights into the utilization of inspiring content on social media by firms and examines the influence of cultural orientation (individualistic versus collectivistic) on corporate image. The study discusses the pertinent literature and hypotheses, followed by the research methods, results, and concludes with a discussion of findings and implications.

Theoretical advancements

Client motivation

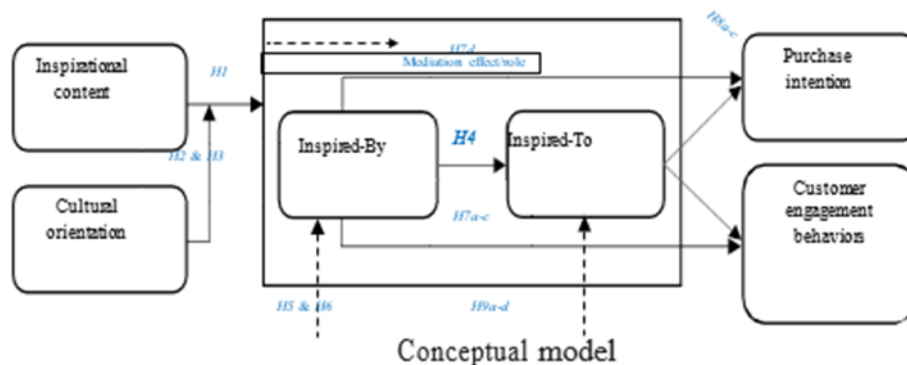
Inspiration is a motivational condition that drives individuals to act (Liang et al., 2016; Oleynick et al., 2014; Thrash and Elliot, 2003, 2004). Thrash and Elliot's (2003) tripartite theory of inspiration comprises three primary components: motivation, evocation, and transcendence. Evocation denotes the spontaneous emergence of inspiration prompted by external stimuli, whereas transcendence encompasses sensations of clarity, positivity, and self-improvement derived from a novel concept (Böttger et al., 2017). Motivation incites action, as individuals are compelled to actualize the concept. Thrash and Elliot (2004) suggested an episodic model of inspiration, delineating two stages: "inspired by" (evocation and transcendence) and "inspired to" (motivation to act). Thrash et al. (2010) posited that inspiration transitions individuals from a state of being "inspired by" to one of being "inspired to" take action.

Böttger et al. (2017) expanded upon this approach, characterizing customer inspiration (CI) as a transient motivational condition in which customers go from absorbing a marketing concept to striving for a consumption objective. The "inspired by" condition denotes the acknowledgment and perception of new possibilities, but the "inspired to" stage signifies the aspiration to realize the concept. These two phases are crucial for finalizing the inspiration process. Customers evolve from being "inspired by" external stimuli to being "inspired to" take action in response to fresh ideas (Böttger et al., 2017). This paper utilizes CI theory, promise theory, and cultural differences to provide a conceptual paradigm for further theoretical investigation. **Promise theory**

When firms effectively convey value via social media, customers may be "inspired by" the material and "motivated to" take actions such as making purchases or engaging with the company. Promise-making enhances client confidence in a claim, promoting voluntary cooperation (Burgess, 2005; Wu, 2010). Customers must find the promise motivating to engage in preferred behaviors, resulting in

heightened purchase intention and customer involvement, which advantages the organization (Bergstra and Burgess, 2014).

Inspirational utilitarian vs inspirational hedonic content



Consumption is primarily motivated by utilitarianism and pleasure (Lim and Ang, 2008; Hirschman, 1986). Consumers derive two primary benefits from engaging with marketing content: utilitarian (rational/functional) and hedonic (emotional) (Shimp and Andrews, 2013). Hedonic content, linked to pleasure, entertainment, and enjoyment, provides intrinsic gratification and a sense of liberation (Holbrook & Hirschman, 1982). Conversely, utilitarian content engages rationality, delivering cognitive advantages like information (Shimp and Andrews, 2013), and hedonic content may provide pleasure or excitement (Zhang et al., 2014).

In this study, inspirational content denotes marketing materials that promote action by incorporating value, whether hedonic or utilitarian. Promise theory posits that when corporations customize social media material to resonate with consumers' cognitive or emotional inclinations, they can elicit actions such as customer engagement behaviors (CEBs) and heightened purchase intent. Marketing initiatives that provide incentives, such as vacations or prizes, may motivate consumers to enhance their account balances. According to Calonijs (2006), promises entail the exchange of resources. Consumers motivated by social media material may operate under the assumption that the company will deliver on its commitments, resulting in engagement or purchases. Izogo (2017) and Zhang et al. (2014) discovered that emotional appeals are more effective than cognitive appeals for specific services, such as banking and restaurants, indicating that emotional content significantly influences customer behavior more than utilitarian content. Consequently, the subsequent hypotheses are posited:

H1: Inspirational content exerts a substantial primary influence on (a) the inspired-by element and (b) the inspired-to element of consumer inspiration (CI). Hedonic content will exert a more significant influence on both components of consumer involvement (CI) than utilitarian content.

Cultural orientation

Culture is characterized as "the collective programming of the mind that differentiates the members of one group or category from others" (Hofstede, 2001). Hofstede's cultural aspects encompass power distance, individualism against collectivism, uncertainty avoidance, masculinity versus femininity, and long-term orientation. This article emphasizes the dimension of individualism against collectivism for many reasons. This cultural dimension is considered the most crucial factor in social conduct (Triandis, 1988). Secondly, consumers' openness to concepts is influenced by consuming culture (Arnould and Thompson, 2005), as marketing communications frequently mold personal and communal identities. Lucas et al. (2018) discovered that cultural disparities significantly affect message reception. Aaker and Maheswaran (1997) and Kim (2016) demonstrate that cultural orientation influences customer responses to marketing messages, underscoring the necessity for culturally targeted methods.

Notwithstanding its significance in global marketing, the moderating influence of cultural disparities on decision-making is still inadequately examined (Frank et al., 2015). No previous studies have investigated the interaction between individualism/collectivism and marketing content (utilitarian versus hedonic) in relation to customer inspiration (CI).

Individualism prioritizes the self as a distinct entity, whereas collectivism situates an individual's identity within a larger societal framework (Frank et al., 2015). This study regards individualism and collectivism as dichotomous concepts, in accordance with Frank et al. (2015), emphasizing pragmatic management insights above theoretical discussions. Studies indicate that collectivists

emphasize individual interactions and group acknowledgment (Patterson and Mattila, 2008), characteristics that are deliberately cultivated in social media environments (Izogo and Jayawardhena, 2018a, 2018b). As a result, collectivists exhibit greater receptivity to social media information and are more inclined to derive inspiration from it compared to individualists. Conversely, individualists are generally less swayed by external stimuli and societal standards, adhering to their particular choices (Frank et al., 2015). Given that a recipient's receptiveness to inspiration influences the probability of its occurrence (Thrash and Elliot, 2003), we propose the following hypothesis:

Cultural orientation profoundly affects (a) the inspired-by and (b) inspired-to elements of cultural intelligence (CI). Collectivist customers will experience greater inspiration than individualist consumers.

This study builds upon prior research on advertising efficacy by examining the interaction between cultural orientation (collectivistic vs. individualistic) and various advertising content appeals (utilitarian vs. hedonic) in relation to consumer engagement behaviors (CEBs) and purchasing behaviors. Previous studies underscore the intricate role of culture in influencing consumer perceptions of marketing stimuli (Lim and Ang, 2008). Cultural disparities significantly influence consumer interpretation of advertising, with American consumers linking verbal advertisements to utilitarian appeals and graphical advertisements to hedonic ones, but other cultures may have divergent interpretations.

The promise theory posits that social media marketing content might be interpreted as a type of promise. Due to the intrinsic ambiguity of promises (Calonius, 2006) and the impact of culture on information processing (Lim and Ang, 2008; Hirschman, 1986), it is anticipated that cultural orientation influences consumer perceptions and responses to advertising content. Collectivist consumers may exhibit greater receptivity to social media communication and marketing stimuli than individualists, who are less swayed by external influences (Frank et al., 2015). Consequently, regarding inspiring content (hedonic versus utilitarian) on social media, collectivist consumers are anticipated to exhibit more receptiveness and inspiration compared to individualist consumers.

Cultural orientation influences the impact of inspiring information on (a) inspired-by and (b) inspired-to elements of creative inspiration (CI).

According to the tripartite paradigm, inspiration, evocation, and transcendence are essential characteristics of the inspired-by state, wherein exposure to a marketing-induced concept stimulates awareness of novel possibilities. Meanwhile, inspired-to denotes the motivational impetus to take action. Exposure to compelling marketing content, whether hedonic or utilitarian, should elicit both emotional states if the content is genuinely inspirational. Inspiration is not self-generated but is derived from exposure to innovative ideas (Thrash and Elliot, 2003); thus, marketing communication functions as a source of customer inspiration by making promises (Grönroos, 2009). Böttger et al. (2017) propose that inspiration entails a shift from being inspired by an external stimulus to being inspired to implement the new idea.

We hypothesize that the inspired-by state will facilitate the connection between the antecedents of CI (including inspirational content and cultural orientation) and inspired-to. Advertisements that elicit emotional reactions can psychologically motivate customers (Liang et al., 2016). Considering that one can be inspired by without being inspired to (Thrash and Elliot, 2004), further research is necessary to examine how the inspired-by element conveys the impacts of inspirational information across various cultural contexts.

H4: Inspired-by has a positive correlation with inspired-to.

H5: Inspired-by serves as a mediator between inspirational content and inspired-to.

We propose a mediated moderating effect based on these assumptions. Cultural orientation is anticipated to modify the link between inspirational material and inspired-by, which subsequently modulates the effect on inspired-to.

H6: Inspired-by mediates the moderating influence of cultural orientation on the link between inspirational material and inspired-to.

Customer engagement behaviors

This section highlights the importance of social media in facilitating interactive encounters between consumers and firms, as well as the function of customer engagement behaviors (CEBs) in this context. General Motors' significant investment in

Facebook community content illustrates the importance of these platforms in fostering and sustaining consumer engagement. CEBs, as delineated by van Doorn et al. (2010), encompass a range of behaviors beyond mere purchasing, including word-of-mouth, referrals, and online feedback, all of which facilitate the development of relationships between customers and companies.

This study examines three distinct elements of CEBs: self-expression, feedback intention, and assistance-seeking. These aspects correspond with established frameworks of online consumer-brand interaction (Hsieh and Chang, 2016; Baldus et al., 2015) and emphasize the interactive essence of consumer-firm connections. Despite the growing significance of online brand communities, a deficiency persists in scholarly study regarding the motivations driving consumer participation in these communities (Baldus et al., 2015).

We hypothesize that the assessment of social media marketing material can motivate customers to participate in customer engagement behaviors (CEBs). Considering that inspiration is a motivating state with preceding factors, and that consumers must undergo inspiration to react to an inspiring concept (Böttger et al., 2017; Thrash and Elliot, 2003), we assert that consumer inspiration will mediate the connection between inspirational material and consumer engagement behaviors (CEBs). We expect that the inspired-to element of consumer inspiration (CI) will mediate the links between inspired-by and consumer engagement behaviors (CEBs), as well as between inspired-by and purchase intention.

Verhoef et al. (2009) and van Doorn et al. (2010) delineate three primary determinants of Customer Engagement Behaviors (CEBs): customer attributes, corporate strategies, and contextual influences. Thrash and Elliot (2003) assert that internal motives and external stimuli can serve as sources of inspiration. We contend that CI and CEBs possess analogous antecedents, encompassing cultural orientation and social media marketing content. However, while CI is motivational and precedes behavior (Böttger et al., 2017), CEBs are behavioral manifestations (Brodie et al., 2011; van Doorn et al., 2010), suggesting that inspiration influences engagement behaviors.

The suggested hypotheses are as follows:

H7a-d: Inspired-by exerts a direct beneficial influence on customer engagement behaviors (self-expression, feedback intention, seeking support) and purchase intention.

H8a-d: Inspired-to positively influences CEBs (self-expression, feedback intention, seeking assistance) and purchase intention.

H9a-d: Inspired-to mediates the effect of inspired-by on CEBs (self-expression, feedback intention, seeking assistance) and purchase intention.

Methodology of research

Design of the experiment and stimulus

This research utilized a vignette experimental design to change inspiring content, an effective approach for examining marketing interactions (Fullerton, 2003). It is extensively utilized in multiple marketing sectors, such as relationship marketing (Fullerton, 2014, 2003), advertising (Zhang et al., 2014), and consumer inspiration (CI) (Liang and al., 2016). The experimental design employed a 2 (inspirational content: utilitarian vs. hedonic) $\times$ 2 (cultural orientation: collectivistic vs. individualistic) between-subjects factorial framework.

Two categories of social media marketing ad appeals were created to control inspirational content: utilitarian and hedonic. The utilitarian material included exclusively verbal advertisements for a physical product, consistent with the notion that consumers link rational advantages to product ownership (Wang, 2017). Participants envisioned the possibility of winning a new car by augmenting their savings account amount. In contrast, the hedonic content was illustrated with an attractive image of two individuals relishing a vacation, intended to evoke emotional reactions (Hirschman, 1986; Izogo, 2017). The hedonic execution was centered on the topic of "adventure," highlighting its connection to hedonic value (Prebensen & Rosengren, 2016).

Cultural orientation was influenced by selecting two colleges from Noida and Delhi NCR—aligned with Hofstede's cultural dimensions. Students from these universities were enlisted for the presentation of stimuli and the collecting of data. Despite criticism regarding the use of student subjects (Winer, 1999), their relevance was considered suitable due to their familiarity with the research context. As users of Facebook content and banking services, they have pertinent experience in social media marketing.

A total of 370 students participated in the experiment. The average age and gender distribution of participants were as follows: Noida (average age = 33.91 years; 108 males, 64%); Delhi NCR (average age = 23.15 years; 82 males, 41%); total (average age = 27.86 years; 190 males, 51%).

Measures

The research implemented the five latent variables in the conceptual framework utilizing verified measurement scales. Particularly:

1. Inspired-by and Inspired-to: Both variables were assessed utilizing five-item measures derived from Böttger et al. (2017), therefore anchoring the constructs in known research.
 2. Self-Expression: To assess self-expression, three items were modified from Baldus et al. (2015), representing opinion-sharing activities in online communities.
 3. Seeking Assistance: This variable was operationalized using four assessment items sourced from Baldus et al. (2015), which indicated different levels of a community member's inclination to seek aid from others.
 4. Feedback Intention: According to Hsieh and Chang (2016), feedback intention was assessed using a four-item scale that included the perceived helpfulness of feedback and the intention to endorse the brand to others.
 5. Purchase Intention: As purchase intention is a "doubly concrete" construct, it was assessed using a single-item scale. This methodology corresponds with the suggestions of Bergkvist (2015) and Bergkvist and Rossiter (2007), highlighting the efficacy of single-item measurements for these constructs. Utilizing a singular item also mitigated potential respondent weariness linked to lengthier surveys.
- All measuring scales utilized a five-point Likert scale (1 = strongly disagree; 5 = strongly agree), incorporating verbal labels instead of a bipolar scaling method to improve clarity, in accordance with Podsakoff et al. (2003).

Experimental methodology

Upon arrival at the experimental setting, participants were directed to sit quietly and provided with a booklet containing the experimental situations and survey. Participants were instructed to envision a scenario in which they were perusing Facebook postings from their banks, employing a fabricated bank name to eliminate bias from pre-existing brand awareness. The booklets adhered to a uniform format, and informed consent was secured to guarantee voluntary participation.

Participants were randomly allocated to one of the experimental conditions through pre-mixed booklets. Upon seeing the social media advertisement, they finalized the corresponding survey. Participants were instructed to evaluate the appeal and enjoyment of the aforementioned Facebook post by responding to the question, "How attractive and pleasurable do you find the above Facebook post?" on a five-point Likert scale (1 = very unattractive; 5 = very attractive).

Participants were further posed two control questions in a binary "yes" or "no" format, acknowledging that ad effectiveness and clarity might affect responses.

1. Is the Facebook post effective in conveying the intended message?
2. Is the content of the Facebook post comprehensible?

To streamline the experiment and reduce the survey's length—thereby maintaining data quality—no supplementary control variables were incorporated. The random assignment of individuals mitigated potential extraneous influences.

The evaluation of cultural orientation utilized two modified statements representing collectivistic and individualistic viewpoints, graded on a five-point Likert scale (1 = strongly disagree; 5 = strongly agree):

1. "In times of need, I readily seek assistance from acquaintances." Individuals ought to predominantly retain their difficulties privately.
2. The questions were designed to assess the participants' cultural orientation and correspond with the overarching study objectives.

Results

Measurement framework

Prior to evaluating the efficacy of the experimental manipulations and testing the hypotheses, the 21 scale items assessing the five primary latent variables (inspired-by, inspired-to, self-expression, feedback intention, and seeking assistance) were analyzed for psychometric properties utilizing partial least squares structural equation modeling (PLS-SEM). Significantly, purchase intention was omitted from these analyses due to its assessment being based on a singular component.

The findings for the Noida sample (n = 170), Delhi NCR sample (n = 200), and the overall sample (n = 370) indicated that the psychometric features of the measures conformed to established evaluation criteria.

Standards for Convergent Validity

To ascertain convergent validity, the subsequent measures were assessed:

Latent Variable Coefficients: Represent the intensity of the associations between observable and latent variables.

T-values: Evaluate the importance of the coefficients.

	<i>Inspired-by (IB)</i>	–	–	–	–	–	–	–
	IB1	3.44/1.20	0.77	15.86***	0.70	15.00***	0.77	27.15***
	IB2	3.54/1.17	0.89	48.41***	0.77	20.20***	0.85	45.96***
	IB3	3.27/1.31	0.87	32.24***	0.80	26.67***	0.85	49.14***
	IB4	3.51/1.23	0.85	38.48***	0.83	33.30***	0.85	52.70***
	IB5	3.37/1.34	0.78	15.97***	0.78	24.52***	0.82	37.51***
	<i>Inspired-to (IT)</i>	–	–	–	–	–	–	–
	IT1	3.17/1.31	0.93	81.42***	0.87	40.50***	0.91	80.50***
	IT2	3.34/1.30	0.95	106.53***	0.92	70.70***	0.94	127.63***
	IT3	3.37/1.32	0.92	44.81***	0.91	51.11***	0.92	79.99***
	IT4	3.28/1.35	0.96	106.23***	0.93	71.81***	0.95	120.51***
	IT5	3.24/1.36	0.94	83.08***	0.91	64.42***	0.93	109.35***
	<i>Self-expression (SE)</i>	–	–	–	–	–	–	–
	SE1	3.41/1.37	0.93	59.59***	0.90	49.36***	0.92	92.49***
	SE2	3.48/1.35	0.91	28.56***	0.90	37.57***	0.91	58.79***
	SE3	3.48/1.33	0.88	50.67***	0.84	26.34***	0.87	50.85***
	<i>Feedback intention (FI)</i>	–	–	–	–	–	–	–
	FI1	3.61/1.38	0.86	42.96***	0.80	28.07***	0.83	47.00***
	FI2	3.29/1.41	0.87	37.15***	0.76	17.56***	0.83	38.10***
	FI3	2.89/1.46	0.94	99.74***	0.88	33.27***	0.91	70.80***
	FI4	2.91/1.42	0.92	59.75***	0.88	49.30***	0.90	76.08***
	<i>Seeking assistance (SA)</i>	–	–	–	–	–	–	–
	SA1	3.44/1.34	0.85	28.05***	0.76	17.82***	0.80	29.43***
Table 1.	SA2	3.21/1.35	0.87	40.24***	0.84	30.23***	0.86	50.27***
	SA3	3.64/1.29	0.84	33.07***	0.79	24.04***	0.83	45.00***
	SA4	3.35/1.33	0.87	33.74***	0.86	39.22***	0.87	59.01***
statistics and confirmatory factor	Purchase intention (PI)	3.22/1.44	na	na	na	na	na	na
loadings	Note: *** $p < 0.001$							

Items descriptive

	M	SD	α	CR	AVE	1	2	3	4	5	6
Noida sample (n = 170)	3.90	0.96	0.89	0.92	0.69	0.83					
1. Inspired-by											
2. Inspired-to	3.76	1.12	0.97	0.97	0.88	0.60**	0.94				
3. Self-expression	3.86	1.09	0.89	0.93	0.82	0.61**	0.46**	0.91			
4. Feedback intention	3.57	1.20	0.92	0.94	0.80	0.64**	0.71**	0.59**	0.90		
5. Seeking assistance	3.73	1.08	0.88	0.92	0.74	0.49**	0.61**	0.47**	0.67**	0.86	
6. Purchase intention	3.64	1.37	na	na	na	0.58**	0.65**	0.53**	0.74**	0.58**	na
Delhi NCR sample (n = 200)											

1. Inspired-by	3.03	0.92	0.84	0.88	0.60	0.78					
2. Inspired-to	2.88	1.19	0.95	0.96	0.83	0.66**	0.91				
3. Self-expression	3.11	1.21	0.85	0.91	0.77	0.40**	0.40**	0.88			
4. Feedback intention	2.83	1.16	0.85	0.90	0.69	0.62**	0.68**	0.56**	0.83		
5. Seeking assistance	3.14	1.12	0.83	0.89	0.66	0.57**	0.51**	0.51**	0.72**	0.81	
6. Purchase intention	2.87	1.40	na	na	na	0.51**	0.67**	0.35**	0.52**	0.42**	na
Overall sample (n = 370)	3.43	1.03	0.88	0.92	0.69	0.83					
1. Inspired-by											
2. Inspired-to	3.28	1.24	0.96	0.97	0.87	0.69**	0.93				
3. Self-expression	3.46	1.21	0.88	0.93	0.81	0.55**	0.49**	0.90			
4. Feedback intention	3.18	1.23	0.89	0.92	0.75	0.67**	0.72**	0.61**	0.87		
5. Seeking assistance	3.41	1.12	0.86	0.91	0.71	0.58**	0.59**	0.53**	0.72**	0.84	
6. Purchase intention	3.22	1.44	na	na	na	0.58**	0.69**	0.48**	0.65**	0.53**	na

The evaluation of the measurement scales validated their accuracy and dependability based on recognized standards:

1. Significant Loadings: All questions assessing the latent variables exhibited significant loadings on their corresponding theoretical constructs, accompanied by considerable t-values.

2. Average Variance Extracted (AVE): The AVE values varied from 0.69 to 0.87, surpassing the threshold of 0.5, which signifies strong convergent validity.

3. Discriminant Validity: - The square root of the Average Variance Extracted (AVE) for each construct varied from 0.83 to 0.94, above the maximum inter-construct correlation coefficients (which ranged from 0.48 to 0.72 for the entire sample), thereby fulfilling the Fornell and Larcker (1981) requirement. - The loadings of the scale items on their primary constructions exceeded their loadings on alternative constructs (as specified in Appendix 2), hence reinforcing discriminant validity.

4. Internal Consistency: Cronbach's alpha and composite reliability exceeded the suggested levels of 0.6 and 0.7, respectively. In the whole sample, Cronbach's alpha varied from 0.86 to 0.96, while composite reliability ranged from 0.91 to 0.97.

These data imply that the five latent variables, operationalized with various indicators in our model, exhibit excellent validity and internal consistency. As a result, the items assessing the same variable were averaged for subsequent analysis, establishing a solid foundation for investigating the linkages specified in the study.

The results demonstrate that the alteration of inspiring content and cultural orientation was effective, establishing a robust foundation for evaluating the study's hypotheses. The variations in evaluations indicate anticipated cultural differences and the influence of content type on participants' perceptions.

Impacts on inspiration

The findings from the 2 (hedonic vs. utilitarian content) $\times$ 2 (collectivistic vs. individualistic cultural orientation) ANOVA provide significant insights into the interaction between various types of inspirational content and cultural orientation, influencing the "inspired-by" aspect of customer inspiration (CI):

1. Main Effects: - Inspirational Content: A significant main effect of inspirational content was seen on the inspired-by component, suggesting that the nature of the content (hedonic versus utilitarian) affected participants' feelings of inspiration ($F(1, 369) = 11.456$, $p < 0.01$, $\eta^2 = 0.030$).

2. - Cultural Orientation: A notable main effect was identified for cultural orientation, indicating that participants' cultural background (collectivistic vs. individualistic) significantly influenced their levels of inspiration ($F(1, 369) = 79.622$, $p < 0.001$, $\eta^2 = 0.179$).

3. Interaction Effect: The notable interaction effect between inspirational content and cultural orientation ($F(1, 369) = 11.885$, $p < 0.01$, $\eta^2 = 0.031$) indicates that the impact of content type on inspiration differs according to cultural orientation. Collectivistic consumers indicated greater inspiration from hedonic content than from utilitarian information, however individualistic consumers

shown no significant disparity in inspiration levels between the two categories of material.

4. The findings validate Hypotheses H1a, H2a, and H3a, affirming that both the nature of inspiring content and the cultural orientation of consumers are essential in influencing the "inspired-by" aspect of customer inspiration. Figure 3a visually demonstrates these correlations, highlighting the more pronounced influence of hedonic content on collectivistic consumers.

The findings regarding the effects on the "inspired-to" component of customer inspiration (CI) further illuminate the dynamics between inspirational content and cultural orientation:

1. Main Effects:

- *Inspirational Content: A significant main effect of inspirational content was observed ($F(1, 369) = 11.612, p < 0.01, \eta^2 = 0.031$), indicating that the type of content (hedonic vs. utilitarian) significantly influenced the inspired-to component.*

- *Cultural Orientation: There was also a significant main effect for cultural orientation ($F(1, 369) = 54.306, p < 0.001, \eta^2 = 0.129$), demonstrating that consumers' cultural backgrounds impacted their levels of inspiration.*

2. Interaction Effect:

- *The significant interaction effect ($F(1, 369) = 23.902, p < 0.001, \eta^2 = 0.061$) suggests that the impact of the type of inspirational content on the inspired-to component differs based on cultural orientation. Specifically, collectivistic consumers were more influenced by hedonic content, while individualistic consumers responded more favorably to utilitarian content.*

3. Predictive Relationships:

- *Inspired-by significantly predicted inspired-to, with a regression analysis indicating that inspired-by accounted for 47% of the variance in inspired-to ($F(1, 369) = 329.177, p < 0.001, CI = 0.734-0.913$). Each unit increase in inspired-by resulted in an 82% increase in inspired-to, highlighting the strong predictive power of inspired-by.*

4. Mediated Link:

- *The hypothesized indirect link between inspirational content and inspired-to through inspired-by was confirmed, indicating that inspired-by acts as a mediator in this relationship ($a \times b = 0.26, p < 0.01; CI = 0.09-0.44$). Additionally, the positive complementary mediator effect ($a \times b \times c = 0.03$) supports this finding.*

5. Mediated Moderation:

- *The bootstrapping procedure confirmed the anticipated indirect effect of inspirational content on inspired-to through inspired-by specifically for collectivistic consumers ($b_{\text{Collectivistic orientation-Indirect}} = -0.5405, 95\% CI = [0.2874 - 0.7718], p < 0.001$). However, no significant indirect effect was found for individualistic consumers.*

These results support Hypotheses H1b, H2b, H3b, H4, and H5, demonstrating the critical roles of both content type and cultural orientation in influencing customer inspiration and the mediating effects of inspired-by. The analysis highlights the nuanced relationships in customer engagement driven by cultural factors and the type of marketing content.

Conclusion:

All outputs corroborate Hypotheses H7 and H8, confirming the predictive correlations. The evidence robustly supports H9a-d, affirming the mediation function of inspired-to in diverse engagement behaviors and purchase intention. The favorable results of $a \times b \times c$ further underscore the importance of inspired-to as a supplementary mediator.

Managerial implications

This is a succinct overview of the practical consequences, constraints, and recommendations for future research derived from your findings:

Practical Consequences

1. **Comprehending Elements of Inspiration:** - Practitioners must acknowledge the separate functions of "inspired-by" and "inspired-to." Marketing strategy must prioritize value propositions that increase the probability of inspiration.
2. **Promise Theory in Marketing:** - Highlight the significance of explicit communication on the value proposition. Distinguish between hedonic and utilitarian appeals according to the product's characteristics (experiential versus functional) to guarantee that claims are credible and achievable.

3. Cultural Orientation Considerations: - Customize marketing strategies in accordance with cultural orientations. Collectivistic customers may be more responsive to external stimuli than individualistic consumers. This necessitates a sophisticated comprehension of subcultures within wider cultural frameworks.
4. Assessing the Outcomes of Customer Inspiration: - Consistently analyze the influence of Customer Inspiration on both transactional and non-transactional behaviors. Effective inspirational content may transform consumers into brand ambassadors who actively interact with the brand.

Suggestions for Future Research

1. Consumer-Generated Content:

Explore how consumer-generated content influences customer inspiration and engagement.

2. Cross-Sector Analysis:

Include a variety of sectors to enhance the findings' applicability.

3. Mediators and Moderators:

Investigate the psychological mechanisms that mediate the relationship between the components of inspiration and examine additional variables that may influence this relationship.

4. Involvement and Value Appreciation:

Study how hedonic and utilitarian content affect consumers differently based on the involvement level of the products, particularly within the context of the FCB grid.

5. Cultural Differences in Message Reception:

Examine how individualistic and collectivistic consumers respond to different message elements that convey emotional, cognitive, and interaction value, given their varying preferences and values.

These suggestions will provide a roadmap for further exploration of customer inspiration and its implications in marketing, while addressing the limitations noted in this study.

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