

Supplementary Information

Governing value propositions in digital promotion: a practice-based perspective on brand legitimacy

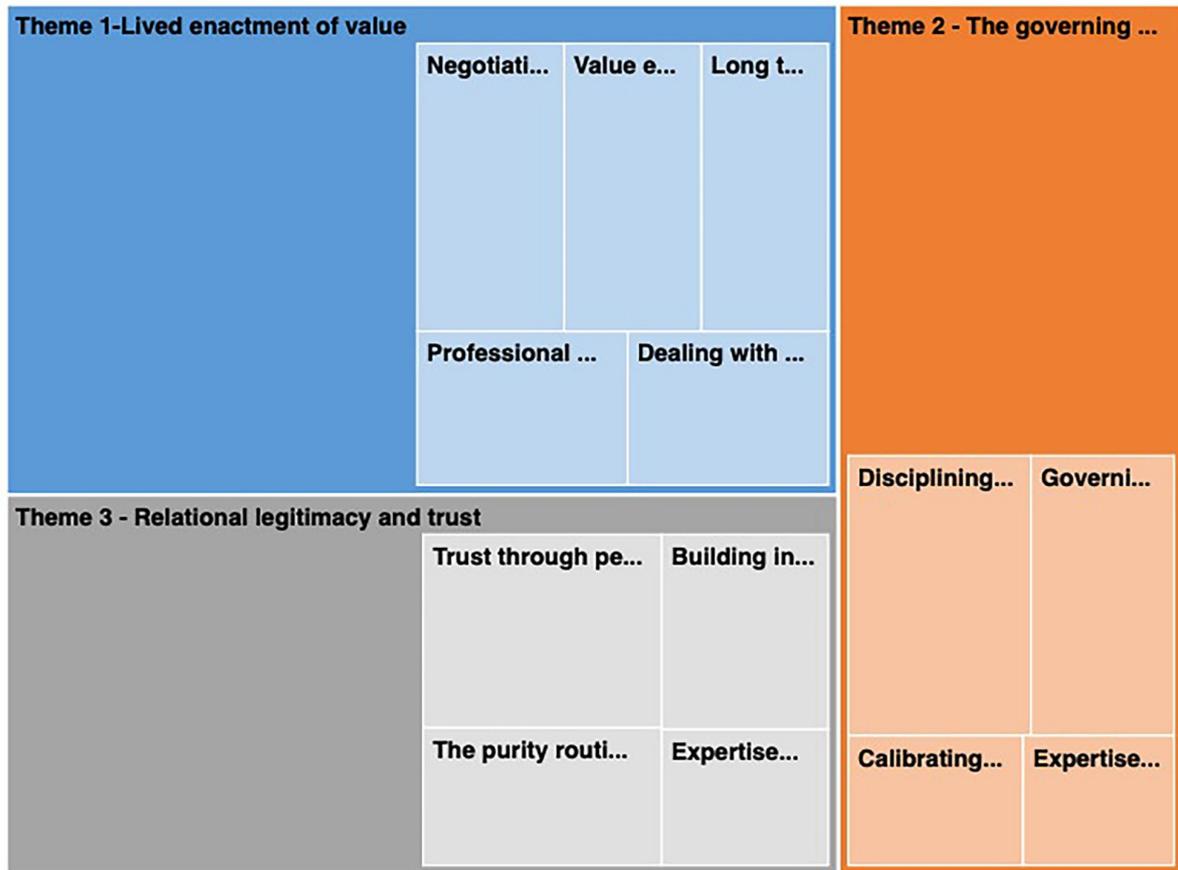
This supplementary file contains Figures 3–8, comprising NVivo 15 treemap visualisations, coding frequency comparisons by participant, and code comparison diagrams for each of the three analytical themes reported in the main manuscript. These figures are provided to support the methodological transparency and analytical rigour of the thematic analysis conducted in this study.

All figures were generated directly from NVivo 15 using the interview transcript coding files for participants P1–P12. Each figure is accompanied by a descriptive caption connecting the visual evidence to the relevant theme and sub-themes discussed in the main manuscript.

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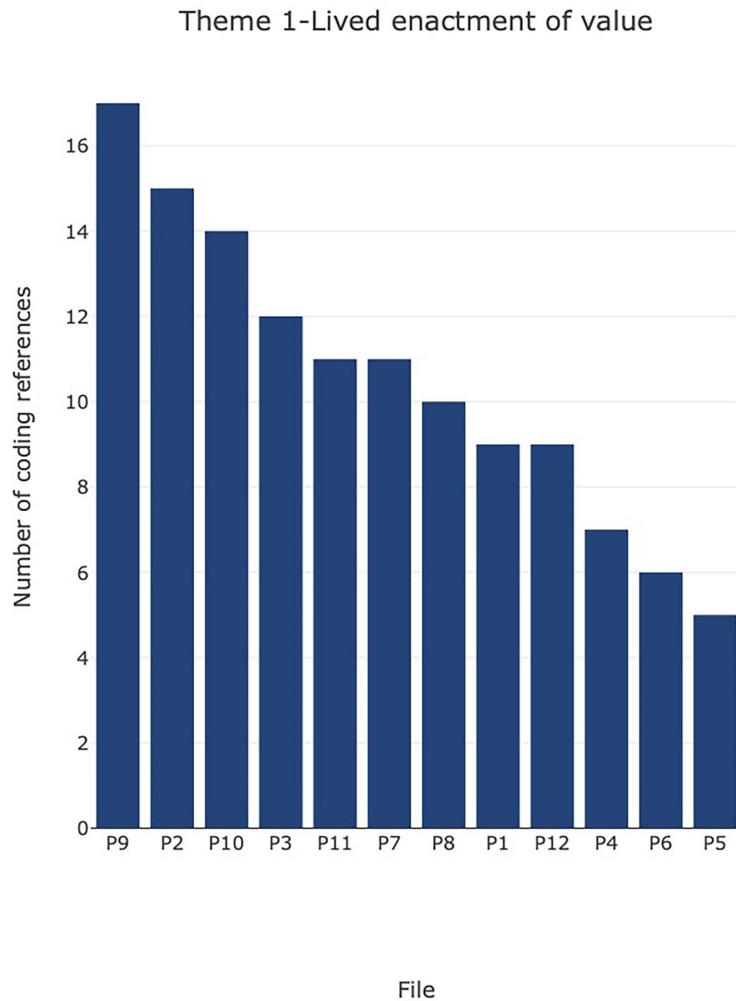
Figure 3. Treemap of coding for each theme



NVivo 15 treemap visualisation illustrating the relative coding weight of each sub-theme across the three principal research dimensions. The size of each rectangle is proportional to the number of coding references assigned to that sub-theme. Theme 1 (Lived Enactment of Value, blue) and Theme 3 (Relational Legitimacy and Trust, grey) carry the greatest overall coding density, while Theme 2 (The Governing Anchor, orange) shows concentrated evidence within its four sub-themes, confirming the centrality of disciplined promotional governance across all participants (P1–P12).

Note: Sub-theme labels are abbreviated within the treemap due to cell size constraints. Full sub-theme descriptions are provided in Table 4 of the main manuscript.

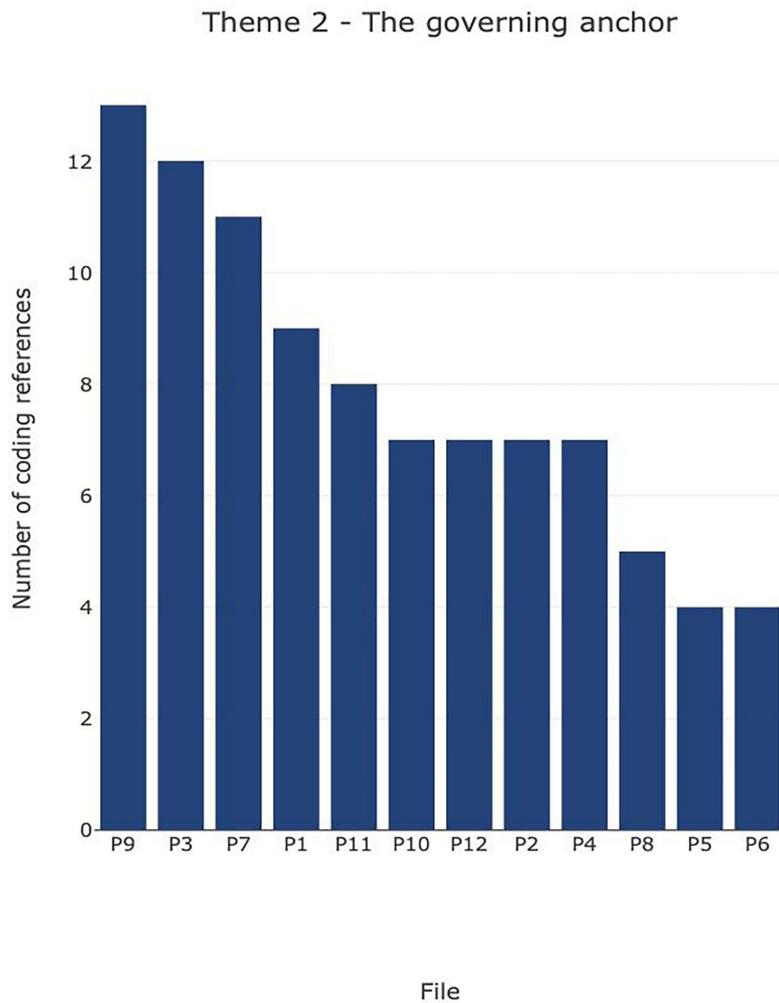
Figure 4. Comparison by files of participants for Theme 1: Lived enactment of value



Bar chart displaying the number of coding references per participant (P1–P12) attributed to Theme 1 (Lived Enactment of Value). P9 (Media Strategist, Company C) and P2 (Marketing Veteran, Company A) yield the highest coding density (17 and 15 references respectively), reflecting their sustained focus on professional identity as the primary vehicle for value enactment. P5 and P6 record the lowest contribution to this theme (5 and 6 references respectively), consistent with their more operationally focused roles. The distribution confirms that Theme 1 is enacted broadly across all case studies, with no participant recording zero references.

Note: Coding references reflect the frequency of thematic units identified during NVivo 15 thematic analysis. File labels on the x-axis correspond to participant pseudonyms (P1–P12).

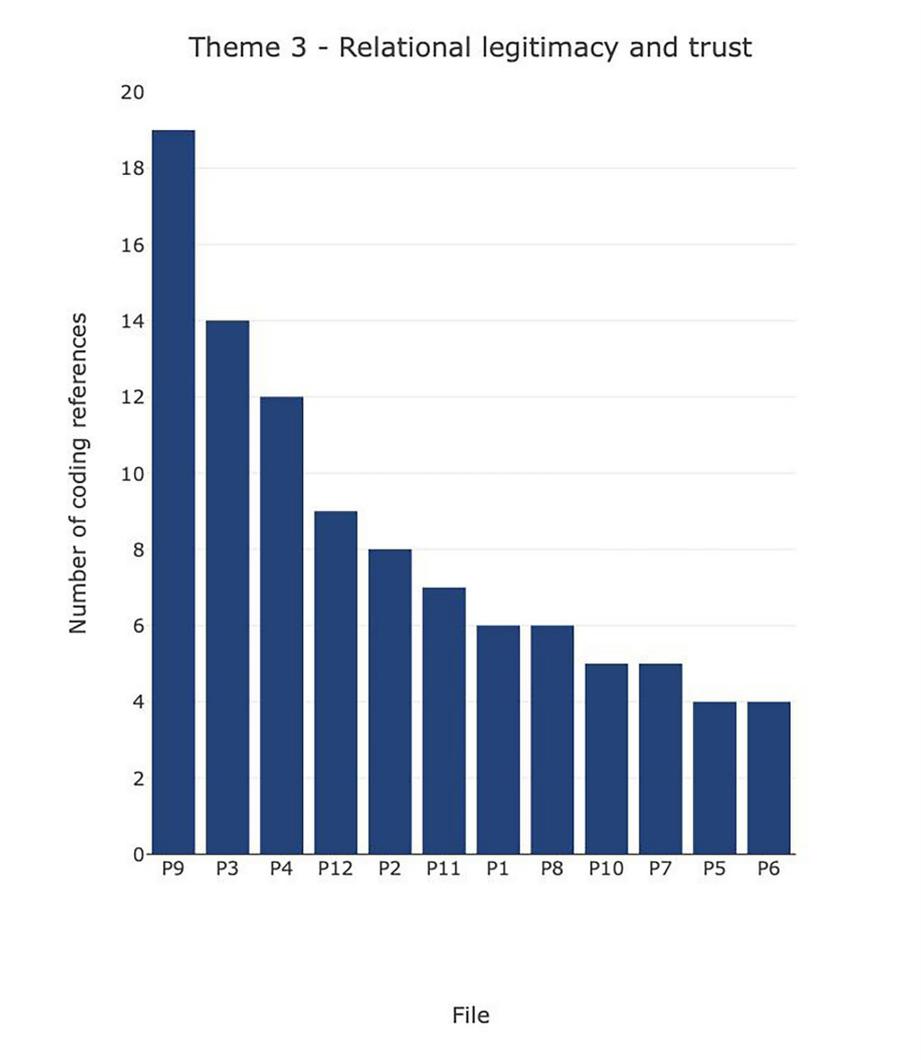
Figure 5. Comparison by files of participants for Theme 2: The governing anchor



Bar chart displaying the number of coding references per participant (P1–P12) attributed to Theme 2 (The Governing Anchor). P9 leads with 13 references, followed by P3 (12) and P7 (11), indicating that practitioners with longer media and strategy experience articulate governance routines most explicitly. P5 and P6 record the lowest coding density (4 references each), suggesting that promotional discipline in these cases is enacted more implicitly through operational routines rather than through explicit strategic reflection. Overall, the chart confirms that governance mechanisms are present across all 12 participants, supporting the universality of the Governing Anchor construct within the Malaysian health supplement context.

Note: File labels on the x-axis correspond to participant pseudonyms (P1–P12).

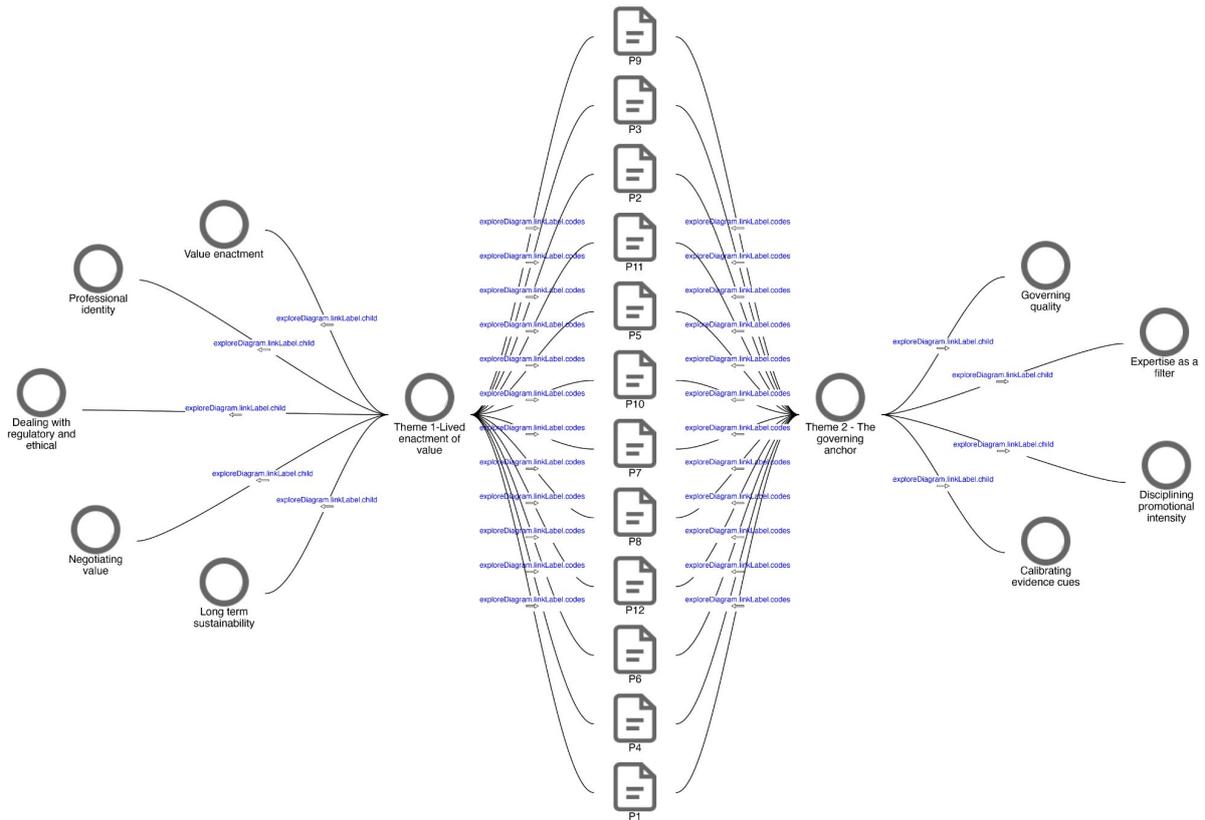
Figure 6. Comparison by files of participants for Theme 3: Relational legitimacy and trust



Bar chart displaying the number of coding references per participant (P1–P12) attributed to Theme 3 (Relational Legitimacy and Trust). P9 records the highest coding density (19 references), reinforcing their role as the primary articulator of interactional credibility across the dataset. P3 (14 references) and P4 (12 references) follow, reflecting their emphasis on emotionalised storytelling and data-driven accountability as trust-building mechanisms. P5 and P6 record the lowest contribution (4 references each). The overall pattern indicates that relational legitimacy is the most consistently articulated theme across the dataset, with all 12 participants contributing at least 4 references, confirming its centrality to the proposed model of integrity-market fit.

Note: File labels on the x-axis correspond to participant pseudonyms (P1–P12).

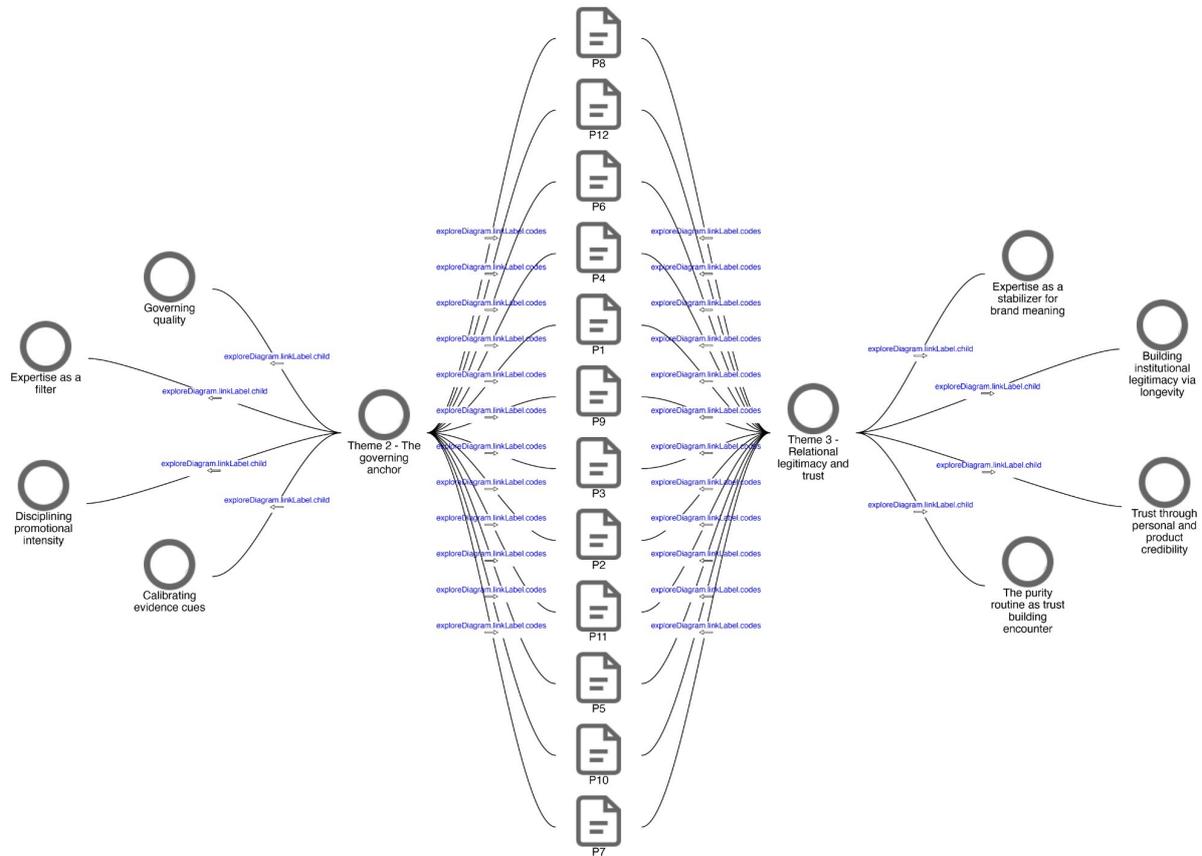
Figure 7. Code comparison of Theme 1 and Theme 2



NVivo 15 code comparison diagram illustrating the relational mapping between Theme 1 (Lived Enactment of Value) and Theme 2 (The Governing Anchor) across all 12 participants (P1–P12). Lines connecting participant files to theme nodes represent coding relationships, with multiple lines indicating higher coding density. The diagram reveals that practitioners who are most active in enacting value through professional identity (Theme 1) are also most strongly associated with the governance sub-themes of Theme 2, particularly ‘Disciplining Promotional Intensity’ and ‘Governing Quality.’ This structural overlap supports the study’s proposition that the Governing Anchor is an emergent property of lived professional practice rather than a separately articulated strategic framework.

Note: Sub-codes visible on the left (Theme 1) include Professional Identity, Value Enactment, Negotiating Value, Long-term Sustainability, and Dealing with Regulatory and Ethical realities. Sub-codes on the right (Theme 2) include Governing Quality, Expertise as a Filter, Disciplining Promotional Intensity, and Calibrating Evidence Cues.

Figure 8. Code comparison of Theme 2 and Theme 3



NVivo 15 code comparison diagram illustrating the relational mapping between Theme 2 (The Governing Anchor) and Theme 3 (Relational Legitimacy and Trust) across all 12 participants (P1–P12). The diagram demonstrates that practitioners who exhibit the highest coding density in governance routines (Theme 2) are also strongly represented in the trust and legitimacy sub-themes of Theme 3, particularly ‘The Purity Routine as Trust-Building Encounter’ and ‘Building Institutional Legitimacy via Longevity.’ This convergence provides empirical support for the study’s central argument that disciplined promotional governance is the primary precursor to durable brand legitimacy, operationalising the proposed construct of integrity-market fit.

Note: Sub-codes visible on the left (Theme 2) include Governing Quality, Expertise as a Filter, Disciplining Promotional Intensity, and Calibrating Evidence Cues. Sub-codes on the right (Theme 3) include Expertise as a Stabiliser for Brand Meaning, Building Institutional Legitimacy via Longevity, Trust through Personal and Product Credibility, and The Purity Routine as Trust-Building Encounter.