

Appendix 1. McDonald's Instagram Accounts Codebook

Descriptive Data

Question 1: How many followers are in the country?

Question 2: What is the image type for the post?

1. Image
1. Video

Question 3: How many likes does the post have?

Question 4: How many comments does the post have?

Question 5: How many views does the post have? [If the post is not a video, leave it blank]

Marketing Strategy Codebook

Question 6: Does the post show any visual informational content of food and/or beverage products?

1. No
2. Yes

Question 7: Is the post endorsing or using celebrities/influencers/sportspeople?

1. No
2. Yes

Question 8: Does the post encourage any healthy habits?

1. No
2. Yes

Question 9: Is the post using child-targeted marketing?

1. No
2. Yes

Question 10: Does the post offer special price promotions?

1. No
2. Yes

Question 11: Does the post promote McDonald's app, website, or McDelivery?

1. No
2. Yes

Question 12: Does the post offer free giveaway and/or voucher?

1. No
2. Yes

Question 13: Does the post contain any culturally relevant images, symbols, or references?

1. No
2. Yes

Question 14: Does the post encourage engagements?

1. No
2. Yes

Question 15: Does the post support any charity or philanthropy reference?

1. No
2. Yes

Question 16: Does the post use emotional appeal?

1. No
2. Yes

Question 17: Does the post promote a new branch?

1. No
2. Yes

Question 18: Does the post use humor?

1. No
2. Yes