

Brewing Global Connections: How Digital Cross-Cultural Advertising & Brand Awareness Fuels Purchase Intention for Nespresso Coffee

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ABSTRACT

This study examines the key influence factors of cross-cultural digital advertising strategies in the coffee chain industry and their impact on consumer purchase intention. As global coffee chains expand into culturally diverse markets, it becomes important to adapt digital advertising strategies to suit different cultural preferences. This research was conducted using quantitative methods by distributing questionnaires containing questions relevant to the topic of this research. This research uses three main approaches namely cultural sensitivity, localization, and cultural insight as significant factors that influence consumer behavior. The results show that culturally tailored digital advertising positively influences purchase intention, leading to improved brand perception and suit to the market. The findings contribute to the understanding of how cross-cultural dynamics has an important role in shaping consumer preferences in the global coffee chain industry, especially Nespresso company.

Keywords: *Cross-cultural advertising, digital marketing, coffee chain industry, purchase intention, cultural adaptation.*

I. INTRODUCTION

In the era of globalization, multinational companies face increasing challenges in reaching consumers with diverse cultural backgrounds, values, and consumption preferences. Differences in cultural norms across countries often render standardized marketing approaches ineffective, thereby emphasizing the importance of cross-cultural marketing in global business strategies (De Mooij & Hofstede, 2010). By adapting marketing communication to local cultural values,

Article History:

Received : 10 November 2025
Revised : 30 November 2025
Accepted : 10 Desember 2025
Available online : 26 Desember 2025

companies can enhance product appeal and establish stronger, long-term relationships with consumers (Craig & Douglas, 2006).

The coffee industry represents one of the fastest-growing global industries and is highly influenced by cultural preferences. Variations in coffee consumption patterns across regions demonstrate that consumer behavior is shaped not only by product quality but also by cultural context. Along with the increasing demand for coffee and the growth of convenient coffee pod products, consumers have become more conscious of sustainability and environmental issues related to single-use packaging (Mordor Intelligence, 2024). In response, Nespresso, as a premium global coffee brand, has adopted cross-cultural marketing strategies by localizing products and advertising campaigns, as well as introducing environmentally friendly coffee capsules (George, 2019).

Despite these efforts, the effectiveness of cross-cultural advertising strategies varies across regions. Cultural perceptions, social values, and consumer preferences influence how advertising messages are interpreted, which in turn affects purchase intention and brand loyalty (De Mooij & Hofstede, 2010). Previous studies have demonstrated that culturally congruent advertisements are more effective in enhancing consumer engagement and purchase intention than standardized global advertising (Massey et al., 2013; Terlutter et al., 2010; Zawisza et al., 2018). In addition, brand awareness has been identified as a critical factor influencing purchase intention, as higher brand awareness increases consumer trust and preference toward a brand (Ahmad et al., 2023; Bakalo & Amantie, 2023). Nevertheless, several research gaps remain. First, most cross-cultural advertising studies are conducted at the national level, often overlooking the unique dynamics of multicultural urban contexts (Craig & Douglas, 2006). Second, empirical research employing comparative city-level approaches that account for cultural and contextual differences is still limited. Third, the integration of cross-cultural advertising and brand awareness in explaining purchase intention, particularly within international business and the global coffee industry, has not been sufficiently explored (Okazaki et al., 2010; Samiee & Chirapanda, 2019).

Therefore, this study aims to examine the influence of cross-cultural digital advertising and brand awareness on consumer purchase intention toward Nespresso products in Surabaya and Sydney. By emphasizing marketing localization, cultural sensitivity, and local cultural insights, this research seeks to contribute theoretically to the cross-cultural marketing literature and provide practical insights for global companies in developing effective and sustainable marketing strategies. This research is systematically organized into five chapters.

II. LITERATURE REVIEW

This study is grounded in several key theoretical perspectives that explain the relationship between cross-cultural advertising strategies, brand awareness, and purchase intention within the context of global marketing. Consumer behavior theory positions culture as a fundamental determinant shaping consumers' values, perceptions, and purchasing decisions (Kotler & Keller, 2016). Cultural values influence consumption patterns and the way consumers interpret marketing messages, leading to varied responses across different cultural contexts (De Mooij, 2019).

Within international marketing literature, cross-cultural marketing is defined as a strategic approach that emphasizes adapting marketing messages to local cultural values, norms, and symbols to ensure effective communication across diverse markets (Hollensen, 2020). De Mooij and Hofstede (2010) argue that cultural dimensions such as individualism–collectivism and communication context significantly affect how consumers process advertising messages. Consequently, advertising strategies that succeed in one cultural setting may fail in another. A broad consensus in prior studies suggests that culturally congruent advertising enhances positive brand attitudes and increases consumer purchase intention (Okazaki & Mueller, 2007; Taylor & Okazaki, 2015).

Empirical evidence strongly supports this view. Massey et al. (2013) demonstrated that culturally adapted advertisements generate stronger purchase intentions among Asian consumers than standardized global advertisements. Similarly, Terlutter, Diehl, and Mueller (2010) and Zawisza et al. (2018) found that cultural differences influence consumer evaluations of advertising appeals, including assertiveness and social role portrayals. These findings establish a clear consensus that cultural sensitivity and localization are critical success factors in global advertising.

In addition to cultural adaptation, brand awareness is a core construct in brand equity theory that plays a crucial role in shaping consumer behavior. According to Aaker (1991) and Keller (2013), brand awareness—comprising brand recognition, brand recall, and top-of-mind awareness—reduces perceived risk and enhances consumer trust in a brand. Numerous studies consistently report a positive relationship between brand awareness and purchase intention across industries and cultural contexts (Surya, 2017; Bakalo & Amantie, 2023; Ahmad et al., 2023). Thus, there is strong consensus that brand awareness serves as a key predictor of consumers' purchase decisions.

Despite these well-established relationships, several unresolved issues remain in the literature. First, most prior studies have been conducted at the national level, thereby overlooking the complex dynamics of multicultural urban environments where cultural diversity is particularly pronounced (Craig & Douglas, 2006). Second, research that simultaneously integrates cross-cultural advertising

and brand awareness within a single conceptual framework to explain purchase intention remains limited, especially within the global coffee industry. Third, the influence of local, city-level contexts on the effectiveness of cross-cultural advertising continues to represent a theoretical puzzle requiring further empirical investigation (Okazaki et al., 2010; Samiee & Chirapanda, 2019).

Drawing on these theoretical foundations and prior empirical findings, this study seeks to address existing gaps by examining the effects of cross-cultural digital advertising and brand awareness on purchase intention in two multicultural cities, Surabaya and Sydney. In doing so, the research not only reinforces established theoretical consensus but also extends the literature by offering context-specific insights into how global marketing strategies operate at the local level.

III. METHOD

This study uses a quantitative research approach using a survey method to examine the causal relationships among cross-cultural digital advertising, brand awareness, and purchase intention. A quantitative approach is considered appropriate because the objective of the study is to test hypotheses and measure the magnitude of relationships between variables using numerical data and statistical analysis (Hair et al., 2019).

The study utilizes primary data collected through an online questionnaire distributed via Google Forms. The respondents consist of individuals aged 18–35 years residing in Surabaya, Indonesia, and Sydney, Australia, who have been exposed to digital advertising from the international coffee brand Nespresso. This age group was selected because young adults are active digital media users and represent a key consumer segment for coffee and coffee pod products.

A purposive sampling technique, categorized as non-probability sampling, was employed in this study. This technique was chosen because not all members of the population possess the specific characteristics required for the research, and the study intentionally targets respondents who are familiar with digital advertising and have awareness of the Nespresso brand (Sugiyono, 2019). This sampling approach ensures the relevance and reliability of the collected data in addressing the research objectives.

The research model was developed based on established theories and empirical findings in international marketing and consumer behavior literature, which emphasize the role of cultural congruence in advertising and the importance of brand awareness in influencing consumer decision-making (De Mooij & Hofstede, 2010; Keller, 2013; Okazaki & Mueller, 2007).

The conceptual model consists of three main constructs: cross-cultural digital advertising as an independent variable, brand awareness as an additional independent variable, and purchase intention as the dependent variable. The model

is designed to test the direct effects of cross-cultural digital advertising and brand awareness on purchase intention.

The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS software. SEM-PLS was selected for several methodological reasons. First, it enables the simultaneous examination of multiple relationships among latent variables, including both the measurement model (outer model) and the structural model (inner model) (Hair et al., 2019). Second, SEM-PLS does not require normally distributed data and is suitable for studies with relatively small to medium sample sizes, making it appropriate for cross-city comparative research.

The analysis procedure consisted of two main stages. The first stage involved evaluating the measurement model to assess construct validity and reliability. This included tests of convergent validity using outer loadings and Average Variance Extracted (AVE), discriminant validity, and internal consistency reliability using Cronbach's Alpha and Composite Reliability. The second stage involved evaluating the structural model by examining path coefficients, coefficient of determination (R^2), and hypothesis significance through bootstrapping.

In addition, a multi-group analysis (MGA) was conducted to compare the structural relationships between respondents from Surabaya and Sydney. This analysis was performed to identify potential differences in the effects of cross-cultural digital advertising and brand awareness on purchase intention across two distinct cultural and geographical contexts. The inclusion of MGA strengthens the study by providing deeper insights into how local cultural contexts influence the effectiveness of global digital advertising strategies.

By employing a quantitative survey design and SEM-PLS analysis, this study aims to generate robust and empirical evidence regarding the influence of cross-cultural digital advertising and brand awareness on consumer purchase intention within the global coffee industry.

IV. RESULTS AND DISCUSSION

Descriptive analysis was conducted to provide an overview of the respondents' characteristics. The respondents consist of individuals aged 18–35 years residing in Surabaya and Sydney who have been exposed to Nespresso's digital advertising. The distribution of respondents based on key demographic characteristics and advertising exposure is presented in Table 1, ensuring that the sample aligns with the purposive sampling criteria and the cross-cultural context of the study.

Table 1 Outer Loading Value Surabaya, Indonesia's Respondents

Variables	Indicator Code	Outer Landing Value	Condition	Information
Brand awareness	M_1	0.725	>0.7	Valid
	M_2	0.828	>0.7	Valid
	M_4	0.775	>0.7	Valid
	M_8	0.726	>0.7	Valid
	M_10	0.764	>0.7	Valid
Cross cultural advertising	X1.1_2	0.719	>0.7	Valid
	X1.1_4	0.751	>0.7	Valid
	X1.1_6	0.698	>0.7	Valid
	X1.1_8	0.746	>0.7	Valid
	X1.1_10	0.728	>0.7	Valid
	X1.2_2	0.741	>0.7	Valid
	X1.2_4	0.828	>0.7	Valid
	X1.2_6	0.790	>0.7	Valid
	X1.2_8	0.714	>0.7	Valid
	X1.2_10	0.782	>0.7	Valid
	X1.2_12	0.794	>0.7	Valid
	X1.3_4	0.741	>0.7	Valid
	X1.3_8	0.716	>0.7	Valid
	X1.3_10	0.716	>0.7	Valid
Purchase intention	Y_2	0.874	>0.7	Valid
	Y_4	0.810	>0.7	Valid
	Y_6	0.834	>0.7	Valid

Table 2
Outer
Loading
Value
Sydney,

Australia Respondents

Variables	Indicator Code	Outer Landing Value	Condition	Information
Brand awareness	M_10	0.787	>0.7	Valid
	M_2	0.803	>0.7	Valid
	M_3	0.902	>0.7	Valid

Variables	Indicator Code	Outer Landing Value	Condition	Information
	M_4	0.82	>0.7	Valid
	M_5	0.768	>0.7	Valid
	M_6	0.829	>0.7	Valid
	M_7	0.771	>0.7	Valid
	M_8	0.745	>0.7	Valid
	M_9	0.731	>0.7	Valid
Cross cultural advertising	X1.1_1	0.831	>0.7	Valid
	X1.1_2	0.764	>0.7	Valid
	X1.1_3	0.838	>0.7	Valid
	X1.1_4	0.849	>0.7	Valid
	X1.1_5	0.804	>0.7	Valid
	X1.1_6	0.824	>0.7	Valid
	X1.1_7	0.878	>0.7	Valid
	X1.1_8	0.856	>0.7	Valid
Purchase intention	Y_1	0.811	>0.7	Valid
	Y_10	0.846	>0.7	Valid
	Y_2	0.761	>0.7	Valid
	Y_3	0.795	>0.7	Valid
	Y_4	0.761	>0.7	Valid
	Y_5	0.838	>0.7	Valid
	Y_6	0.794	>0.7	Valid
	Y_7	0.887	>0.7	Valid
	Y_8	0.83	>0.7	Valid
	Y_9	0.833	>0.7	Valid

Convergent validity was assessed by examining the outer loadings and Average Variance Extracted (AVE) of each construct, namely cross-cultural digital advertising, brand awareness, and purchase intention. The results indicate that the indicators adequately represent their respective constructs.

Table 3 AVE Value of Surabaya, Indonesia Respondents

	Average Variance Extracted (AVE)
Brand Awareness	0.585
Cross Cultural Advertising	0.551
Purchase Intention	0.706

Table 4 AVE Value of Sydney, Australia Respondents

	Average variance extracted (AVE)
Brand Awareness	0.637
Cross Culture Advertising	0.273
Purchase Intention	0.667

Discriminant validity was examined to ensure that each construct in the model is conceptually distinct. The results confirm that the constructs are empirically unique and do not overlap. This finding supports the distinction between cross-cultural digital advertising, brand awareness, and purchase intention as separate theoretical constructs. Reliability testing was conducted to assess the internal consistency of the measurement instruments. The results indicate that all constructs demonstrate satisfactory internal consistency, confirming that the indicators reliably measure the intended variables.

Table 5 Reliability Test of Surabaya, Indonesia Respondents

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Condition
Brand awareness	0.823	0.832	0.875	>0.7
Cross cultural advertising	0.939	0.941	0.947	>0.7
Purchase intention	0.791	0.799	0.878	>0.7

Table 6 Reliability Test of Sydney, Australia Respondents

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Condition
Brand awareness	0.937	1.053	0.940	>0.7
Cross cultural advertising	0.937	0.954	0.947	>0.7
Purchase intention	0.944	0.953	0.952	>0.7

The structural model was evaluated to assess its explanatory power. The coefficient of determination (R^2) indicates that cross-cultural digital advertising and brand awareness jointly explain a substantial proportion of the variance in purchase intention.

Table SEQ Table * ARABIC 7 R-Square Value Surabaya, Indonesia's Respondents

	R-square	R-square adjusted
Brand awareness	0.492	0.490
Purchase intention	0.518	0.513

Table 8 R-Square Value Sydney, Australia's Respondents

	R-square	R-square adjusted
Brand awareness	0.015	0.010
Purchase intention	0.038	0.028

Hypotheses were tested by examining the path coefficients and their significance using the bootstrapping procedure. The results indicate that both

cross-cultural digital advertising and brand awareness exert significant effects on purchase intention.

Table 9 Hypothesis Test Result of Surabaya, Indonesia's Respondent

Hypothesis	Path Relationship	Path Coefficient (O)	T-statistic	P-value	Decision
H1	Cross-Cultural Advertising → Brand Awareness	0.702	17.227	0	Accepted
H2	Brand Awareness → Purchase Intention	0.371	4.182	0	Accepted
H3	Cross-Cultural Advertising → Purchase Intention	0.409	4.554	0	Accepted

Table 10 Hypothesis Test Result of Sydney, Australia's Respondent

Hypothesis	Path Relationship	Path Coefficient (O)	T-statistic	P-value	Decision
H1	Cross-Cultural Advertising → Brand Awareness	0.122	0.912	0.362	Rejected
H2	Brand Awareness →	-0.02	0.188	0.851	Rejected

	Purchase Intention				
H3	Cross-Cultural Advertising → Purchase Intention	-0.19	2.745	0.006	Accepted

Table 11 Summary Path Relationship of Surabaya & Sydney's Respondents

Path Relationship	Surabaya	Sydney
Brand Awareness → Purchase Intention	Significant (+)	Not significant
Cross-Cultural Advertising → Brand Awareness	Significant (+)	Not significant
Cross-Cultural Advertising → Purchase Intention	Significant (+)	Significant (-)

V. CONCLUSION AND RECOMMENDATION

This study aims to examine the effects of cross-cultural digital advertising and brand awareness on consumers' purchase intention toward Nespresso products by comparing two multicultural city contexts, namely Surabaya and Sydney. Based on the results of the SEM-PLS analysis, the study concludes that cross-cultural digital advertising plays a significant role in shaping consumers' purchase intention. This finding indicates that advertising messages aligned with local cultural values and norms enhance marketing communication effectiveness and encourage positive consumer responses.

In addition, the study finds that brand awareness is a critical determinant of purchase intention. A high level of brand awareness enables consumers to recognize, recall, and trust the brand, thereby increasing the likelihood of purchase decisions. This result reinforces the importance of brand awareness as a core component of global marketing strategies, particularly in the highly competitive premium coffee industry.

The Multi-Group Analysis (MGA) reveals differences in the strength of relationships among variables between respondents in Surabaya and Sydney. This finding suggests that even when global marketing strategies are applied consistently, consumer responses vary depending on local cultural contexts at the city level. Consequently, the study provides empirical evidence that cross-cultural marketing

strategies should not only be considered at the national level but also tailored to specific local urban contexts.

Beyond addressing the main research questions, this study demonstrates that a cross-city comparative approach provides deeper insights into consumer behavior heterogeneity in global markets. Differences in consumer responses between Surabaya and Sydney highlight that local cultural factors may strengthen or weaken the effects of digital advertising strategies and brand awareness on purchase intention. This finding extends the cross-cultural marketing literature by emphasizing the relevance of local context in international marketing strategy development.

Based on the findings, several recommendations can be proposed. For marketing practitioners, particularly multinational companies such as Nespresso, it is recommended to develop digital advertising strategies that are more culturally adaptive, not only at the national level but also at the city level. Adjusting advertising messages, visuals, and narratives to local cultural values can enhance communication effectiveness and consumer purchase intention. In addition, companies should continuously strengthen brand awareness through consistent brand messaging, positive customer experiences, and the strategic use of digital media relevant to young consumer segments.

For regulators and industry stakeholders, the findings may serve as a reference for promoting culturally sensitive digital advertising practices that respect local social norms. Regulations that support ethical advertising and consumer protection in digital environments are also essential to foster a sustainable marketing ecosystem.

This study has several limitations. First, the use of purposive sampling and an online survey approach limits the generalizability of the findings to a broader population. Second, the study focuses on only two cities, which may not fully represent global cultural diversity. Third, the research model is limited to direct relationships among cross-cultural digital advertising, brand awareness, and purchase intention, without incorporating other potential variables such as brand trust, perceived value, or brand loyalty.

Therefore, future research is encouraged to expand the geographical scope, adopt longitudinal designs, or integrate additional variables to achieve a more comprehensive understanding of consumer behavior in cross-cultural marketing contexts.

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