International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Analysis Of Global Social And Cultural Factors In Influence The Success Of International Product Marketing

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Abstract

This study aims to analyze the influence of global social and cultural factors on the success of international product marketing. The method used is a literature review with a descriptive quantitative approach utilizing various secondary data sources, including scientific journals, books, conference proceedings, and relevant academic publications. The analysis was conducted through content analysis and simple quantitative analysis to identify patterns in the relationship between socio-cultural factors and international marketing strategies.The findings indicate that cultural differences have a significant impact on consumer preferences, communication strategies, and the success of product marketing in global markets. Social media plays an important role in the dissemination of global consumer culture and influences consumer purchasing behavior through platforms such as TikTok, Instagram, and YouTube. The adaptation of language, cultural symbols, and intercultural communication strategies has been proven to enhance the effectiveness of international marketing. In addition, local social values such as religiosity, collectivist culture, social norms, and cultural identity also determine the level of acceptance of international products in a particular country. Therefore, global companies need to implement marketing strategies that are adaptive to the social and cultural characteristics

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of local communities in order to increase consumer trust, strengthen brand image, and achieve sustainable business success in international markets.

Keywords: international marketing, global culture, social media, intercultural communication, local social values.

INTRODUCTION

Globalization has encouraged companies to expand their business activities into international markets. In an increasingly competitive global environment, product marketing success is determined not only by product quality and price, but also by a company's ability to understand the social and cultural characteristics of the target country. Cultural factors are crucial because they influence how consumers evaluate, accept, and use a product. Differences in values, norms, language, religion, and societal customs can determine the success or failure of an international marketing strategy. (Hasibuan & Hendra, 2024a)

Culture is one element of the external environment that has a significant influence on consumer behavior. Every society has different cultural characteristics, so companies need to adapt their marketing strategies to local conditions. Understanding local culture helps companies develop more effective communication strategies, build relationships with consumers, and increase product acceptance in international markets (Syahfitri et al., 2023). Conversely, a lack of understanding of cultural factors can lead to miscommunication and lower the brand image in the eyes of consumers.

In addition to cultural factors, developments in digital technology and social media have also transformed global marketing patterns. Digital platforms like TikTok, Instagram, and YouTube enable companies to reach consumers across borders more quickly and efficiently. Social media serves not only as a promotional tool but also as a medium for disseminating global consumer culture, influencing consumer preferences and behavior. Therefore, companies are required to leverage social media while understanding the socio-cultural characteristics of diverse audiences to ensure effective marketing messages are received. (Wahyuni, 2023)

In international marketing, intercultural communication also plays a crucial role. Differences in language, symbols, social values, and communication patterns require companies to adapt their promotional messages. Communication strategies that are culturally appropriate can increase consumer trust and strengthen the brand-community

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relationship. Conversely, messages that are inconsistent with local cultural values can lead to misunderstandings and rejection of the marketed product.

Based on this description, global social and cultural factors are crucial elements that need to be considered in international marketing. Therefore, this study aims to analyze the influence of cultural differences, the role of social media, the adaptation of language and cultural symbols, intercultural communication strategies, and local social values on the success of international product marketing. The results are expected to provide a deeper understanding of the importance of social and cultural aspects in developing effective and sustainable global marketing strategies.

RESEARCH METHODOLOGY

This research uses a quantitative literature review approach with a descriptive design. This approach was chosen to systematically examine various previous research findings related to the influence of global social and cultural factors on the success of international product marketing. The data used are secondary data sourced from scientific journals, books, proceedings, and relevant academic publications that discuss culture, intercultural communication, social media, language and cultural symbol adaptation, and local social values in the context of international marketing. Data collection was conducted through a literature search of credible and up-to-date scientific sources. The literature was selected based on its relevance to the focus of the study, the quality of the sources, and its suitability to the variables or concepts being analyzed. All references that met the criteria were then reviewed to obtain a comprehensive picture of the patterns, trends, and relationships between concepts that emerged in previous studies.

Data analysis was conducted using content analysis and simple quantitative analysis. Content analysis was used to identify the core ideas and main findings from each literature, while simple quantitative analysis was used to calculate the trends of findings, the frequency of occurrence of certain themes, and the similarities and differences in results between references. The results of the analysis were then compiled descriptively to explain the relationship between global socio-cultural factors and the success of international product marketing in an objective and structured manner. To conform to the format of scientific journal articles, the methods section is structured concisely, concisely, and directly to the core of the research procedure, namely the type of research, data sources, data collection techniques, and data analysis techniques.

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E-ISSN : 2964-0865
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RESULTS AND DISCUSSION

The Influence of Cultural Differences on International Product Marketing Strategies

Implementing business on an international scale in the current era of globalization requires companies to not only excel in operational and technological aspects, but also have the ability to understand the cultural characteristics of the people in the destination country. Culture is a set of values, beliefs, norms, habits and symbols that are adhered to by a group of people and serve as guidelines for everyday life. In the context of international business, culture acts as a factor that influences the way individuals think, communicate, interact and make economic decisions. Therefore, companies that want to succeed in the global market must be able to understand and adapt their business strategies to different cultural environments(Suhairi, Azmi Lubis, et al., 2023).

Cultural differences have a significant impact on international product marketing strategies. Each country has unique cultural characteristics, resulting in varying consumer preferences and behaviors. Cultural factors influence people's perceptions of a product, how they receive promotional messages, and the underlying reasons for purchasing decisions. According to (Firda Fitriani et al., 2025), the cultural environment is one of the external factors that most determines the success of international business implementation because culture shapes consumer behavior patterns, which are the primary targets of marketing activities.

In international marketing studies, companies need to understand the various cultural dimensions that develop in society. One dimension that is often used is individualism and collectivism. In societies that tend to be collectivist, such as Indonesia, Japan and South Korea, purchasing decisions are often influenced by family, social groups and the surrounding environment. Therefore, marketing strategies that emphasize togetherness, family harmony and social relationships tend to be more effective. In contrast, in individualist countries such as the United States and Canada, consumers value freedom of choice, personal achievement, and self-actualization so that marketing messages that highlight individual uniqueness are more easily accepted. (Hasibuan & Hendra, 2024b)

In addition to individualism and collectivism, power distance also influences marketing strategies. In societies with high power distance, consumers tend to respect figures with high social status. Therefore, using public figures, celebrities, or community leaders as brand ambassadors often has a significant influence on consumer purchasing decisions. Conversely, in countries with low power distance, people prefer communication that emphasizes social status less. This difference suggests that promotional strategies

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that are successful in one country may not be effective when implemented in another. (Junita Pratiwi et al, 2023)

Language is also a crucial cultural element in international marketing. Mistakes in language use can result in promotional messages being poorly conveyed or even lead to misunderstandings that negatively impact a company's image. Therefore, multinational companies often adapt the language of slogans, advertisements, and product packaging to suit the characteristics of the local community. Besides language, religious factors also influence marketing strategies, particularly for food, beverages, cosmetics, and lifestyle products. In Muslim-majority countries like Indonesia, halal certification is a key consideration for consumers when choosing a product. (Aji Gunawan et al., 2023).

To deal with these cultural differences, companies need to implement a marketing mix adaptation strategy which includes product, price, distribution and promotion. Product adaptation can be done through adjusting taste, design, packaging size, color and product features to suit the needs and preferences of the local market. For example, many international fast food companies adapt their menus to local tastes. In Indonesia, several global brands offer rice and spicy chicken menus because they are more in line with people's consumption habits than the standard menus used in their home countries.

Price adjustment is also a crucial part of an international marketing strategy. Companies must consider consumer purchasing power, inflation rates, economic conditions, and the level of competition in the target country. Pricing too high can reduce a product's competitiveness, while pricing too low can lower consumers' perceptions of product quality. Therefore, companies need to conduct in-depth market analysis before determining the appropriate pricing strategy. (Firda Fitriani et al, 2025)

In terms of distribution, companies must understand consumer habits when purchasing products. In some countries, consumers increasingly shop through modern stores and digital platforms, while in others, traditional markets still play a dominant role. Adapting these distribution channels is crucial to ensure products reach consumers effectively and efficiently. Furthermore, advancements in digital technology are encouraging companies to utilize e-commerce as an increasingly important means of international distribution.

Promotional strategies must also be tailored to local cultural values. An advertising message that is considered appealing in one country may not be well-received in another. A mismatch between the promotional message and the local culture can create cultural noise, or communication barriers, leading to marketing failure. Therefore, companies

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need to conduct cultural research before launching a promotional campaign to ensure the message is received positively by the target audience. (Hasibuan & Hendra, 2024)

The success of international marketing ultimately depends heavily on a company's ability to develop cultural intelligence. Cultural intelligence enables companies to understand the differences in values, norms, and consumer behavior across countries, enabling them to design more effective marketing strategies. In a highly diverse market like Indonesia, sensitivity to religious values, customs, and the culture of mutual cooperation (gotong royong) is a crucial factor in building long-term relationships with consumers. Companies that can combine the strength of a global brand with an understanding of local cultures will more easily gain customer trust and loyalty.

Thus, cultural differences have a significant impact on international product marketing strategies. Culture influences consumer behavior, communication patterns, product preferences, and even the effectiveness of company promotions. Therefore, international companies need to make culture a primary consideration in developing their marketing strategies. Appropriate adaptation to local cultures not only increases the chances of marketing success but also becomes a source of sustainable competitive advantage in an increasingly complex and dynamic global environment. (Aji Gunawan et al., 2023).

The Role of Social Media in the Spread of Global Consumption Culture

Social media has become a major force shaping global consumer culture in the digital age. Advances in information and communication technology allow people to access information about products, services, and lifestyle trends quickly and without geographical boundaries. The presence of social media has shifted consumer behavior patterns from relying on conventional media to relying more on real-time digital information. Through various features such as photos, videos, live broadcasts, product reviews, and user recommendations, social media functions not only as a means of communication but also as a marketing tool capable of influencing consumer purchasing decisions (Nabil et al., 2023). Research findings show that the higher the intensity of social media use, the greater the tendency of individuals to be influenced by promotions, advertisements, and trends developing on digital platforms.

In the context of globalization, social media acts as a bridge connecting local and global cultures. Information about a popular product in one country can quickly spread to other countries through digital platforms. As a result, consumers from diverse cultural backgrounds can access the same trends and exhibit relatively uniform consumption

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patterns. This phenomenon demonstrates that social media has become a primary vehicle for the spread of global consumer culture, where consumer preferences are no longer solely influenced by their local environment but also by the ever-expanding global flow of information. (Nabil et al., 2023).

One platform that has had a significant influence in shaping global consumer culture is TikTok. This platform is known for its algorithm that tailors content based on user interests and activity. This recommendation system allows users to be more frequently exposed to specific products, trends, and lifestyles that align with their preferences. Research conducted by (Santi Putri & Nurhayati, 2024) Research shows that TikTok's algorithm and creative content significantly influence TikTok Shop users' purchasing decisions. Through engaging short videos, product reviews, live shopping, and promotions from content creators, TikTok has successfully created a more interactive shopping experience than conventional marketing media.

TikTok's success in influencing purchasing decisions is inextricably linked to its ability to create virality. Products that were initially unknown can become incredibly popular in a matter of days due to the large number of users creating and sharing related content. This situation encourages impulse buying behavior, which is purchases made without careful planning and driven primarily by fleeting emotions. The combination of TikTok's algorithm and creative content can increase consumer interest in a product, making purchasing decisions easier. Thus, TikTok is not only an entertainment medium but also a highly effective agent for the spread of global consumer culture(Santi Putri & Nurhayati, 2024).

Besides TikTok, Instagram also plays a significant role in shaping global consumer culture. Its emphasis on visuals and aesthetics makes it widely used by companies to build brand image and create a certain lifestyle. Through photos, videos, Reels, and influencer partnerships, Instagram creates the perception that a product is part of a person's identity and social status. Research conducted by (Anggraini & Hastuti, 2023) shows that lifestyle has a significant influence on students' consumer behavior, while social media Instagram also serves as a means of strengthening the formation of this lifestyle.

In international marketing practices, Instagram is often used to build consumer lifestyle aspirations. Influencers with large followings act as opinion leaders, influencing their followers' perceptions and purchasing decisions. Products used or recommended by influencers are often perceived as having greater value because they are associated with images of success, popularity, or a particular lifestyle. Therefore, consumers

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purchase products not only for their functional benefits but also for their inherent symbolic value. This phenomenon demonstrates that the global consumption culture developing through Instagram is closely linked to the search for social identity and recognition from those around them. (Anggraini & Hastuti, 2023).

YouTube also plays a significant role in the spread of global consumer culture, albeit with different characteristics than TikTok and Instagram. While TikTok serves as a trendsetter and Instagram as an image builder, YouTube serves more as a source of in-depth information. Through video reviews, tutorials, unboxings, and product comparisons, consumers can obtain more comprehensive information before making a purchase. The presence of this informative content helps increase consumer trust in a product and reduce uncertainty in the purchasing decision process.

In addition to providing more detailed information, YouTube also plays a role in extending the lifespan of consumption trends. Products that go viral on TikTok or become popular on Instagram are often discussed in greater depth through YouTube videos, thereby sustaining consumer interest in them. Thus, YouTube serves as a medium that strengthens a product's legitimacy through real-life user experiences and more comprehensive reviews. This makes YouTube a crucial platform in supporting the formation of a sustainable global consumption culture.

These three platforms demonstrate that today's global consumption culture is shaped by an interconnected digital ecosystem. TikTok acts as a trendsetter and trigger for virality, Instagram as an image and lifestyle builder, and YouTube as an information provider and consumer trust booster. The combination of these three platforms has accelerated the spread of consumption culture, reaching diverse groups around the world. Consumers are more easily exposed to global products and lifestyles, leading to similarities in their consumption patterns, even those from different cultural backgrounds.

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E-ISSN : 2964-0865
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Figure 1. Comparison of the Role of Social Media in the Spread of Global Consumption Culture

Source: Processed by the author based on (Anggraini & Hastuti, 2023; Nabil et al., 2023; Santi Putri & Nurhayati, 2024)

Figure 1 shows that each social media platform has a distinct yet complementary function in shaping global consumer culture. TikTok plays a role in the early stages of the purchasing process by creating consumer awareness through viral trends and the rapid spread of information. Its short, engaging content makes it easier for users to try popular products. (Santi Putri & Nurhayati, 2024).

Instagram plays a role in building the brand image and lifestyle desired by consumers. Through engaging visual content and influencer support, the platform is able to create an emotional connection between consumers and products. As a result, consumers purchase products not only for their benefits but also for their symbolic value and social status. (Anggraini & Hastuti, 2023).

Meanwhile, YouTube serves as a medium that strengthens consumer confidence before making a purchase. Through video reviews, tutorials, and product comparisons, consumers obtain more comprehensive information and can make more informed evaluations. Therefore, YouTube plays a crucial role in building consumer trust in a

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product and strengthening purchasing decisions influenced by TikTok and Instagram. (Nabil et al., 2023).

Overall, the image shows that TikTok, Instagram, and YouTube form a mutually supportive digital marketing ecosystem. TikTok creates attention and trends, Instagram builds product desire and image, and YouTube strengthens consumer trust. The synergy of these three platforms has accelerated the spread of global consumer culture, expanding its reach and influencing consumer behavior across countries, regardless of geographic or cultural differences.

For international companies, this phenomenon presents both opportunities and challenges. On the one hand, social media allows for faster, more affordable, and more measurable marketing. On the other hand, companies must understand local socio-cultural values to ensure their messages do not conflict with local norms. Therefore, an effective international marketing strategy must adapt content to the platform's characteristics and the diverse cultural characteristics of its audience. Overall, social media has become a key driver in the spread of global consumer culture. TikTok, Instagram, and YouTube play distinct yet complementary roles in shaping consumer trends, image, and trust. By understanding the function of each platform, companies can develop more effective international marketing strategies that are relevant to the ever-changing dynamics of global culture.

Adaptation of Language and Cultural Symbols in International Advertising

In international marketing, the success of an advertisement is determined not only by the quality of the product offered, but also by the company's ability to understand the cultural characteristics of the target market. Each country has its own language, symbols, colors, social norms, and cultural values, so companies must be able to adapt their communication strategies so that the message conveyed can be well received by consumers. According to (Suhairi, et al., 2023), cultural factors are one aspect that greatly influences the success of international business because culture shapes the way people think, communicate, and make decisions. Therefore, adapting language and cultural symbols in international advertising is an important part of a global marketing strategy.

1. The Importance of Language Adaptation in International Advertising

Language is the main communication tool in international marketing activities. Using the right language will help consumers understand the benefits of the product and the promotional message the company wants to convey. On the other hand, the use of inappropriate language can cause misunderstandings and even reduce consumer

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interest in the products being offered. In global marketing, companies cannot translate slogans or advertising messages literally because each language has a different cultural context. Cultural and language differences can become communication barriers in international marketing if companies do not understand the characteristics of local communities (Hasibuan & Hendra, 2024).

Language also plays a role in building emotional connections between companies and consumers. Using terms, phrases, or language styles that are appropriate to local cultures can increase consumer engagement with a brand. Conversely, incorrect language usage can create negative perceptions of a company. Therefore, multinational companies often undertake language localization processes to ensure marketing messages remain relevant to local cultures. (Junita Pratiwi & Hendra Hendra, 2023)

2. The Influence of Color in International Culture

Beyond language, color also plays a crucial role in international marketing communications. Color is not only used to enhance the appearance of advertisements but also serves as a symbol that can evoke emotions and shape consumer perceptions of a product. However, the meaning of color can vary across cultures, so companies need to understand color symbolism before launching global marketing campaigns.

For example, in most Western countries, white is synonymous with purity, cleanliness, and celebration, while in some Asian countries, white is often associated with mourning or death. In China, red symbolizes good luck and prosperity, but in some other countries, it can be interpreted as a symbol of danger or warning. Understanding local cultural values is crucial in developing international marketing strategies because consumers' perceptions of visual symbols are influenced by the cultural environment in which they find themselves.(Firda Fitriani & Munawaroh Munawaroh, 2025).

Using colors that are culturally appropriate can increase advertising effectiveness and strengthen brand identity in the eyes of consumers. Conversely, choosing inappropriate colors can potentially lead to cultural misunderstandings that can diminish a product's appeal. Therefore, color is a crucial element to consider in international marketing communications.(Aji Gunawan et al., 2023).

3. Use of Cultural Symbols and Meanings in Advertising

Cultural symbols are an important element in international marketing communications because they are able to convey messages quickly and emotionally to consumers. Symbols can be in the form of images, traditional clothing, body gestures, logos, or other forms of nonverbal communication that have certain meanings in a society.

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In global marketing practice, the use of cultural symbols must be done carefully because each culture has a different interpretation of the same symbol.

Advertisements that use local cultural symbols are usually more easily accepted by the public because they are perceived as more relevant to their daily lives. Conversely, the use of inappropriate symbols can be perceived as disrespectful to local culture and potentially cause controversy. The success of international marketing communications is greatly influenced by a company's ability to understand the values, norms, and cultural symbols of its target market.

Furthermore, companies need to understand social norms, customs, and beliefs before creating international advertisements. This ensures that the message conveyed does not conflict with local culture. Appropriately used cultural symbols can help companies build emotional connections with consumers and increase the effectiveness of marketing communications. (Suhairi, Azmi Lubis, et al., 2023)

4. Cultural Adaptation as a Strategy for Global Marketing Success

Multinational companies that succeed in international markets are generally able to adapt their marketing strategies to local cultures. Cultural adaptation is achieved through adjustments to language, visual symbols, colors, communication styles, and even advertising content. This strategy aims to create a close relationship between the company and consumers, thereby increasing the acceptance of the products offered by the local community.

Companies that understand the cultural environment of their target countries tend to have a greater chance of achieving international business success than those that implement a uniform marketing strategy across all countries(Firda Fitriani & Munawaroh Munawaroh, 2025). Cultural adaptation can also increase consumer trust because people feel that the company respects their cultural identity.

In today's era of globalization and the development of digital media, companies are required to be more creative in creating international advertisements that attract consumers from diverse cultural backgrounds. Therefore, understanding language, colors, symbols, and cultural meanings is a key factor in successful international product marketing. By appropriately adapting cultures, companies can build a positive image, increase customer loyalty, and strengthen their competitiveness in the global marketplace.

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E-ISSN : 2964-0865
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The Influence of Global Lifestyle on Changes in Consumer Preferences

Globalization has brought about significant changes in lifestyles across various countries, including the way consumers choose the products they consume. Advances in information technology, the internet, social media, and international popular culture have made it increasingly easy for people to be exposed to global lifestyles originating from abroad. This situation influences consumer preferences in product selection, as purchasing decisions are no longer based solely on functional needs but also on the image, trends, social symbols, and personal identity associated with a product.

A global lifestyle is a societal pattern influenced by international culture and the development of modern globalization. In the context of international marketing, a global lifestyle makes consumers more open to foreign products, especially those considered modern, popular, and in line with international trends. Younger consumers in Indonesia have a higher tendency to embrace global brands due to the influence of cosmopolitanism, or openness to foreign cultures(Yunitasari & Parahiyanti, 2022). Modern consumers tend to view global products as symbols of modernity, quality, and social prestige.

Changes in consumer preferences due to global lifestyles can be seen from the increasing public interest in international fashion products, fast food, South Korean cosmetics, and technology products from multinational companies (N. Pratiwi & Lili Yuliati, 2020). Consumers not only buy products because of their benefits, but also because of their symbolic value which can improve their self-image in the social environment. The concept of susceptibility to global consumer culture shows that consumers who are exposed to global culture tend to have a higher purchase interest in international products compared to local products.

Social media is a major factor accelerating the spread of global lifestyles and shifting consumer preferences. Platforms like TikTok, Instagram, YouTube, and Facebook enable consumption trends to spread rapidly without geographical boundaries. Consumers can directly observe the lifestyles of people abroad through digital content, thus fostering a desire to follow popular trends. explains that social media has a significant influence on consumer perceptions of global products because consumers are more easily exposed to international consumption cultures through digital content.

In practice, social media is not only a communication tool but also a vehicle for shaping a global consumer culture. Content showcasing luxury lifestyles, branded products, and international trends further incentivizes consumers to purchase products

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perceived as enhancing their social status. Consequently, consumer preferences are shifting from needs-based consumption patterns to lifestyle-based consumption patterns.

The Korean Wave, or Hallyu, phenomenon is a clear example of how global culture influences modern consumer preferences. The popularity of Korean dramas, K-Pop music, and South Korean culture has increased public interest in Korean skincare, fashion, food, and lifestyle products. The Korean Wave has significantly influenced purchasing decisions for Korean cosmetics in Indonesia, as consumers are drawn to the beauty and lifestyle images portrayed by Korean artists.(Putri Widyadari & Yulistyawati Evelina, 2024)

Besides the Korean Wave, the development of global popular culture also influences the consumption patterns of Indonesia's youth. Younger consumers tend to follow trends emerging on social media due to the drive to be accepted within their social circles. This condition has led to the emergence of the fear of missing out (FOMO), a fear of missing out on trends that leads consumers to purchase products based on popularity and virality on social media.

A hedonistic lifestyle also influences purchasing decisions for global fashion products. Modern consumers often purchase products not out of primary need, but out of a desire for emotional satisfaction and social recognition. Under these circumstances, international products are often perceived as more attractive due to their modern image and higher prestige compared to local products.

Changes in consumer preferences are also evident in the increasing public interest in imported products. explains that values, lifestyle, and perceived product quality influence consumer preference for imported products. Consumers tend to perceive foreign products as having better quality, thus preferring international products over domestic ones.

On the other hand, cultural globalization also presents challenges for local companies. The massive influx of international products has intensified market competition. Many consumers are beginning to perceive local products as less modern than foreign counterparts. Therefore, local companies need to innovate their products, strengthen their branding, and adapt their marketing strategies to modern lifestyles.

In international marketing, companies need to understand that consumer preferences are dynamic and constantly changing with global cultural developments. Effective marketing strategies must adapt to lifestyle trends, particularly in the use of social media, influencer marketing, and digital pop culture. International companies that

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understand changing consumer behavior will find it easier to build customer loyalty and expand their global market.

Furthermore, companies need to maintain a balance between global identity and local culture through a glocalization strategy. This strategy maintains a product's international image while adapting marketing communications to local cultures. This approach is crucial because modern consumers tend to prefer products that resonate with their lives and culture.

Thus, global lifestyles have a significant influence on changing consumer preferences in international marketing. Social media, popular culture, and the development of digital technology have made society increasingly open to international products. Modern consumers purchase products not only based on function but also on the image, trends, and social symbols associated with them.

In addition, the Korean Wave phenomenon also shows an increase in Indonesian consumers' interest in South Korean products, especially skincare, fashion, and food. According to (Putri Widyadari & Yulistyawati Evelina, 2024), The popularity of Korean culture through dramas and K-Pop has significantly increased purchasing decisions for Korean cosmetic products in Indonesia. This demonstrates the close relationship between global popular culture and changes in modern consumer behavior.

Therefore, international companies need to understand global lifestyle developments and changes in consumer behavior to develop marketing strategies that meet the needs of the modern market. Therefore, companies need to understand the dynamics of global lifestyles to develop marketing strategies that are relevant to changes in modern consumer behavior.

Intercultural Communication Strategies for Global Brand Success

Intercultural communication strategies are a crucial factor in the success of global brands in international markets. In the era of globalization, companies compete not only through product quality but also through their ability to understand consumer cultures in various countries. Each country has its own distinct language, customs, social values, communication patterns, and consumption behaviors, requiring companies to adapt their communication strategies to ensure their marketing messages are well-received by local communities. According to (Suhairi, Hairun Nisa Munthe Ira, et al., 2023) Intercultural communication is an important element in the world of international business because it helps companies understand the characteristics of cross-cultural consumers so they can increase the effectiveness of marketing communications.

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Intercultural communication in global marketing is not only about language use, but also about symbols, colors, social norms, and communication styles. Cultural differences can influence how consumers perceive an advertisement or product. For example, the use of certain colors can have different meanings in different countries. In Western countries, white often symbolizes purity, while in some Asian countries, white is associated with mourning. These differences in cultural meanings require companies to be more careful in determining their international communication strategies(Suhairi, Hairun Nisa Munthe Ira, et al., 2023)

One intercultural communication strategy widely used by global companies is adapting language and promotional messages. Companies adapt slogans, advertisements, and promotional content to local languages to make them easier for consumers to understand. This strategy aims to increase the emotional connection between the brand and the local community, making consumers feel more comfortable using the product. Adapting communication messages to local cultures can increase the effectiveness of international marketing because consumers are more receptive to messages that align with their cultural values.(Purnomo et al., 2023)

In addition to language adaptation, global companies also implement a glocalization strategy, a combination of global identity and local culture. This strategy maintains the company's global image while adapting products and marketing communications to local cultures. Through a glocalization strategy, companies can build emotional connections with local consumers without losing their international brand identity. This strategy is considered effective because consumers tend to prefer products that feel close to their culture.

An example of the glocalization strategy can be seen in McDonald's, which adapts its menu in various countries to suit local cultures. In India, McDonald's offers chicken and vegetarian menus because most people avoid beef. Meanwhile, in Japan, the company offers menus like the Teriyaki Burger, tailored to local Japanese tastes. In addition to its products, McDonald's also adapts its advertising design and marketing communications style to suit the social norms of each country. This strategy demonstrates that the success of a global brand is determined not only by product quality but also by the ability to understand consumer culture.(J. Pratiwi et al., 2023).

Another intercultural communication strategy is the use of social media and local influencers in global marketing. Advances in digital technology have made social media a primary communication tool in international marketing. Platforms like Instagram, TikTok, YouTube, and Facebook allow companies to reach consumers across borders quickly

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and efficiently. However, this also requires companies to understand the culture of their target audiences, as published content can be viewed by users from various countries with diverse cultural backgrounds.

According to Statista data, the number of global social media users will reach approximately 5.4 billion by 2025, or approximately 63.9% of the world's population. This data indicates that social media has a significant influence on international marketing communications. Therefore, many companies use local influencers to help convey promotional messages and make them more culturally relevant to the local community. Local influencers are considered to have a better understanding of language, trends, and consumer habits, thus increasing public trust in international products.

Table 1. Social Media Platforms with the Most Users in 2025

Social Media Platforms	Number of Active Users
Facebook	3,07 billion
YouTube	2,53 billion
Instagram	2,00 billion
WhatsApp	2,00 billion
TikTok	1,59 billion

Source: Statista (2025)

Based on the table, it can be seen that social media has become a global communication tool with a significant impact on international marketing. Many global brands utilize social media to expand their markets and build emotional connections with consumers from various countries. The use of local content, regional languages, and popular culture trends has become an important part of intercultural communication strategies in the digital age.

In addition to using social media, global companies also implement cross-cultural communication training strategies for employees and management. This training aims to improve international communication skills, understand business ethics in other countries, and reduce conflict caused by cultural differences. According to (Marantika Bamanty et al., 2019) Cross-cultural communication competence can increase the effectiveness of international business relationships and help companies build better collaboration with business partners and global consumers.

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On the other hand, intercultural communication strategies also face various challenges. Language differences, cultural stereotypes, and differences in communication styles often become obstacles in international marketing. Communication strategies that are successful in one country may not necessarily be successful in another country due to cultural differences in society. Mistakes in understanding local culture can cause misunderstandings and reduce the company's image in the eyes of consumers. Therefore, companies need to conduct in-depth market research before entering international markets.

In addition to market research, companies also need to understand the social values of the target country. Modern consumers tend to prefer brands that respect local culture and demonstrate sensitivity to cultural diversity. This makes intercultural communication not only a marketing tool but also a company strategy for building a positive image in the global market.

Therefore, an intercultural communication strategy plays a crucial role in the success of a global brand. A company's ability to understand local culture, adapt its communication messages, utilize social media, and utilize local influencers can increase the effectiveness of international marketing. The right communication strategy not only helps companies expand their global market but also increases consumer loyalty and strengthens their brand image in the long term.

Pengaruh Nilai Sosial Lokal terhadap Penerimaan Produk Internasional

Local social values are a crucial factor influencing the success of international product marketing. Consumers consider not only product quality and price, but also its suitability to local cultural values, religion, social norms, and customs. In the context of international business, understanding local culture is key to increasing product acceptance and reducing the risk of market rejection. Study (Hasibuan & Hendra, 2024) explains that differences in values, norms and beliefs in society have a significant influence on consumer preferences so that companies need to adapt their marketing strategies to local culture.

Indonesia, as a predominantly Muslim country, has a strong social characteristic of religiosity. According to data from the Halal Product Guarantee Agency (BPJPH), by 2023, more than 38,000 products had received halal certification in Indonesia. This increase in certification indicates that halal certification is a primary consideration for consumers when purchasing international products. Halal certification increases

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consumer trust because it is perceived as compliant with religious values and prevailing social norms.

In addition to religiosity, the growing collectivist culture in Indonesia also influences consumer purchasing decisions. In collectivist societies, consumption decisions are often influenced by family, social groups, and the surrounding environment. (Hasibuan & Hendra, 2024) explains that consumer preferences differ based on the cultural characteristics of a society, so companies must understand local social values in developing global marketing strategies.

Local social values also influence the effectiveness of marketing communications. Language, symbols, and promotional messages that are culturally inappropriate can lead to misunderstandings and even product rejection. Therefore, international companies need to adapt their marketing strategies to align with local values. Study (Hasibuan & Hendra, 2024) emphasizes that adapting language, symbols, and advertising messages is an important step to increase product acceptability in a particular cultural environment.

According to (Tanjung & Ibrahim, 2023b), Culture influences consumer desires for a product, requiring companies to understand local culture before marketing their products internationally. A company's inability to adapt to local culture has the potential to create cultural risks that can hinder the success of international business.

Recent data shows that Indonesia has approximately 191 million social media users, or approximately 68.9% of the total population. This high level of social media usage makes it easier for people to spread opinions about a product, both positive and negative. This situation means that international product acceptance is influenced not only by product quality but also by prevailing social perceptions. Products perceived as respecting local cultural and religious values tend to achieve a more positive image than products that ignore social norms.

Table 2 The Influence of Local Social Values on International Product Acceptance

Local Social Values	Forms of Influence	Impact on International Products
Religiosity	Consumers pay attention to halal certification and product ethics	Products are more easily accepted and trusted

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Collectivist Culture	Purchasing decisions are influenced by family and social environment	Promotion through communities and influencers is more effective
Cultural Norms	Advertising messages must be in line with local customs and values	Reducing the risk of product rejection
Social Lifestyle	Products must be in line with local needs and trends	Increasing consumer loyalty
Cultural Identity	Consumers prefer products that respect local culture	Strengthening the global brand image

Source: Processed by the author based on Hasibuan & Hendra (2024) and Tanjung & Ibrahim (2023).

Thus, local social values have a significant influence on the acceptance of international products. Global marketing success is determined not only by product quality, but also by a company's ability to understand and respect the cultural values, social norms, and identities of local communities. Companies that are able to adapt to the sociocultural environment will more easily gain consumer trust and create long-term loyalty. This finding aligns with research. (Tanjung & Ibrahim, 2023b) which states that marketing strategies that adapt to local cultural values have a greater chance of being accepted by society than strategies that are uniform across countries.

CLOSING

Based on the literature review, it can be concluded that global social and cultural factors have a significant influence on the success of international product marketing. Cultural differences influence consumer behavior, product preferences, communication patterns, and the effectiveness of companies' marketing strategies. Social media platforms such as TikTok, Instagram, and YouTube play a significant role in shaping global consumer culture and influencing consumer purchasing decisions in various countries. Furthermore, adapting language, cultural symbols, and intercultural communication strategies are crucial factors in enhancing international marketing success. Companies that understand local cultural characteristics will more easily build emotional connections with consumers and increase product acceptance in the global market. Local social values such as religiosity, cultural norms, collectivism, and cultural

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identity have also been shown to influence the level of public acceptance of international products.

Thus, international marketing success is determined not only by product quality and price, but also by a company's ability to understand, appreciate, and adapt its marketing strategy to the social and cultural conditions of the target country. An approach that integrates global identity with local characteristics will be an effective strategy for creating a sustainable competitive advantage.

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