



# Social media and international advertising: theoretical challenges and future directions

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## Abstract

**Purpose** – The primary aim of this article is to identify theoretical foundations that can be used in research on social media in the context of international advertising research. An additional objective is to identify future research directions for theory building in this research area.

**Design/methodology/approach** – The article draws on the extant literature to identify three key theoretical foundations that can be used in research on advertising in media from an advertising perspective: networking capability; image transferability; and personal extensibility. For each of these perspectives, the current state of knowledge, theoretical challenges, and future research directions are summarized.

**Findings** – The three key theoretical perspectives (networking capability, image transferability, and personal extensibility) provide strong potential for better understanding the advantages and disadvantages of social media use for advertisers. They are also useful for identifying important research gaps that need to be filled in the future.

**Research limitations/implications** – Research on social media advertising in an international context is still in its infancy, and needs further attention. As few cross-cultural studies have been conducted, the theories and their application will likely evolve in the future.

**Originality/value** – A review and conceptual framework pertaining to theoretical perspective used in social media research in an international advertising context has been practically non-existent. Thus, this article is designed to serve as a solid starting point for future research endeavors.

**Keywords** Social media, Advertising

**Paper type** Research paper

## Introduction

The use of social media among Fortune 500 companies surged in 2012. According to a study conducted by the University of Massachusetts Dartmouth, as many as 73 percent of these companies now have an official corporate account in Twitter, while 66 percent have a corporate Facebook page. In addition, as of 2011, 28 percent of the companies had blogs at the corporate level, representing the largest increase since 2008 (Barnes *et al.*, 2012). This increase is indicative of a long-term trend toward social media use among corporations (as well as individual brands) becoming the norm.

Social media have been defined as a series of technological innovations in terms of both hardware and software that facilitate inexpensive content creation, interaction, and interoperability by online users (Berthon *et al.*, 2012). Social media differ from



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