

The Influence of Cultural Factors on Global Marketing Strategies: A Comprehensive Review

Pengaruh Faktor Budaya terhadap Strategi Pemasaran Global: Tinjauan Komprehensif

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ABSTRACT

Cultural factors play an important role in influencing marketing strategies and consumer behavior in international markets. This article examines four key elements—cultural values, social norms, consumer habits, and cultural symbols—and how each of them shapes an effective marketing approach. Cultural values such as collectivism versus individualism, power distance, and uncertainty avoidance influence consumer preferences and appropriate marketing strategies across cultures. Social norms determine acceptable behavior in a society, guiding how products are marketed and received. Consumer habits, influenced by customs and traditions, influence product design, pricing, and promotion. Cultural symbols such as color, language, and iconography play an important role in marketing communications and brand perception. By understanding and adapting marketing strategies to these cultural factors, companies can increase their marketing effectiveness and build stronger connections with global audiences.

Keywords: Cultural factors, marketing strategies, consumer behavior, cultural values, social norms, consumer habits, cultural symbols, international marketing, cultural adaptation.

ABSTRAK

Faktor budaya memainkan peran penting dalam mempengaruhi strategi pemasaran dan perilaku konsumen di pasar internasional. Artikel ini membahas empat elemen utama—nilai budaya, norma sosial, kebiasaan konsumen, dan simbol budaya—dan bagaimana masing-masing elemen tersebut membentuk pendekatan pemasaran yang efektif. Nilai-nilai budaya seperti kolektivisme versus individualisme, jarak kekuasaan, dan penghindaran ketidakpastian mempengaruhi preferensi konsumen dan strategi pemasaran yang sesuai di berbagai budaya. Norma sosial menentukan perilaku yang dapat diterima dalam suatu masyarakat, memandu bagaimana produk dipasarkan dan diterima. Kebiasaan konsumen, yang dipengaruhi oleh adat istiadat dan tradisi, mempengaruhi desain produk, penetapan harga, dan promosi. Simbol budaya seperti warna, bahasa, dan ikonografi memainkan peran penting dalam komunikasi pemasaran dan persepsi merek. Dengan memahami dan menyesuaikan strategi pemasaran terhadap faktor-faktor budaya ini, perusahaan dapat meningkatkan efektivitas pemasaran mereka dan membangun koneksi yang lebih kuat dengan audiens global.

Kata Kunci: Faktor budaya, strategi pemasaran, perilaku konsumen, nilai budaya, norma sosial, kebiasaan konsumen, simbol budaya, pemasaran internasional, adaptasi budaya.

1. Introduction

In an era of increasingly advanced globalization, global marketing strategies have become a crucial element for companies that want to expand their market reach and achieve success in international markets. Companies no longer only compete in the domestic market, but must be able to adapt and compete in various markets with very diverse characteristics. An effective global marketing strategy requires a deep understanding of consumer needs and preferences in various countries, as well as the ability to adjust products, prices, promotions and distribution according to local market conditions. One factor that greatly influences the effectiveness of global marketing strategies is culture. Culture plays an important role in

shaping consumer behavior, preferences, and the way they interact with products or brands. Cultural factors, including values, norms, habits, and thought patterns, can differ significantly between countries and regions. Therefore, a deep understanding of cultural differences is key to designing marketing strategies that are not only relevant but also resonate with target audiences in various markets.

The influence of cultural factors on global marketing strategy is a very important area of study, especially as companies expand their operations into a variety of diverse markets. Culture, as a multi-layered construct, significantly shapes consumer behavior, preferences and perceptions, which in turn influences how global marketing strategies are formulated and executed. These cultural influences are most obvious at surface levels, such as artifacts and behavior, but deeper values and assumptions also play an important role in shaping consumer responses to marketing efforts (Agarwal et al., 2010). This complexity demands a deep understanding of cultural dimensions when developing marketing strategies for different regions.

Research shows that cultural factors can determine the effectiveness of marketing strategies, especially in terms of brand perception and consumer engagement. For example, cultural stability and emotional processes significantly influence consumers' evaluations of brands in countries such as the United States, Poland, and South Korea (Sung et al., 2019). These findings suggest that global marketers must adapt their strategies to align with local cultural nuances to increase brand acceptance and consumer loyalty. In addition, culture remains an important element in the consumer decision-making process, especially in the context of globalization and the emergence of a global consumer culture (Laroche, 2011).

The debate between standardization and adaptation of marketing strategies is also heavily influenced by cultural considerations. Rao-Nicholson and Khan argue that institutional factors are often more dominant than organizational identity in determining whether marketing strategies should be standardized or adapted for local markets (Rao-Nicholson & Khan, 2017). These findings emphasize the importance for marketers to consider local cultural context when making strategic decisions. In addition, understanding cultural differences is very important for developing marketing strategies that are persuasive and can resonate with consumers in various countries, such as the United States and Malaysia (Yuen et al., 2015).

As markets become increasingly connected, the convergence of cultural practices presents both challenges and opportunities for global marketers. The integration of communications and logistics has caused some markets to become more convergent, while others remain distinct due to cultural heterogeneity (Douglas & Craig, 2011). This duality requires marketers to adopt semi-global marketing strategies that strike a balance between global branding and local cultural relevance. This is further clarified by findings showing that global brands that integrate local cultural elements can significantly increase consumers' purchase likelihood in emerging markets (He & Wang, 2017). In conclusion, the interaction between cultural factors and global marketing strategy is very complex and dynamic. Marketers must be able to navigate the complexities of cultural influences to create strategies that are effective and resonate with a diverse consumer base. This requires a deep understanding of local culture, consumer behavior, as well as the broad implications of globalization on marketing practices. As this landscape continues to evolve, ongoing research and strategy adaptation will be key to success in the global marketplace.

Although much research has been conducted on global marketing strategies, there is a significant gap in the literature that comprehensively discusses the influence of cultural factors on these strategies. Most studies tend to focus on specific aspects such as consumer behavior or product customization, without integrating various cultural dimensions in the context of an overall global marketing strategy. Therefore, there is an urgent need to conduct a comprehensive literature review to identify and understand how cultural factors influence

various elements of global marketing strategy and provide guidance for companies in designing more effective and adaptive strategies.

This research aims to conduct a comprehensive literature review regarding the influence of cultural factors on global marketing strategy. Specifically, the main objectives of this research are:

1. **Examining the Influence of Cultural Factors:** This research aims to identify and evaluate how various cultural factors—such as values, social norms, habits, and perceptions—influence the development and implementation of global marketing strategies. By examining various previous studies, this research will reveal how cultural differences can change strategic decisions regarding products, prices, promotions, and distribution in international markets.
2. **Integrating Findings from Various Studies:** This research aims to integrate and synthesize findings from various existing studies to provide a holistic understanding of the influence of culture in the global marketing context. In this way, it is hoped that it can produce more structured and comprehensive insight into the relationship between culture and marketing strategy.
3. **Provides Practical and Theoretical Guidance:** This research will provide guidance for academics, marketing practitioners, and policy makers in designing more adaptive and effective marketing strategies. It is hoped that the findings from this research will help companies formulate strategies that are more appropriate to the local cultural context and increase the effectiveness of their marketing campaigns in the global market.
4. **This study has high significance for various stakeholders.** For academics, the results of this research will enrich the literature on international marketing and culture, as well as provide a basis for further research in this area. For marketing practitioners, this study will offer practical insights that can be applied in designing marketing strategies that are more sensitive to cultural differences. For policymakers, the findings of this research can provide valuable information for developing policies that support the growth of international business and facilitate cross-cultural trade.

In an effort to understand the influence of cultural factors on global marketing strategy in depth, this research will focus on a number of key research questions that we aim to answer through a literature review. These questions are designed to comprehensively explore and analyze the relationship between culture and global marketing:

1. **How do cultural factors influence strategic decisions in global marketing?**
 - This question aims to identify and understand how various cultural aspects, such as values, social norms, habits, and attitudes, influence strategic decision making in global marketing. The focus is on how companies adapt their marketing strategies to accommodate cultural differences in various international markets, as well as the impact of these adjustments on the effectiveness of marketing strategies.
2. **What are the key cultural factors to consider in designing an international marketing strategy?**
 - This question seeks to identify and define the most significant and relevant cultural factors that companies need to consider when designing and implementing international marketing strategies. It includes analysis of influential cultural elements, such as differences in consumer preferences, brand perceptions, and communication patterns, as well as how companies can integrate these factors in their marketing strategies to achieve optimal results in the global marketplace.

By answering these questions, this research is expected to provide in-depth insight into the influence of cultural factors in global marketing, as well as provide practical guidance for companies to design more adaptive and effective marketing strategies in international markets.

2. Method

2.1 Research Design

This research uses a systematic literature review approach to explore and analyze the influence of cultural factors on global marketing strategies. This approach was chosen for several important reasons relevant to the aim and scope of the research:

Systematic literature review is a systematic and structured research method for identifying, evaluating, and synthesizing findings from relevant studies on a particular topic. This method aims to provide a comprehensive and objective overview of existing literature, as well as reveal patterns, themes and gaps in research that has been conducted previously.

Reasons for Choosing the Systematic Literature Review Method

1. **Completeness and Order:** Systematic literature reviews allow researchers to conduct a comprehensive and systematic literature search, ensuring that all relevant studies within this research field are identified and analyzed. This is important to get a complete picture of how cultural factors influence global marketing strategies.
2. **Objectivity and Consistency:** This method provides a consistent and objective approach in assessing the quality and relevance of selected studies. By using clear selection criteria, this research can reduce bias and ensure that the findings presented are the result of a systematic and structured analysis.
3. **Identify Patterns and Gaps:** Systematic literature reviews enable researchers to identify key patterns and gaps in the existing literature. This helps in understanding how cultural factors have been discussed in the context of global marketing strategy and what still needs to be researched further.
4. **Deep Understanding:** By synthesizing findings from multiple studies, this approach allows researchers to provide deep and comprehensive insight into the relationship between culture and marketing strategy. It also helps in developing theory and provides useful recommendations for international marketing practice.
5. **Openness and Replication:** Systematic literature reviews follow transparent and repeatable procedures, which ensure that research results can be replicated by other researchers. This supports the validity and reliability of the research findings.
6. **By using a systematic literature review approach, this research aims to provide a structured and comprehensive analysis of how cultural factors influence global marketing strategy, as well as providing an important contribution to existing literature and international marketing practice.**

2.2 Study Selection Criteria

To ensure that this literature review includes relevant and high-quality studies on the influence of cultural factors on global marketing strategy, the following selection criteria were applied:

1. Inclusion Criteria

- **Year of Publication:** Studies published in the period 2019 to 2024 will be included in the review. This time period was chosen to ensure that the articles analyzed reflect the latest developments and current trends in the field of global marketing and culture.
- **Article Type:** Articles that fall into the categories of peer-reviewed scientific journals, books, and international conferences will be considered. The main focus is on articles published in reputable international journals and indexed in leading academic databases.

- Relevance to Topic: Articles should explicitly discuss the relationship between cultural factors and global marketing strategy. This includes studies that investigate the influence of culture on various elements of marketing strategy such as product, price, promotion, and distribution.
- Methodological Quality: Studies that use robust research methodologies, both qualitative and quantitative, will be included. Methodological quality will be evaluated based on clarity of research design, analysis techniques, and validity of results.

2. Exclusion Criteria

- Year of Publication: Studies published before 2010 will be excluded from the review to avoid information that may not be relevant to recent trends and developments.
- Article Type: Articles that are not peer-reviewed scientific journals, books, or results of international conferences that are not relevant to the main topic will be excluded. This includes popular articles, industry reports, and non-academic documents.
- Relevance to the Topic: Studies that do not focus on the influence of culture in a global marketing context or that do not provide significant insights related to marketing strategy will be excluded from the review.
- Methodological Quality: Articles whose methodology is deemed weak, unclear, or inadequate in terms of validity and reliability of results will be excluded.

3. Database Source

To search and collect relevant studies, the following databases will be used:

- Scopus: This database provides access to indexed international scientific journals, as well as articles of high quality and relevance in various academic fields.
- Web of Science: This database is known for providing articles from leading journals around the world and offers comprehensive search features for relevant studies.
- Google Scholar: As an additional resource, Google Scholar will be used to complete the search and ensure that no relevant studies are missed from searches in the main database.
- ProQuest: This database will be used to access books and dissertations that may contain relevant information not available in academic journal databases.

By applying these selection criteria, this research aims to ensure that the articles included in the literature review are of the most relevant and high quality, providing a solid basis for a comprehensive analysis of the influence of cultural factors on global marketing strategy.

2.3 Search and Data Collection Procedures

1. Search Method

To obtain relevant studies regarding the influence of cultural factors on global marketing strategies, a structured and systematic search procedure was applied as follows:

Searches were conducted using a combination of keywords designed to capture the essence of the research topic. The main keywords used include:

- Cultural Factors
- Global Marketing Strategies
- Cross-Cultural Marketing
- Cultural Influence on Marketing
- International Marketing

- Cultural Adaptation
- Marketing Strategy and Culture

This combination of keywords was used in various forms of searches (e.g., searches with boolean operators such as AND, OR, NOT) to ensure broad and in-depth coverage of relevant studies.

Searches were conducted in several major academic databases, including:

- Scopus: For peer-reviewed journal articles and internationally recognized academic publications.
- Web of Science: For relevant and highly reputable international journals.
- Google Scholar: To supplement searches by identifying articles that may not be indexed in major databases.
- ProQuest: For access to relevant books, dissertations, and academic reports.

2. Data Collection Procedures

The data collection procedure followed these steps to ensure the quality and relevance of the included studies:

- Article Collection: Based on the specified keywords, relevant articles are downloaded from the mentioned databases. Downloaded articles cover various types of publications including scientific journals, books and relevant conference proceedings.
- Initial Screening: Downloaded articles are then pre-screened based on abstract and title to determine their relevance to the research topic. Articles that clearly do not comply with the inclusion criteria or that fall outside the specified time range will be excluded from further processing.

3. Article Screening Process

The article screening process is carried out in several stages to ensure that only the most relevant and high-quality studies are included in the literature review:

- Filtering Based on Title and Abstract: Articles detected in the initial search will be filtered based on title and abstract to assess their suitability to the research question and relevance to cultural factors in global marketing strategy.
- Evaluation of Methodological Quality: Articles that pass the initial screening will be assessed based on the quality of the research methodology. This includes assessing research design, data analysis techniques, and clarity and validity of findings.
- Screening Based on Full Text: Articles that meet methodological criteria will be read thoroughly to ensure relevance to the topic and quality of findings. Only articles that make a significant contribution to the understanding of the influence of cultural factors in global marketing strategy will be included in the final review.
- Cataloging and Organizing: Accepted articles will be cataloged and organized in a research reference database to facilitate analysis and synthesis. Important data such as methodology, results, and key findings will be recorded to facilitate further assessment and integration in the literature review.

By following this structured search and data collection procedure, this research ensures that the included studies are of the most relevant, high quality, and provide in-depth insight into the influence of cultural factors on global marketing strategies.

2.4 Analysis Techniques

1. Results Analysis and Synthesis Techniques

To analyze and synthesize the results of the selected studies, this research will use systematic and structured qualitative analysis techniques. The following steps will be followed:

- **Qualitative Analysis:** This technique involves coding and categorizing data from filtered articles. Each study will be analyzed to identify key aspects of cultural factors influencing global marketing strategy, including methodology, findings, and key contributions.
- **Thematic Coding:** Data from selected studies will be coded using a thematic coding system. This coding involves identifying key words, phrases, and key concepts that appear in the literature. These codes will be used to group findings into relevant categories.
- **Synthesis of Findings:** Once the data has been coded, a synthesis process is carried out to integrate the findings from various studies. It involves combining relevant information to identify patterns, similarities, and differences in the influence of cultural factors on global marketing strategies.

2. Procedures for Identifying Themes and Patterns in Literature

The process of identifying themes and patterns in literature is carried out through the following steps:

- **Data Screening:** Using the results of thematic coding, relevant data will be filtered to identify key themes related to the influence of cultural factors. Irrelevant or duplicate data will be excluded from the analysis.
- **Theme Grouping:** The identified themes will be grouped into main categories. These include themes related to specific cultural elements, such as cultural values, social norms, consumer habits, and their impact on marketing strategy elements such as product, price, promotion, and distribution.
- **Pattern Analysis:** Patterns emerging from the main themes will be analyzed to understand the relationship between cultural factors and marketing strategy. This includes identifying common patterns and significant differences between studies, as well as the influence of cultural factors across various geographic and cultural contexts.
- **Integration and Synthesis:** Findings from various studies will be integrated to construct a comprehensive picture of the influence of cultural factors in global marketing strategy. This synthesis process aims to construct a comprehensive narrative about how culture influences strategic decisions in marketing and to identify gaps in the existing literature.
- **Writing Up Findings:** The results of the analysis and synthesis will be presented in the form of a structured narrative, explaining the main themes, patterns identified, and the implications of the findings for global marketing strategy. This will help in structuring the discussion and conclusions of the research.

By using this analytical technique, this research aims to provide an in-depth and integrated understanding of the influence of cultural factors on global marketing strategy, as well as to provide useful insights for practitioners and researchers in the field of international marketing.

3. Results (Results)

3.1 Summary of Findings

The results of this literature systematization provide in-depth insight into the influence of cultural factors on global marketing strategy. The main findings of the analyzed studies can be summarized as follows:

- **Variations in the Influence of Cultural Factors:** Studies show that cultural factors influence global marketing strategies in diverse ways.

Cultural values, social norms, consumer habits, and cultural symbols are key elements that significantly influence marketing decisions. A deep understanding of these factors is essential for marketers who want to adapt their strategies effectively across different markets. For example, cultural values such as individualism versus collectivism can determine consumer preferences and the effectiveness of marketing strategies in different regions. Individualistic cultures, such as those in the United States, often emphasize personal achievement and autonomy, so the marketing strategies used focus more on personal benefits and self-expression. In contrast, collectivist cultures such as those in Japan prioritize group and community harmony, requiring marketing approaches that highlight social benefits and group affiliation (Okazaki et al., 2010; Michaelidou et al., 2020).

Social norms also play an important role in shaping consumer behavior and marketing strategies. Research shows that social norms can significantly influence purchase intentions, especially in relation to domestic products. Individuals often internalize social norms which then influence their personal norms and ultimately their purchasing behavior (Jia et al., 2023; Melnyk et al., 2021). For example, in contexts where there are strong social expectations to support local products, marketers can capitalize on this by emphasizing the local origins of their products, thereby appealing to consumers' sense of social responsibility and community support (Do, 2023; Wang & Chou, 2020). Additionally, the effectiveness of marketing campaigns can be increased by aligning them with prevailing social norms, as shown in studies of pro-environmental behavior where social influence is a key motivator (Ahn et al., 2020).

Consumer habits shaped by cultural symbols and social norms further complicate marketing strategies. The use of relevant cultural symbols in advertising can increase brand recognition and consumer connectedness. For example, advertisements that incorporate local cultural symbols are more deeply embedded in consumers' minds, encouraging a sense of belonging and identity (Limbu, 2024; Michaelidou et al., 2020). In addition, the interaction between consumer perceptions and cultural symbols can significantly influence purchasing decisions, especially in the context of luxury goods where social status and cultural significance are intertwined (ZhiYu, 2024; Žitkienė & Kriaučiūnaitė-Lazauskienė, 2019).

Furthermore, the role of advertising as a socialization agent cannot be ignored. Advertising not only reflects existing cultural norms but also has the power to shape and develop them. By introducing new products and technologies through culturally appropriate narratives, advertising can facilitate the acceptance of these innovations in society (Cross et al., 2017). This dynamic interaction between advertising and cultural values highlights the importance of understanding the cultural context in which marketing operates. In conclusion, the interaction between cultural values, social norms, consumer habits, and cultural symbols is critical to an effective marketing strategy. Marketers must be able to navigate these factors to create campaigns that resonate with their target audience, ultimately driving consumer engagement and brand loyalty.

- Cultural Factor Categories:

Cultural factors have a significant influence on marketing strategies and consumer behavior, which can be categorized into several main groups: cultural values, social norms, consumer habits, and cultural symbols. Each of these categories plays an important role in shaping the way products are marketed and received in various international markets.

Cultural Values: Fundamental cultural values such as collectivism versus individualism, power distance, and uncertainty avoidance are critical in influencing consumer decisions and marketing strategies. For example, collectivist cultures, such as those in many Asian countries, emphasize group goals over individual aspirations, influencing purchasing behavior and marketing approaches. Consumers in these cultures tend to prioritize community-oriented products and services, as evidenced by research showing that individuals in collectivist

societies are more likely to engage in green purchasing behavior due to their cooperative nature and emphasis on social approval (Mal & Nehra, 2023). In contrast, individualistic cultures, such as those in the United States, encourage a focus on personal achievement and autonomy, which causes marketing strategies to emphasize personal benefits and self-expression (Shavitt & Cho, 2016). In addition, the concept of power distance, which refers to the extent to which less powerful members of society defer to more powerful ones, can influence consumer trust and brand loyalty, especially in hierarchical societies (Park & Paiva, 2018).

Social Norms: Social norms include acceptable and unacceptable behavior in a society, which significantly influences the way products are marketed and perceived. Norms relating to consumer ethics and acceptable purchasing behavior can vary greatly between cultures, influencing marketing strategies (Swaidan, 2011). For example, in cultures with high levels of uncertainty avoidance, consumers may prefer established brands and products that minimize perceived risks, thereby influencing how marketers position their offerings (Sabiote et al., 2012). Additionally, social norms can determine the appropriateness of certain marketing messages, requiring culturally sensitive advertising approaches that align with local values and expectations (Xiao & Cooke, 2012).

Consumer Habits: Various consumption habits and customs across cultures also influence product design, pricing strategies, and promotional techniques. Research shows that cultural factors shape consumer decision-making styles, with variations in how consumers from different backgrounds approach purchasing decisions (Leng & Botelho, 2010). For example, consumers in collectivist cultures may prefer group-oriented marketing campaigns that emphasize community benefits, while those in individualistic cultures may respond more to campaigns that emphasize personal benefits (Czarnecka et al., 2020). Additionally, the timing and context of purchases may vary, with cultural celebrations and holidays significantly influencing consumer behavior and marketing strategies ("undefined", 2024).

Cultural Symbols: Cultural symbols, including color, language, and iconography, play an important role in marketing communications and brand perception in various markets. The use of relevant cultural symbols can increase brand recognition and consumer connectedness, because advertisements that incorporate local cultural symbols resonate more with consumers (Pezzuti & Leonhardt, 2020). For example, color symbolism varies across cultures; while white may symbolize purity in some cultures, this color can represent mourning in others, which requires careful consideration in marketing materials (Žitkienė & Kriaučiūnaitė-Lazauskienė, 2019). Additionally, language and iconography can evoke certain cultural associations that influence consumer attitudes and behavior, making it important for marketers to adapt their messages to align with local cultural contexts (Limbu, 2024).

Overall, understanding the interaction of cultural values, social norms, consumer habits, and cultural symbols is critical for marketers who wish to create effective strategies that resonate with a diverse consumer base. By recognizing and adapting to these cultural factors, companies can increase their marketing effectiveness and build stronger relationships with their target audiences.

- **Consistency and Variation in Findings:** Several consistent patterns were found in the literature, such as the importance of adapting marketing strategies to reflect local cultural values and norms. However, there is also significant variation in the way cultural factors influence marketing across different geographic regions, indicating that effective strategies must be customized for each market.

Identification and Categorization of Cultural Factors in the Literature

Cultural factors in the existing literature have been identified and categorized through in-depth qualitative analysis. The identification and categorization process includes the following steps:

- **Thematic Coding:** Relevant cultural factors were extracted from each study and coded based on main thematic categories. These codes cover various aspects of culture such as values, norms, customs, and symbols.
- **Grouping and Classification:** After coding, cultural factors are grouped into broader categories. This helps in understanding how each factor interacts with marketing strategy and in identifying key themes emerging from the literature.
- **Synthesis of Findings:** Findings from various studies are synthesized to provide a comprehensive picture of how cultural factors influence global marketing strategies. This includes an assessment of similarities and differences in the influence of cultural factors across contexts and markets.
- **Categorization of Cultural Factors:** The main categories identified include cultural values, social norms, consumer habits, and cultural symbols, each with its own impact on marketing strategy. Each category provides insight into how marketing strategies can be adapted to meet different market needs.

This summary of findings provides a solid basis for understanding the influence of cultural factors in global marketing strategy and developing practical recommendations for companies operating in international markets.

3.2 Classification of Cultural Factors

3.2.1 Identification and Classification of Major Cultural Factors

In this literature review, the main cultural factors influencing global marketing strategies have been identified and classified into several relevant categories. This classification includes:

1. **Cultural Values:** Cultural values are the main foundation that influences consumer preferences and behavior. Some of the key cultural values identified include:
 - a. **Individualism vs. Collectivism:** Individualism, which emphasizes personal autonomy and freedom, is often found in Western countries such as the United States and Europe. In contrast, collectivism, which emphasizes group interests and social harmony, is more common in Asian countries such as Japan and China. These differences influence marketing strategies in terms of the messages conveyed and the types of products offered.
 - b. **Power Distance:** This refers to the extent to which power inequality is accepted and expected in a society. In countries with high power distance, such as Brazil and Russia, hierarchy and authority are often given greater attention, while in countries with low power distance such as the Netherlands, a more egalitarian structure prevails.
 - c. **Uncertainty Avoidance:** This score measures the extent to which people are comfortable with uncertainty and ambiguity. Countries with high uncertainty avoidance, such as Japan and Greece, tend to prefer clear rules and structures, influencing the marketing approaches used.
2. **Social Norms:** Social norms include the behavior that is accepted and expected in a particular society. These factors include:
 - a. **Social Rules and Etiquette:** Norms governing social interactions, such as formality in business communications or everyday social practices, can

- influence how companies communicate with consumers and business partners in various markets.
- b. Gender Roles: Different gender roles in various cultures influence marketing strategies, especially in terms of market segmentation and product targeting.
3. Consumer Habits: Diverse consumption habits around the world impact how products and services are marketed. These factors include:
 - a. Consumption Preferences: Food, beverage, and lifestyle preferences vary between cultures, requiring adaptation of products and promotional strategies to suit local customs.
 - b. Purchase Frequency: Purchase patterns and shopping behavior can also differ, with some markets more likely to purchase premium items regularly, while others focus more on value and functionality.
 4. Cultural Symbols: Symbols used in marketing, such as color, language, and iconography, are also important:
 - a. Colors and Symbols: Cultural symbols such as certain colors or iconic images can have different meanings in different countries. For example, the color white is often associated with purity in the West, but with mourning in some Asian cultures.
 - b. Language and Communication: Language and communication style must be adapted to avoid misunderstandings and ensure that marketing messages are received in a manner that is appropriate in each market.

3.2.2 Discussion of Differences and Similarities in Strategy Implementation

Differences and similarities in the implementation of marketing strategies based on cultural factors reflect variations in how companies adapt their strategies for international markets. Some important points include:

1. Customization vs. Standardization: Companies often face a dilemma between adapting their marketing strategies to each different cultural market (customization) and using a uniform marketing approach across markets (standardization). Customization is necessary to meet the specific needs of local cultures, while standardization can help reduce costs and create a consistent global brand image.
2. Marketing Message Adaptation: Marketing messages need to be adapted to reflect local cultural values and social norms. For example, ads that emphasize individualism may be more effective in Western markets, while ads that highlight family and community values are more appropriate in Asian markets.
3. Product and Packaging Design: Products and packaging should be adapted to consumer habits and relevant cultural symbols. For example, food companies may need to adjust the flavors and packaging of their products to match local preferences and cultural sensitivities.
4. Promotion and Distribution Strategy: Promotion methods and distribution channels must also take into account consumer habits and social norms. For example, digital marketing methods may be more effective in countries with high internet access, while direct marketing may be more successful in markets with traditional shopping habits.
5. By understanding these differences and similarities, companies can design more effective and relevant marketing strategies for global markets, maximizing the chances of success across various cultural contexts.

3.3 Key Findings of the Study

This literature analysis produces several main findings regarding the influence of cultural factors on global marketing strategy. These findings provide important insights into how cultural factors shape and influence marketing practices in various international markets. The following are the key insights obtained:

1. The Influence of Cultural Values on Consumer Preferences and Behavior

Individualism vs. Collectivism: The value of individualism, which is more dominant in Western countries such as the United States and the United Kingdom, focuses on personal achievement and autonomy. In this context, marketing strategies that emphasize individual benefits and freedom are more effective. In contrast, in countries with high values of collectivism, such as Japan and China, strategies that highlight benefits for the group or community are more successful. It includes messages that focus on social harmony and the strength of family or group relationships.

Power Distance: Countries with high power distance, such as Russia and Brazil, show a tendency to accept clear hierarchies and authority. Marketing strategies in these markets often leverage hierarchy and the power of authority in their messaging. In contrast, in countries with low power distance such as the Netherlands and Sweden, strategies that promote egalitarianism and collective participation are more accepted.

Uncertainty Avoidance: In countries with high uncertainty avoidance, such as Greece and Japan, consumers are more likely to seek certainty and stability. Marketing strategies that emphasize product safety, quality assurance and after-sales service guarantees are more effective in these markets. In countries with low uncertainty avoidance, such as the United States and Australia, consumers may be more open to innovation and risk.

2. Social Norms and Gender Roles in Marketing

Social Rules and Etiquette: Different social norms influence the way companies communicate and interact with consumers. For example, in markets with formal social etiquette, such as in Japan, marketing communications must be more polite and pay attention to applicable etiquette. In contrast, in markets with more relaxed social etiquette, such as the United States, a more direct and informal approach may be more effective.

Gender Roles: Gender roles that vary across cultures influence market segmentation and product design. In some countries, advertising and products aimed specifically at certain genders may be more successful, while in other markets, a more inclusive and gender-neutral approach may be more acceptable.

3. Consumer Habits and Product Adaptation

Consumer Preferences: Different consumption habits in various cultures require product adaptation. For example, food and drinks should be adapted to local taste preferences and consumption habits. Marketing strategies that involve modifying products to reflect local tastes can increase market acceptance.

Purchase Frequency and Shopping Patterns: Purchase patterns vary between cultures, with some markets tending to purchase premium items more frequently while others focus on value. Pricing and promotional strategies must be adjusted to reflect the unique shopping patterns in each market.

4. Cultural Symbols in Marketing Communications

Colors and Symbols: Colors and cultural symbols have different meanings around the world and can influence brand perception. For example, the color red may be considered a symbol of good luck in some Asian cultures, but may be considered

too flashy or aggressive in Western cultures. Therefore, packaging design and promotional materials must be adapted to local cultural symbols.

Language and Communication Style: Language and communication style in marketing must be adapted to avoid misunderstandings and ensure that messages are received in an appropriate manner. Using local languages and adapting communication styles according to cultural norms can increase the effectiveness of marketing messages.

4. Discussion (Discussion)

4.1 Interpretation of Results

The findings from this literature analysis provide deep insight into how cultural factors influence global marketing strategy. The following interpretation of the results answers the main research question: How do cultural factors influence strategic decisions in global marketing? and What are the key cultural factors that should be considered in designing an international marketing strategy?

Findings show that cultural values, social norms, consumer habits, and cultural symbols have a significant impact on strategic decisions in global marketing:

- **Cultural Values:** Cultural values such as individualism versus collectivism, power distance, and uncertainty avoidance greatly influence marketing decisions. For example, in individualistic markets, strategies that emphasize personal achievement and autonomy are more effective, whereas in collectivistic markets, strategies that highlight group benefits and social harmony are more successful. It answers the research question regarding how cultural factors influence strategic decisions, by showing that companies need to adapt their messages and approaches according to local cultural values.
- **Social Norms:** Social norms, including etiquette and gender roles, influence the way companies communicate and market their products. Companies must consider the social norms that apply in each market to avoid communication errors and increase acceptance. For example, in markets with formal social etiquette, marketing communications should be more polite and pay attention to etiquette, whereas in markets with relaxed social etiquette, a more informal approach can be more effective. This suggests that adapting to local social norms is key to developing effective marketing strategies.
- **Consumer Habits:** Different consumption habits and shopping patterns in each culture require adaptation of product and promotional strategies. The findings suggest that adapting products to reflect local preferences and designing pricing and promotion strategies according to typical shopping habits can increase marketing success in various markets. It answers the question of the main cultural factors that should be considered in designing an international marketing strategy, emphasizing the importance of customizing products and promotions based on local consumer habits.
- **Cultural Symbols:** Cultural symbols, including color and language, influence brand perception and the effectiveness of marketing communications. The findings suggest that companies must adapt cultural symbols used in marketing to avoid misunderstandings and ensure that messages are received in an appropriate manner in each market. It explains how cultural factors influence marketing strategy, by showing that cultural symbols that are relevant and accepted in local markets can increase the effectiveness of marketing communications.

The findings from this study have several important implications for global marketing strategy:

- **Strategy Adjustment:** Companies should adopt a customization approach in their marketing strategies to reflect cultural differences in various markets. This includes adapting messages, products, and promotional methods according to cultural values, social norms, consumption habits, and relevant cultural symbols.
- **Developing Culturally Sensitive Strategies:** Companies need to develop strategies that are sensitive to local culture to increase marketing acceptance and success. This includes in-depth market research and an understanding of local culture to design effective and relevant strategies.
- **Continuous Evaluation and Adaptation:** Given the ever-evolving cultural dynamics, companies must continually evaluate and adapt their marketing strategies to remain relevant to changing cultural values and social norms in international markets.

4.2 Contribution to the Literature

This research makes significant contributions to the literature on cultural factors and global marketing strategy in the following ways:

1. Theoretical Contribution

- **Theoretical Framework Development:** This research expands the existing theoretical framework by integrating various dimensions of cultural factors in the context of global marketing strategy. By comprehensively reviewing how cultural values, social norms, consumer habits, and cultural symbols influence marketing decisions, this research offers a more holistic theoretical framework for understanding the interaction between culture and marketing. This allows academics to develop new theories that more accurately explain how cultural factors influence international marketing strategy.
- **Identification of New Themes:** This study successfully identified and grouped new themes in the literature, such as the influence of social norms and cultural symbols in marketing communications. By identifying these themes, this research provides a basis for further research that can explore these themes in more depth and be applicable in different contexts.
- **Expansion of Cultural Knowledge:** This research adds to the understanding of how various cultural values, such as individualism versus collectivism, power distance, and uncertainty avoidance, influence marketing strategy. It enriches the existing literature by providing insight into how different cultural values interact with marketing strategy in an increasingly complex global context.

2. Practical Contribution

- **Guide for Marketing Practitioners:** This research provides practical guidance for marketing professionals on how to adapt their marketing strategies to reflect cultural differences in various international markets. Findings about cultural values, social norms, consumer habits, and cultural symbols provide insights that practitioners can use to design marketing strategies that are more effective and relevant to local cultural contexts.
- **Product and Communication Customization Strategies:** By identifying the need for product and communication customization based on cultural factors, this research assists companies in developing marketing strategies that are more responsive to local consumer preferences and expectations. This includes

adapting products, packaging design, and promotional materials to reflect the specific culture and social norms of the target market.

- **Increasing International Marketing Success:** This research provides tools and approaches to increasing marketing success in international markets by ensuring that marketing strategies fit the local cultural context. This helps companies to avoid mistakes that could harm their reputation and ensures that marketing messages are well received by consumers in different countries.

4.3 Research Limitations

Although this research makes a significant contribution to the literature on cultural factors and global marketing strategy, there are several limitations that need to be noted. Understanding these limitations is important for assessing the strengths and weaknesses of the study and for designing future studies.

1. Possible Bias in Study Selection

- **Publication Bias:** This research relies on articles published in indexed international journals, which may be subject to publication bias. Articles with significant or positive results may be published more frequently than those showing negative or insignificant results. This can affect the representativeness of the literature reviewed and can provide a picture that is not entirely accurate regarding the influence of cultural factors in global marketing strategy.
- **Author Bias:** During the process of selecting and analyzing studies, there is the possibility of subjective bias of the authors in selecting and interpreting articles. Although efforts were made to follow strict selection criteria, the authors' personal perspectives may influence decisions about which articles are included and how the findings are analyzed.

2. Data Limitations and Study Scope

- **Data Limitations:** Although this study included a large number of articles from various databases, there is still a possibility that some relevant studies may have gone undetected or not included in the search. These limitations may be caused by differences in database coverage or differences in the language used in the publications.
- **Scope of Study:** This research focuses on articles published in indexed international journals, which may not include local or regional literature that could offer additional insights. Literature from sources not indexed in international databases may have different perspectives on the influence of cultural factors that were not fully accommodated in this study.

3. Methods Used

- **Limitations of Systematic Literature Review:** The systematic literature review method, although comprehensive, cannot fully capture very recent dynamics or fundamental changes in the literature. Systematic selection and analysis processes may limit the ability to capture new insights or innovations that may not have been widely published.
- **Thematic Analysis:** Thematic analysis techniques used to identify themes and patterns in the literature may not fully capture the complexity or nuance in each individual study. While this approach is effective in identifying key themes, it may be less sensitive to differences in context or specific details that may influence the results.

4. Limited Cultural Context

Broad Global Context: This research attempts to cover a wide range of international markets, but it remains possible that some particular markets or cultures may be underrepresented in the literature reviewed. Very specific or unique cultural contexts may not be fully represented, limiting the generalizability of findings to all international markets.

4.4 Recommendations for Further Research

Based on the results and limitations of this research, there are several suggestions and recommendations for further research that can expand understanding of the influence of cultural factors on global marketing strategies. The following are areas that require further research and potential new topics that could be explored:

1. Research on Unrepresented Cultural Factors

- **Specific Cultural Contexts:** This research covers a wide range of international markets, but not all specific or unique cultural contexts may be adequately represented. Future research could focus on in-depth analysis of cultural factors in markets that are underrepresented or that have very different cultural characteristics. This includes exploration of under-researched cultures such as markets in areas with significant cultural differences.
- **New Cultural Factors:** Further research could explore new cultural factors that may not have been widely researched, such as the impact of cultural globalization and rapid cultural change due to digitalization. Investigating how modern cultural changes influence marketing strategies will provide more current and relevant insights.

2. More diverse research methodologies

- **Qualitative Approach:** Apart from systematic literature reviews, further research can use qualitative approaches such as in-depth interviews or case studies to gain deeper insight into how cultural factors influence marketing strategy. This approach can help understand nuances and context that are not always accessible through literature reviews alone.
- **Empirical Research:** Empirical studies involving the collection of primary data from companies and consumers in various international markets can provide a direct and practical perspective on the influence of cultural factors. This research may involve surveys, experiments, or field studies to collect more concrete and detailed data.

3. Exploration of New Themes in Literature

- **Influence of Digitalization and Social Media:** Given the rapid development of digital technology and social media, future research could explore how these factors influence marketing strategies in cultural contexts. This includes studies of how social media is changing the way companies communicate with consumers in various cultures.
- **Adaptation of Marketing Strategy in a Crisis:** Research on how cultural factors influence the adaptation of marketing strategy during a global crisis, such as a pandemic or conflict, is also an important area to explore. Understanding how culture influences a company's response in emergency situations can provide valuable insights for more resilient marketing strategies.

4. Long Term and Impact Evaluation

- Long-Term Studies: Future research could focus on long-term studies to evaluate how adapting marketing strategies to cultural factors impacts company performance and relationships with consumers over a longer period of time. This will help assess the sustainability and effectiveness of culturally tailored marketing strategies.
- Impact on Brand Building: Examining how cultural factors influence brand building and consumer loyalty in various international markets can provide additional insight into the long-term effects of adjusting marketing strategies.

5. Conclusion

5.1 Main Conclusion

Based on the results and limitations of this research, there are several suggestions and recommendations for further research that can expand understanding of the influence of cultural factors on global marketing strategies. The following are areas that require further research and potential new topics that could be explored:

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5.2 Practical Implications

The results of this research have various significant practical implications for global marketing practitioners. Following are some of the key implications that can help companies design and implement more effective international marketing strategies:

1. Adjustment of Marketing Strategy Based on Cultural Factors

- Adapt Marketing Messages: Marketing practitioners must adapt their messages and promotional materials to reflect the cultural values, social norms, and cultural symbols prevailing in the target market. Messages that fit the local cultural context are more likely to be received and resonate with consumers, increasing the effectiveness of marketing communications.
- Product and Service Development: Adapting products or services to meet local cultural preferences is important. This includes modifications to the product's design, features, and functions to suit the needs and expectations of consumers in a particular market. For example, adapting product packaging to reflect relevant cultural symbols or adapting product flavors and aromas to local tastes.

2. Culturally Sensitive Consumer Relationship Management

- Understanding Consumer Needs: Marketing practitioners must have a deep understanding of local consumer habits and preferences to better manage consumer relationships. This includes conducting in-depth market research to recognize consumer behavior patterns and adapting relevant marketing strategies.
- The Right Communication Strategy: Using communication channels and marketing techniques that suit local culture is essential. For example, choosing media that is popular among target consumers and using language and symbols that comply with cultural norms.

3. Handling Cultural Risks and Crisis

- Anticipate Potential Controversy: Companies must be careful in designing marketing campaigns to avoid potential controversy or cultural blunders that could harm the brand's reputation. Establishing relationships with local consultants or cultural experts can assist in identifying and addressing cultural risks that may arise.
- Crisis Management Strategy: Develop a crisis management plan that considers cultural sensitivity to overcome problems that may arise from cultural differences. This includes preparing a fast and appropriate communications strategy to respond to cultural issues that may impact the brand.

4. Establishment of a Multicultural Marketing Team

- **Diversify the Marketing Team:** Assembling a culturally diverse marketing team can help in designing strategies that are more sensitive to cultural differences. Team members with different cultural backgrounds can provide valuable insight and a broader perspective on how marketing strategies will be received in various markets.
- **Cultural Training:** Conduct cultural training for the marketing team to increase understanding of cultural differences and how to apply them in marketing strategies. This helps ensure that the entire team is on the same page about the importance of cultural adaptation in global marketing.

5. Application of Technology and Data Analytics

- **Consumer Data Analysis:** Using technology and analytical tools to collect data on consumer behavior and cultural preferences in various markets. This data can provide deeper insights to adjust marketing strategies more effectively.
- **Leveraging AI for Local Adjustments:** Integrate artificial intelligence technology for real-time personalization of marketing messages and product adjustments based on collected cultural and consumer behavior data.

5.3 Closing

This research confirms the importance of considering cultural factors in designing effective global marketing strategies. By integrating a deep understanding of cultural differences into marketing strategies, companies can not only increase the relevance and appeal of their products in international markets, but can also build stronger and more sustainable relationships with consumers in different parts of the world.

Cultural factors—including values, norms, symbols, and customs—have a profound impact on how marketing strategies are received and responded to by consumers. In the context of increasingly advanced globalization, companies that are able to adapt their strategies to cultural sensitivity will have a significant competitive advantage. These adjustments are not just about catering to local preferences, but also about showing appreciation for cultural diversity, which can ultimately strengthen the brand and increase consumer loyalty.

Therefore, it is important for marketing practitioners to continuously update their understanding of cultural dynamics in international markets. Companies must adopt an adaptive, data-driven approach to ensure that their marketing strategies remain relevant and effective amidst rapid cultural change.

With an emphasis on cultural integration in marketing strategies, companies can not only better meet consumer needs, but also strengthen their position as global leaders in their industry. This research hopes to encourage further study and more innovative practices in global marketing, making cultural understanding a key pillar in the planning and implementation of international marketing strategies.

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