

# **The Effectiveness of Geo-Targeted Advertising in Multicultural Digital Markets: Examining Its Impact on Consumer Engagement and Purchase Intent**

## **- Abstract**

Geo-targeted advertising has emerged as an important digital marketing strategy for reaching culturally diverse consumers with locally relevant content. This conceptual research paper examines how geo-targeted advertising, when combined with cultural localisation and personalisation, influences consumer engagement and purchase intent in multicultural digital markets. Drawing on secondary literature from digital marketing, cross-cultural consumer behaviour, customer engagement, brand trust, personalisation, and data privacy, the paper analyses how geographical data can be used to adapt advertising language, imagery, storytelling, offers, and communication styles to local cultural expectations. The review indicates that geographical targeting alone does not necessarily produce favourable consumer responses. Its effectiveness depends on whether the advertisement meaningfully reflects consumers' cultural values, language, preferences, and lived experiences. Culturally aligned and personalised communication can increase relevance, relatability, emotional connection, and trust, thereby encouraging engagement and strengthening purchase intent. However, excessive personalisation, cultural stereotyping, inauthentic representation, and non-transparent data collection may produce privacy concerns, consumer vulnerability, and negative brand perceptions. The paper concludes that brands should balance global consistency with local cultural relevance and implement transparent, consent-based data practices. Future research should empirically examine the effects of AI-driven geo-targeting across cultural groups and investigate how privacy concerns, cultural authenticity, and perceived intrusiveness moderate its influence on consumer behaviour.

## **Keywords**

Geo-targeted advertising; cultural localisation; personalised advertising; multicultural digital markets; consumer engagement; purchase intent; cultural adaptation; data privacy

## **Chapter 1: Introduction**

### **1.1 Background of Geo-Targeted Advertising**

Geo targeting is using location-based data to deliver content most relevant to user's current or usual location setting (Marrie, H. 2025), it recognizes cultural nuances in consumer preference and it helps foster stronger connections with diverse audiences Location based ads for example, relate to the trends and culture of the respective region and helps consumers connect to the products. Targeted advertising uses personal data such as location, region by using IP tracking which has many ethical issues. GPS data is similar, it helps in customizing the approach to marketing a particular product/ service by adjusting itself to the culture, local trends, different mindsets and the picks the most appropriate and effective way to connect

Good examples of this would be google, Google uses IP tracking whenever you use their platform which allows them to provide customised ads , news of your region, though it has many privacy concerns but it allows deeper connection and prevents wastage of time by only showing relatable, appropriate ads/products customised to your liking, similarly Instagram also makes ad localised showing and customising to your feed by showing reels which you have previously engaged with, and showing ads in relation to what you might have searched for e.g. If you searched for buying new phone covers Instagram will show ads related to phone covers.

Businesses have shifted from mass marketing to targeted advertising by using online ads, as it increases consumer engagement rate, by being customised to particular customer's tastes. Demography, and what products they might be interested in, based on recent internet activity, second point is that in this technological age, most individuals are active on their phones, so the internet is one of the most active platform a brand can use to advertise if they want maximum coverage/reach, and using the data such as their likes/dislikes on platforms such as Instagram, helps more than vague mass marketing for e.g. Putting up a shoes advertisement would help much if its put on a billboard in an area where people may not necessarily be looking for shoes but if someone liked a post of something related to shoes, and then an advertisement is sent, that would have greater chances of sale.

### **1.2 Multicultural Digital Markets and Consumer Diversity**

A multicultural market is a market composed of consumers belonging to diverse cultural backgrounds, encompassing differences in ethnicity, religion, language, values, traditions, and behavioural patterns. In today's globalised and digitised economy, such markets are increasingly interconnected, with a single digital platform often serving a heterogeneous audience characterised by varied mindsets, preferences, and consumption habits. Consequently, it becomes imperative for businesses to adopt an inclusive and adaptive approach that effectively caters to this diversity.

A highly illustrative example of this phenomenon is Amazon, which operates distinct regional platforms such as Amazon UK, Amazon USA, and Amazon India. This strategic segmentation enables the company to curate and personalise its offerings in alignment with the cultural and regional preferences of its target consumers. For instance, traditional Indian

attire such as kurta sets is prominently featured on Amazon India, whereas such products are comparatively less prevalent on its Western counterparts, where demand patterns differ significantly. Furthermore, Amazon enhances accessibility and user engagement by incorporating multilingual interfaces, thereby mitigating linguistic barriers and fostering inclusivity. This localisation strategy not only broadens its consumer base but also strengthens customer satisfaction and loyalty.

Cross-cultural understanding is therefore of paramount importance in devising effective and nuanced marketing strategies. It facilitates the creation of culturally resonant and contextually relevant advertising that aligns with the values, norms, and expectations of the intended audience, thereby enhancing the overall efficacy of communication and brand positioning (Retnowati, Y.).

One size does not fit all, it is inherently ineffective because it neglects the cultural, social, linguistic, and psychological diversity that exists among consumers. In a multicultural market, individuals possess distinct values, beliefs, traditions, and consumption preferences, all of which significantly influence their purchasing behaviour. A standardized advertisement fails to resonate with such varied audiences, resulting in weak emotional connection and reduced impact. Cultural differences play a crucial role. Symbols, colours, humour, and even messaging that may be appealing in one culture can be misunderstood or even considered offensive in another. Without cultural sensitivity, advertisements risk alienating segments of the market rather than attracting them.

A strong example is Amazon, which does not rely on a uniform global approach. Instead, it customizes its platform, product offerings, and advertising strategies according to regional preferences, languages, and cultural expectations, demonstrating why localized marketing is far more effective than a standardized one.

### **1.3 Problem Statement: Cultural Disconnect in Global Campaigns**

Many multinational corporations tend to adopt a uniform or “one-size-fits-all” marketing strategy in order to maintain brand consistency and reduce costs. While this approach offers operational efficiency, it often fails to account for the cultural nuances, values, beliefs, languages, and consumption patterns that vary across different markets. As a result, such campaigns may appear irrelevant, insensitive, or even offensive to certain cultural groups, thereby diminishing their effectiveness.

A lack of cross-cultural understanding can lead to misinterpretation of symbols, messages, and communication styles. For instance, colours, humour, gestures, or themes that are positively perceived in one culture may carry entirely different or negative connotations in another. This not only weakens consumer engagement but can also damage brand reputation and trust.

A prominent example can be observed in global companies like Amazon, which have recognised this challenge and consequently adopted localized strategies. By tailoring their platforms, language options, and product offerings according to regional and cultural

preferences, such companies attempt to bridge the cultural gap that standardized campaigns often create.

In modern marketing environments, the absence of personalisation has emerged as a critical factor contributing to low consumer engagement. When businesses adopt generic communication strategies that fail to reflect individual preferences, behaviours, and cultural contexts, consumers are less likely to feel connected to the brand or its messaging.

Personalization plays a pivotal role in capturing consumer attention in an increasingly saturated digital landscape. Audiences today are exposed to a vast volume of content, and therefore, they tend to engage more with advertisements that are tailored to their specific needs, interests, and identities. A lack of such customisation results in messages that appear irrelevant or impersonal, leading to reduced interest, lower interaction rates, and minimal brand recall.

For instance, companies like Amazon leverage advanced data analytics and algorithms to provide personalized product recommendations, region-specific content, and customized user experiences. This targeted approach significantly enhances user engagement, as consumers are more likely to respond positively to content that aligns with their interests and needs. In contrast, a lack of personalization creates a disconnect between the brand and the consumer, making the communication feel distant and generic.

This not only reduces engagement but it can also lead to decreased customer satisfaction and loyalty over time. Global reach enables companies to standardise certain aspects of their branding, ensuring uniformity in values, image, and core messaging. This consistency helps build strong brand recognition and achieve economies of scale. However, excessive standardization often leads to a disconnect with local audiences, as it overlooks cultural nuances, regional preferences, languages, and socio-economic differences. On the other hand, local relevance requires businesses to adapt their marketing strategies to align with the specific cultural, social, and behavioural characteristics of each target market. This includes customizing language, visuals, product offerings, and promotional techniques to ensure that the message resonates with local consumers.

Without such adaptation, even globally recognized brands may struggle to engage effectively with diverse audiences. A company like Amazon exemplifies this balance by maintaining a unified global brand while simultaneously localizing its platforms, content, and product recommendations for different regions. Its country-specific websites, multilingual interfaces, and regionally tailored product listings allow it to connect with consumers on a more personal and culturally relevant level, without compromising its global identity.

#### **1.4 Research Objectives and Scope**

This paper aims to examine the impact of culturally adaptive and personalized marketing strategies on consumer engagement and purchase intent within multicultural markets. In an increasingly diverse and digitised environment, understanding how consumers from different cultural backgrounds interact with marketing content has become essential for effective brand communication. The study specifically seeks to analyse how the degree of personalization

and cultural relevance in advertising influences consumer engagement, reflected through attention, interaction, and emotional connection with the brand. Higher levels of engagement are often associated with more meaningful consumer-brand relationships, which can significantly shape perceptions and attitudes.

Additionally, the paper aims to investigate how such engagement translates into purchase intent, defined as the likelihood or willingness of a consumer to buy a product or service. By exploring this relationship, the study attempts to determine whether culturally aligned and personalised marketing efforts not only attract attention but also drive actual consumer decision-making.

This study focuses on the role of digital platforms in engaging multicultural audiences, recognising that the rapid growth of online ecosystems has transformed the way businesses interact with diverse consumer groups. Digital platforms provide a unique space where individuals from different cultural, linguistic, and socio-economic backgrounds converge, making them central to modern marketing strategies.

The research aims to explore how digital platforms facilitate targeted communication and personalised experiences for multicultural audiences. Unlike traditional media, digital channels enable real-time interaction, data-driven insights, and precise segmentation, allowing businesses to tailor their content according to users' cultural preferences, languages, behaviours, and interests. Particular attention is given to how platforms such as Amazon leverage algorithms, regional customisation, and multilingual interfaces to cater to culturally diverse users. These platforms exemplify how digital environments can overcome geographical and cultural barriers while still maintaining relevance for specific audience segments.

While this study provides valuable insights into digital marketing strategies within multicultural markets, it is subject to certain scope limitations that must be acknowledged for clarity and academic rigor.

Firstly, the study is confined exclusively to digital platforms, thereby excluding traditional forms of offline marketing such as print media, television, radio, and outdoor advertising. Although offline channels continue to play a significant role in many markets, they are not considered within the scope of this research, as the primary focus is on data-driven, interactive, and personalized digital environments. Secondly, the research may be limited to selected regions or markets rather than adopting a fully global perspective. Due to constraints such as data availability, time, and resource limitations, the analysis may focus on specific countries or regions where multicultural dynamics are particularly prominent. For instance, insights may be drawn from platforms like Amazon operating in key markets, but the findings may not be universally generalizable to all geographic contexts.

Additionally, the study focuses primarily on consumer engagement and purchase intent, without extensively examining other potential outcomes such as long-term brand loyalty, customer lifetime value, or post-purchase behaviour. This narrowed focus is intended to maintain depth and clarity but may limit the broader applicability of the findings. Lastly, the

research relies on available secondary data and observable digital behaviours, which may not fully capture deeper psychological or cultural motivations underlying consumer decisions.

## **1.5 Significance of the Study**

Understanding multicultural markets and digital consumer behaviour is of critical importance for marketers and brands operating in today's globalised economy. As audiences become increasingly diverse, businesses can no longer rely on standardized strategies; instead, they must adopt culturally sensitive and personalized approaches to remain competitive and relevant.

For marketers, this understanding enables the development of highly targeted and effective campaigns. By recognising cultural differences in values, language, traditions, and consumption patterns, marketers can design communication that resonates more deeply with specific audience segments. This leads to stronger emotional connections, higher engagement levels, and improved overall campaign performance.

This study makes a significant academic contribution by establishing a conceptual and empirical link between geo-targeting and cultural relevance in digital marketing. While existing literature has often examined these concepts independently, this research integrates them to provide a more comprehensive understanding of how location-based strategies intersect with cultural dynamics in shaping consumer behaviour. The study contributes to the field by demonstrating that geo-targeting is not merely a technological tool for delivering location-specific content, but also a mechanism through which cultural adaptation can be effectively operationalized. By aligning geographically targeted advertisements with the cultural values, language, and preferences of consumers in specific regions, marketers can create more meaningful and contextually appropriate interactions.

In today's rapidly evolving digital landscape, the integration of artificial intelligence (AI) has fundamentally transformed marketing practices, making the study of culturally adaptive and personalized strategies more relevant than ever. AI-driven technologies enable marketers to process vast amounts of consumer data, identify patterns, and deliver highly tailored content in real time, thereby enhancing both efficiency and effectiveness.

One of the most significant contributions of AI is its ability to amplify personalization at scale. Through machine learning algorithms, businesses can analyse user behaviour, preferences, location, and cultural indicators to create customized marketing messages that resonate with diverse audiences. This is particularly crucial in multicultural markets, where cultural sensitivity and relevance directly influence consumer engagement and purchase intent.

AI also strengthens geo-targeting capabilities, allowing brands to deliver not only location-specific but also culturally contextualized content.

## **1.6 Research Question**

***How does geo-targeted advertising, through cultural localization and personalization, influence consumer engagement and purchase intent in multicultural digital markets?***

Geo-targeted advertising influences consumer engagement and purchase intent in multicultural digital markets by making marketing communication more relevant, relatable, and culturally aligned with the target audience. At its core, geo-targeting allows marketers to deliver content based on a user's geographic location. However, its true effectiveness emerges when it is combined with cultural localization and personalization. Cultural localization ensures that advertisements reflect local values, traditions, language, and social norms, while personalization tailors content to individual preferences, behaviours, and past interactions. This combination significantly enhances consumer engagement. When users encounter content that feels familiar—whether through language, culturally appropriate visuals, or region-specific products—they are more likely to pay attention, interact, and form an emotional connection with the brand. In multicultural markets, where diversity is high, such relevance reduces the psychological distance between the consumer and the brand, making communication more impactful. In turn, higher engagement directly contributes to stronger purchase intent. When consumers perceive that a brand understands their needs and cultural context, they develop greater trust and confidence in the product or service. This increases the likelihood of moving from mere interaction to actual purchase decisions. Personalized recommendations, localized offers, and culturally resonant messaging all act as persuasive factors in this process.

## **Chapter 2: Evolution of Digital and Global Marketing**

In comparison to Traditional advertising, which is general, and supposed to apply to everyone globally, despite their culture, races and country. It is outdated and it does not provide much reach, or increase consumer interaction rates. And it's not that influential in actually increasing sales across many regions. Targeted advertising on the other hand is specified according to the region, culture and country in which it is being showcased. This helps in increasing relatability, and analysing consumer behaviour across different regions. It increases sales and it is more effective in increasing interaction rate and reach. Segmentation involves demographic, psychographic and behavioural segmentation. Demographic segmentation involves dividing the target audience based on demographic factors such as age, gender, and income. Psychographic segmentation divides the audience on values, lifestyles, etc., while behaviour segmentation divides it based on past experiences, behaviours and interactions (Ganeshkumar, M. et al 2024)

Segmentation is an effective aspect of Targeted advertising. This involves the intake of consumer data to better understand the factors and increase the effectiveness of targeted advertising. While this poses privacy concerns. It is necessary to relate to every region, culture, and way of living to make the ad feel relatable. There has been a huge shift to individualised marketing, which helps analyse different consumer preferences, dislikes, needs, etc. Using individualised marketing, there is an increase in targeted advertising: personalised recommendations, offers, and advertisements. This helps in increasing consumer satisfaction and tailoring data and services to each different customer.

Many good tools of technology, which assist in geo segmentation have increased in recent years. Most important tools include:

**Cookies:** They are small files which are stored on a user's device that records browsing behaviours, and past interactions with a website. This helps businesses understand consumer interest and remember the shopping history and provide targeted advertisements which increases the relatability and the effectiveness of marketing campaigns

**GPS (Global Positioning System):** It provides the real-time location of customers through their mobile devices, it is useful in location based marketing and helps in sending geo segmented offers, discounts etc

### **IP tracking**

It identifies a user's approximate geographic location using their internet connection, it shows region specific advertisements and customizes web content

All these tools help in personalising marketing, targeted advertising and in understanding consumer behaviour. Along with these tools, there are many strong platforms which enable geo-targeting.

**Google Ads:** It enables businesses to target customers by country and region, helping marketers effectively distinguish customers by region and increase relevance.

**Meta ads-** It allows advertisers to target users on Facebook and Instagram using location data. Businesses can target people based on where they visited and where they live. Its useful in promoting local events and helps businesses reach audiences that are most likely to be more responsive to the product

**Real-time targeting and dynamic ads** are digital marketing techniques that use real-time customer data to deliver highly relevant advertisements. Real-time targeting analyses a user's current behaviour, location, search activity, interests, or browsing history to display ads at the most appropriate moment. Dynamic ads automatically update their content, such as product images, prices, and offers, based on each user's preferences and previous interactions. Together, these techniques help businesses provide personalised experiences, increase customer engagement, improve conversion rates, and maximise the effectiveness of their advertising campaigns.

**Globalisation** is the process of expanding businesses, products, services, and ideas across different countries and markets, creating a worldwide presence and connecting economies and cultures. It focuses on reaching a global audience through standardised offerings. Localisation, on the other hand, is the process of adapting products, services, marketing strategies, or content to suit the language, culture, preferences, and regulations of a specific region or country. While globalisation aims to make a product available worldwide, localisation ensures that it meets the unique needs and expectations of local consumers. For example, a multinational food company may sell its products globally (globalisation) but modify flavours and packaging to appeal to customers in different countries (localisation).

In addition, **"Think Global, Act Local"** refers to a strategy in which organisations consider global opportunities, trends, and standards while adapting their products, services, and business practices to meet the needs and preferences of local markets. It emphasizes

balancing a worldwide vision with local responsiveness. Companies following this approach maintain a consistent global brand image but customize aspects such as products, marketing campaigns, and operations according to local cultures, tastes, and regulations. For example, **Nestlé** sells its products worldwide but adapts Flavors and packaging to suit consumers in different countries. This strategy helps businesses achieve global success while remaining relevant to local customers.

Many global brands successfully adapt to local markets while maintaining their international identity. For example, McDonald's modifies its menu in different countries to suit local tastes and cultural preferences, such as offering vegetarian options in India. Similarly, Nestlé adjusts the flavours, ingredients, and packaging of its products according to regional consumer preferences. Coca-Cola customises its advertising campaigns to reflect local languages, traditions, and festivals while maintaining a consistent global brand image. Likewise, KFC introduces region-specific menu items to appeal to local consumers. These examples illustrate how successful companies follow the principle of "Think Global, Act Local" by combining a global vision with local adaptation.

The growth of the internet has greatly enabled cross-border business by allowing companies to reach customers around the world through e-commerce, digital marketing, and online communication. As businesses expand internationally, competition and diversity increase because consumers have access to a wider range of products and services from different countries. This global marketplace requires organisations to develop culturally adaptable strategies, ensuring that their products, marketing messages, and business practices align with the values, preferences, and expectations of local consumers. Companies that successfully adapt to different cultures are more likely to build strong customer relationships and achieve long-term success in international markets.

### **Chapter 3: Conceptual Framework of Geo-Targeted Advertising**

#### **3.1 Personalised and Localized Marketing**

Modern marketing relies heavily on personalized and localized strategies to connect with consumers more effectively. Companies create **customized advertisements based on user data**, such as browsing history, purchase behaviour, and interests, making promotions more relevant to individual customers. Businesses also adapt their campaigns to **local languages, festivals, traditions, and consumer preferences**, ensuring that their messages resonate with specific audiences. Additionally, products and services are tailored to suit the needs and demands of different regions, increasing their relevance and appeal in diverse markets.

#### **3.2 User-Centric Advertising Models**

User-centric advertising focuses on understanding and addressing the needs, preferences, and behaviours of consumers. Rather than simply promoting products, companies aim to create meaningful experiences that solve customer problems and provide value. User experience (UX) plays a crucial role in this approach, as consumers are more likely to engage with brands that offer convenience, personalization, and satisfaction. This reflects a significant

shift from brand-centric marketing, which emphasizes the product, to consumer-centric marketing, which prioritizes the customer's needs and expectations.

### **3.3 Role of Data Analytics and Consumer Insights**

Data analytics and consumer insights have become essential tools in modern marketing. Companies use big data and artificial intelligence (AI) to collect and analyse large volumes of consumer information, helping them understand purchasing patterns and market trends. Businesses track engagement metrics such as website visits, click-through rates, social media interactions, and customer retention to evaluate the effectiveness of their campaigns. By continuously gathering feedback and analysing performance data, organizations can make informed decisions and improve their products, services, and marketing strategies over time.

## **Chapter 4: Cultural Dimensions in Consumer Behaviour**

Tradition is an essential part of the formation of social meaning in human life. They do not exist simply as rituals or seasonal celebrations but as symbolic systems passed down between generations. Most societies do not define themselves through theory but through daily practices that have been embedded in tradition, in symbols such as traditional

To understand the effect of culture on preferences it is important to first understand Hofstede's five dimensions of national culture (. He found five dimensions of national culture, namely -Power distance, Individualism/collectivism, Masculinity/femininity, Uncertainty, Avoidance and Long/short term orientation.

**Power distance dimension-** can be defined as the extent to which the less powerful members acknowledge and accept that power is distributed unequally. In large power distance cultures, everyone has his/her rightful place in hierarchy. It is important to understand where the role of a global brand comes in. Since in such cultures, one's social status must be clear, they use global brand

**Individualism/collectivism-** Individualism refers to the focus more on "me" and there is a clear dichotomy between family and their goals. In collectivistic culture, there is no clear dichotomy and often family and individual goals converge. The individualistic culture focuses on clear boundaries, and self-respect. In collectivistic culture, it is based on a social system, loyalty "we" harmony. In individualistic cultures, marketing is done more on 'persuasion' principle while in collectivistic cultures "trust" is more important.

**Masculinity/femininity:** The dominant values in a masculine society are achievement and success, while in feminine society, its caring and quality of life. In masculine cultures, male and female roles are different, while in feminine cultures, they overlap.

**Uncertainty/ avoidance-** the extent to which people feel threatened by uncertainty and ambiguity and try to avoid such situations, in such a culture, there is need for rules and formality for structure, which leads to belief in experts. In such cultures, people are less open to innovations.

**Long/short term orientation-** long term orientation is the extent to which a society exhibits pragmatic/ future oriented perspective rather than historical. Values in long term are

perseverance, order etc. In the short term, it involves personal steadiness, stability, traditions etc. LTO is investment in future, such as broad band penetration (large investments by business or governments) (M De Mooji and G Hofstede,2011)

### **Schwartz value theory (Schwartz, 2012)**

It has six main features:

- **Values are beliefs** -People for whom independence is an important value become stressed if their independence is threatened, despair when they are helpless to protect it, and are delighted when they can enjoy their independence and autonomy.
- **Values refer to desirable goals** -People for whom justice, and helpfulness are important values are motivated to pursue these.
- **Values transcend specific actions and situations** -. Obedience and honesty values
- **Values serve as standards or criteria** -Values guide the selection or evaluation of actions, people etc
- **Values are ordered by importance** -People's values form a system of priorities that distinguish them as individuals
- **The relative importance of multiple values guides action** -. Any attitude has implications for more than one value.

Cultural familiarity plays an important role in shaping how consumers perceive and respond to brands. When marketing content reflects familiar cultural values, symbols, language, and experiences, consumers may find the message more relatable and easier to interpret. Familiarity can also contribute to trust, as consumers are more likely to feel comfortable with brands whose communication aligns with recognizable cultural contexts. Research on consumer trust indicates that familiarity can influence the relationship between consumers' perceptions of a brand and their willingness to trust it. Localization further strengthens this connection by adapting brand communication to the cultural expectations of a particular market.

### **Chapter 5: Cultural Tailoring and Cross-Cultural Advertising**

Cultural-tailoring processes (CTP) refer to the methods used to develop all elements of a communication campaign/intervention including the messages. Cultural tailoring processes can function to bring the needs and values of communities to the design of messages to varying degrees; if done well, it can shape the form and content of the messages: (Lapinski et al., 2024)

Cultural tailoring involves adapting advertising messages to reflect the cultural characteristics, values, and communication preferences of a target audience. This may include modifying visuals, symbols, language, tone, imagery, and communication styles so that the message is culturally relevant and easily understood. Lapinski et al. (2025) explain that cultural tailoring can involve both verbal and non-verbal content, images, sources, and other message elements that are matched to the cultural characteristics and preferences of audiences. Such adaptation is important because symbols, visual representations, and forms of communication can carry different meanings across cultures, creating a risk of

misunderstanding when campaigns are transferred without sufficient cultural consideration. Noris et al. (2025) similarly demonstrate that effective localization involves adapting language, visual representation, and other digital content to specific cultural preferences while maintaining overall global brand identity. Therefore, successful cross-cultural advertising requires a balance between global brand consistency and local cultural relevance, whereas insufficient cultural adaptation can result in communication difficulties, reputational risks, and weaker consumer engagement.

Native language is especially important, as it aids in building consumer connection and emotional relativity. Advertisement campaigns provide reach even more, if it's in native language as it directly 'speaks' to people. It provides authenticity, not a mere adoption of stereotypes. Such campaigns allow consumers to relate.

Mere translation is not enough; if a company wants to effectively relate to consumers, in whichever country they are expanding, it is required not to just copy and translate texts. It involves adoption of cultural symbols, cultural do's and don'ts, what's appropriate. It helps in communicating that the company does not merely seek profits but rather, understands consumer sentiments and aids in long run

This increases engagement as it leads to cultural adaptation not cultural appropriation. Cultural adaptation involves thoughtfully incorporating relevant cultural values, language, symbols, and preferences in a way that respects their original meaning and context. This can make consumers feel understood and represented, strengthening their sense of connection with the brand. In contrast, cultural appropriation may involve using cultural elements superficially or without acknowledging their significance, which can create perceptions of insensitivity or exploitation. Use of local stories and narratives helps in relating to the audience, increasing emotional sentiments, as consumers can connect with familiar cultural experiences, traditions, and values. This creates a stronger sense of belonging and makes the brand's message more relatable and memorable. It provides the message that the brand is not merely exploiting the consumers sentiments, but respectfully adopting cultural symbols.

This helps in reflecting emotional experiences of consumers leading to familiarity with the target audience. It helps in global expansion, while respecting cultural, local sentiments. Forced representation on the other hand is very exploitative, and it can be perceived easily. Authenticity is not just adopting cultural symbols; it is respecting each aspect of culture without promoting stereotypes in comparison to forced representation which looks performative.

## **Chapter 6: Strategic Localization and Glocalization**

By utilising geographical segmentation and dividing the population on the basis of geographical borders, and providing relevant and targeted advertising for consumers, helps also in segmenting the population on the basis of demographics (Joshi Gole, 2023)

This targeted advertising is high in value of relevance and would have a broader reach. Especially in cases of Global expansion, it is important to understand and adapt to every single culture, while being respectful. A tool in this geographically targeted advertising which

allows to segment huge populations on the basis of culture, geography, demographics and increase feelings of belongingness, which in turn would increase CTR, and sales, while improving the brand's identity.

Each segment has its own culture, preferences and tastes and in order to successfully expand globally through targeted advertising is to first understand the regional preferences and tastes. With focus on important values in different cultures, such as family relations in collectivist cultures such as China, India etc and individualistic cultures such as the USA. It is important to target such core values when advertising, through segmentation. But a brief caution there, is not to promote stereotypes or hurt cultural, religious sentiments.

If a brand wants each of its branches in different, multicultural countries it is important to understand and adapt to the local market conditions. Adapting to the local market conditions is important if they want to provide competition to the local brands. A key step is to understand the political conditions, legal situation and social situations. Understanding political situations is vital, as it usually influences trade policies, such as tariffs etc. Legal situations, laws help in understanding what are the rights of the business, and compliance to laws, helps in increasing trust in the company.

Timing ads, with local cultural and religious festivals is extremely helpful as by providing services such as discounts, and holiday promotions which are very respectful, in their representation stimulates spending. Tools such as themed products, themed marketing campaigns increase sales as they promote cultural sentiments. For e.g. chocolate brands providing heart shaped chocolates for Valentines Day. Or jewellery brands promoting local festivals during their campaigns such as Diwali.

It is also important to follow and respect cultural calendars such as Diwali, Ramadan especially when expanding services to a densely populated, multicultural country such as India. Local sentiments, festivals when respected improves a consumer's perception of the brand thus improving the brand's image and sales.

Seasonal behavioural patterns such as winter, summer should also be kept in mind. For e.g. clothing companies may promote their summer lines, during summer time and winter clothing during wintertime. It increases relevance, and directly provides its services according to the consumer's needs. This may also include food companies for example, food companies may promote their cold, refreshing food items during summer and warm, food items during the wintertime. Companies dealing with machines etc can also utilise this to their benefit by promoting air conditioners, fans etc during the summer, and promoting heater, warmers etc during the winters

In order to maintain a global respectful image, it is vital to adapt to the local culture, sentiments and effectively and efficiently, adapting and constantly changing their marketing campaigns according to the dynamic business environment, In marketing change is the only constant. If companies implement this, and are able to change according to the changing situations, whether political, legal or social, it would strengthen their global image.

Localisation or, adapting to the local behavioural context, crossing linguistic barriers and adopting local cultures, while understanding the changing market conditions, not only increases a brand's image, but also builds consumer perception, increasing consumer loyalty and provides competition to local brands. The key to this is to be respectful and provide representation without toxic stereotypes or hurting religious and cultural sentiments. But there is also a threat of over-localisation. If a brand localises itself to an extent, where it starts losing its original brand ideals, it can weaken or even divide the brand. So while adapting, and understanding local culture and using them in their marketing campaigns it is also important to maintain original brand ideals, maintain the original brand image.

A good example of a fashion brand which successfully utilised localisation is Zara Adjusts inventory based on local climate and consumer preferences. It Offers different product assortments across countries; Local store managers provide customer feedback that influences future collections. For example, Lighter fabrics in tropical markets and heavier winter wear in Northern Europe. Uniqlo is another good example as it adapted its collections for India by introducing lighter fabrics suitable for hot weather, collaborated with local designers and celebrated Indian festivals in marketing campaigns, Adjusted store layouts and promotions according to local shopping habits.

A very popular brand Nike, also adapted itself successfully to local cultures by producing Chinese New Year collections specifically for the Chinese market. Creating advertisements featuring local athletes and cultural themes.

A key summary of all the lessons learned, is definitely that every brand should adapt, and change according to the local market conditions and culture, while still promoting its original brand ideals and not losing itself. Being respectful to every culture, being inclusive and not promoting stereotypes. Being aware of the legal and political conditions and how it would affect a business's services.

## **Chapter 7: Impact on Consumer Engagement**

There is heterogeneity present among consumers, and in order to reach every single segment of consumers, it is important to personalise advertisements according to the tastes, preferences in order to increase interaction. For that it is important to behaviourally segment, demographically, and increase localisation. A framework provided by (insert citation) integrates these components into a cohesive framework, and divides consumers based on behaviour motivation and digital habits as well.

Thus, personalized advertisements help in increasing sales, as it helps in narrowing down on the consumer's preferences and something they are already looking for.

For the same reasons, personalisation's and localisations increase the click through rates, and engagement metrics. By focusing on the behavioural, and personal tastes of the target population, the advertisements will reach a high CTR, as the consumer's interest in the type of product/service being showcased is already known. For example, If someone has been searching for cars on social media, search engines, and is shown an advertisement marketing a car, it has a high probability that the consumer will click on the advertisement. Obviously, it

involves taking personal data, and it has certain privacy concerns, but if there are transparency and accountability present then, the consumer will have more trust in providing their data.

Relevance of advertisements matter a lot, especially in the light of the culture, being aware of what is considered offensive, what is popular and any such conflicts which may be arising in the local cultures, etc, being aware of the current government, legal issues etc. Also being relevant in the sense, being sustainable, eco friendly and animal friendly, to respect every culture, and marketing the brand with a somewhat 'safe' limelight

Emotional appeal through cultural alignment, is very beneficial and it aids in increasing consumer interaction rates and CTR, if it relates to the culture, cultural symbols and being cautious of cultural offence. For e.g., In collectivist cultures there is more emphasis on familial relations and closeness, so using this as an element would appeal to consumers. This creates a sense of familiarity and emotional connection, making the advertisement feel more authentic and relatable. Consumers are also more likely to engage with, remember, and trust brands that acknowledge and respect their cultural identity. As a result, culturally aligned advertisements often generate higher engagement, stronger brand loyalty, and a greater likelihood of purchase.

Belonging increases, as emphasis on the local culture increases. It raises awareness, it helps in increase in feelings of relatability and makes consumers feel represented. It also creates a sense of belonging, as consumers feel that the brand understands and respects their cultural identity. This emotional connection makes the advertisement more relatable, increases trust in the brand, and encourages greater engagement and purchase intention.

When feelings of belongingness and relatability increase, there is an emotional connection formed between the brand and the consumer, this connection helps consumers develop greater trust in the brand and perceive it more positively. As a result, they are more likely to engage with the advertisement and remember the brand. Over time, this can strengthen brand loyalty and positively influence purchase intentions.

Globalisation refers to interconnectedness between nations, continents and different cultures. As globalization increases, though, it is important to know that one-size-fits-all marketing does not work for different nations. It is important to adapt to different cultures and be inclusive. Consumers from different cultural backgrounds have unique values, beliefs, traditions, languages, and purchasing behaviours that influence how they perceive advertisements and brands. Marketing strategies that acknowledge these differences are more likely to build trust, create meaningful connections, and improve customer engagement. By embracing cultural diversity and tailoring campaigns to local preferences, businesses can strengthen their global presence while remaining relevant and respectful in individual markets.

There is a huge demand for inclusivity and representation, as more and more people are becoming more open and proud of their cultures regardless of where they come from. So providing credit, representing every culture in a respectful light and placing equal importance

to each and every culture is important for a brand to successfully grow and adapt to multicultural nations.

## **Chapter 8: Impact on Purchase Intent**

Consumer engagement plays an important role in influencing consumers' buying decisions because it creates meaningful interactions between customers and brands. When consumers actively engage with a brand through social media, online communities, reviews, or personalized experiences, they develop stronger emotional connections and become more confident in their purchasing decisions. Higher engagement also encourages loyalty, positive word-of-mouth, and repeat purchases, making consumers more likely to choose a brand over its competitors. Research has consistently shown that engaged customers demonstrate stronger purchase intentions because they perceive greater value and feel more connected to the brand (Brodie et al., 2011; Hollebeek, 2011; Dessart et al., 2015).

The marketing funnel explains how consumers move through different stages before making a purchase. The process typically begins with awareness, where consumers first learn about a product or brand. As they gather more information, they develop interest and evaluate whether the product meets their needs. If the brand successfully addresses their expectations, this interest gradually develops into a purchase decision. This framework highlights that consumers rarely buy immediately; instead, marketers must guide them through each stage by providing relevant information, engaging content, and positive brand experiences (Lavidge & Steiner, 1961; Kotler & Keller, 2016).

Trust is another essential factor that influences purchasing behaviour because it reduces uncertainty and perceived risk, especially in online environments. Consumers are more willing to buy from brands they consider honest, reliable, and capable of delivering on their promises. Trust develops through consistent product quality, transparent communication, secure transactions, and positive customer experiences. When consumers trust a brand, they are more likely to complete a purchase, remain loyal, and recommend the brand to others. Numerous studies have identified trust as a key driver of purchase intention and long-term customer relationships (Morgan & Hunt, 1994; Gefen, 2000; McKnight et al., 2002).

As stated in the above chapters, culture plays an important role in shaping consumer preferences, as it increases feelings of relatability and belongingness. But instead of just exploiting cultures just for the sake of increasing sales brands should respect, adopt and represent the culture, with authenticity. When brands promote culture, and align with it in a good manner, it increases consumer preferences for that brand. For e.g. McDonalds they adapted their menu to local tastes, by providing vegetarian options in India.(Sweeney & Soutar, 2021). If culture is not shown in a proper manner it can result in backlash for example (Azimi & Saleh, 2025) , Pepsi's advertisements in southeast Asia, misrepresented cultural symbols resulting in backlash (Tan, 2019).

Cultural alignment plays a crucial role in building brand credibility because consumers are more likely to trust brands that demonstrate an understanding of their cultural values, traditions, language, and social norms. Rather than applying a single standardized marketing approach across all markets, organizations that adapt their messages to local contexts create

stronger emotional connections and foster a greater sense of belonging among consumers. Practices such as multilingual communication, culturally relevant storytelling, and regionally tailored campaigns help brands appear more relatable and respectful of diverse audiences.

Avoiding fake or forced messaging is essential for maintaining consumer trust and protecting brand credibility in culturally diverse markets. Consumers are increasingly able to recognize when brands adopt cultural symbols, social issues, or local traditions merely as marketing tactics without demonstrating genuine understanding or commitment. Such inauthentic communication can be perceived as opportunistic, reducing trust and weakening emotional connections with the brand. Instead, organizations should develop marketing messages that are ethically grounded

## **Chapter 9: Ethical Considerations in Geo-Targeted Advertising**

Data privacy and ethical considerations are rising as specialised advertising is becoming more and more popular, as targeted generation campaigns are executed on the basis of data, and localisation, the concerns around user consent, cyber security are plummeting. It's a Gray area, as location, targeted history may be collected and used without full transparency or accountability.

The ethical risks are compounded by the use of algorithms that may inadvertently exclude certain users. Another issue is ads based on browsing behaviour without user consent raises privacy concerns, feelings of being exploited. To solve this, ethical data practices should be used and ensure the process is transparent and consent based, such as clear privacy policies, educating users on data rights etc (Isi, et al., 2021, Ogunnowo, et al., 2021)

Consent and transparency issues are closely linked to consumer awareness, as informed consent can only be achieved when consumers clearly understand how their personal data is collected, processed, stored, and shared. Organizations have an ethical and legal responsibility to provide accurate, accessible, and transparent information regarding their data practices, enabling individuals to make informed decisions without coercion or deception. When privacy policies are ambiguous or important information is inadequately disclosed, consumer awareness is diminished, increasing the risk of uninformed consent and potential misuse of personal information. Conversely, higher levels of consumer awareness empower individuals to critically evaluate privacy policies, recognize deceptive practices, exercise their privacy rights, and make informed choices. Therefore, promoting transparency and strengthening consumer awareness are complementary measures that enhance trust, accountability, and ethical data governance in the digital environment.

For personalisation, behavioural and demographic data are widely used, recent advancements include personalisation adjusted not only to individual's past behaviour and demographics but also their unique psychological characteristics. for e.g., likes or posts on social media, can show such characteristics. However, such targeted advertising also has many drawbacks.

While the various applications of personalised marketing communication (PMC) provide significant benefits to consumers by offering relevant products, services, and experiences, they have also raised considerable concerns. Much of the existing academic literature has

focused on the privacy risks associated with PMC (e.g., Schumann et al., 2014; McDonald & Cranor, 2010), demonstrating that consumers worry about the misuse of their personal information or its sale to third parties (Dinev & Hart, 2006). Beyond privacy, research indicates that consumers are also concerned about being manipulated or unfairly excluded from offers and information. For example, a survey of Dutch consumers found that individuals feared companies could misuse their personal or psychological characteristics to influence their decisions or restrict access to opportunities (Strycharz et al., 2019).

The concept of consumer vulnerability provides a useful framework for understanding these concerns. In consumer research, vulnerability encompasses a wide range of dimensions, including individual characteristics (e.g., age), social phenomena (e.g., stereotyping), business practices (e.g., manipulative marketing), and environmental forces (e.g., natural disasters). Scholars argue that vulnerability should not be viewed as an inherent characteristic of specific consumer groups, such as children or older adults. Instead, vulnerability arises from the particular circumstances consumers encounter, meaning that situational factors determine whether an individual becomes vulnerable. This perspective is especially relevant to PMC, as its risks are not limited to targeting traditionally vulnerable groups. Rather, personalised marketing practices can create vulnerability by using consumer information to increase susceptibility to persuasive influences in specific contexts.

A particularly significant concern is the exploitation of consumers' internal and contextual vulnerabilities through psychological targeting. By analysing personal data, companies can identify psychological traits, emotional states, and behavioural tendencies, enabling them to tailor persuasive messages that may undermine consumer autonomy and rational decision-making. As Calo (2014) argues, the collection and processing of consumer data allow firms to identify the unique ways individuals deviate from rational decision-making and leverage those biases for commercial advantage. Consequently, organisations can personalise messages based not only on demographic characteristics but also on inferred psychological states and life circumstances. A widely cited example is Facebook's alleged practice of allowing advertisers to target young users during periods of psychological vulnerability, such as when they were feeling insecure or stressed, highlighting the ethical concerns surrounding the use of psychological profiling in personalised marketing.

Advertising serves as a powerful instrument of consumer persuasion, with its influence largely determined by the methods used to shape consumer perceptions and purchasing decisions. manipulative advertising seeks to influence consumer behaviour through deceptive or unethical practices. . Such practices often involve exaggeration, omission of critical information, misleading claims, or emotional appeals designed to create unrealistic expectations. Consequently, the persuasive intent of advertising shifts from informing consumers to shaping their perceptions in ways that may not accurately reflect the characteristics or benefits of the product.

Emotive persuasion is among the most prevalent manipulative techniques used in advertising. Instead of appealing to reason, it targets consumers' emotions by emphasizing fear, hope, insecurity, or the promise of exceptional outcomes. Comparable strategies are also evident in certain forms of green advertising, where environmental claims are exaggerated or

inadequately substantiated, creating a misleading impression of a product's sustainability. These practices illustrate how emotional manipulation and selective presentation of information can significantly influence consumer attitudes and purchasing behaviour while raising important ethical concerns regarding advertising practices. (V Danciu)

The use of cultural elements in advertising is relevant, however there is a difference between cultural appreciation and cultural appropriation. Cultural appreciation can result in positive and integrative, inclusive reactions such as admiration. As cultural diversity is growing, it's important to be inclusive and represent different cultures. Cultural appropriation is disrespectful and exploitative. It's when brands use elements that originated from another culture, in an unfair manner.

The perception of cultural appropriation occurs when the cultural element belongs to a disadvantaged group. It is often in the form of stereotypes and exploitation. When brands gain from representing a culture, by either giving no credit, or presenting stereotypes. It is harmful. For example, the west often uses Indian originated items without giving credit, such as the Indian dupatta being renamed as a Scandinavian scarf.

While integrating lesser-known culture in advertising, there is always a risk of being stereotypical. Stereotypes can be defined as a widely held, and oversimplified image of a person, thing or culture. They can be negative or positive. Though leaning more on the side of negative. It misinterprets culture, it reinforces prejudices etc.

Every culture has its own history, its own culture and its own story. When a brand wants to integrate certain cultures, such history should be kept in mind. It should be cultivated and shown in a way which is respectful. Such advertising has good effects which increase consumer belongingness, creates an inclusive environment etc,

GDPR is based on the concept of privacy as a basic fundamental right. It is mainly based on two principles, transparency and accountability.

**Transparency:** thoroughly ensuring every data which is going to be collected, every part of the process etc is fully disclosed to the consumer.

**Accountability:** all organisations taking such data, take responsibility for the privacy

The **General Data Protection Regulation (GDPR)** helps protect people's personal information by giving them more control over how their data is collected, used, stored, and shared. It requires organizations to be open about their data practices and to keep personal information secure. GDPR also helps prevent the misuse of data, builds trust between businesses and customers, and encourages organizations to handle personal information responsibly. By following these rules, companies can improve transparency, strengthen data security, and create a safer online environment for everyone.

**Lack of global standardization** in marketing means that businesses cannot use the same marketing strategy in every country because markets around the world are different. Consumer preferences, cultural values, languages, economic conditions, legal regulations, and buying habits vary from one region to another, making it difficult for companies to sell

and promote their products in the same way everywhere. A product or advertisement that is successful in one country may not appeal to customers in another, requiring changes in packaging, pricing, promotion, or even the product itself. These adaptations increase costs, take more time, and make it harder for companies to maintain a consistent global brand image. As a result, international businesses must balance the need for a strong global identity with the flexibility to meet the unique needs of local markets.

Ethical frameworks are essential in marketing because they provide clear principles that guide businesses in making responsible and fair decisions. As marketing practices become more global and technology-driven, companies often face ethical challenges related to consumer privacy, misleading advertisements, data collection, environmental responsibility, and the treatment of customers and employees. Ethical frameworks help organizations maintain honesty, transparency, and accountability while ensuring that their actions respect consumer rights and comply with legal and social expectations. By following ethical standards, businesses can build trust, strengthen their reputation, reduce the risk of legal issues, and develop long-term relationships with customers. In today's competitive and interconnected marketplace, ethical frameworks are not only important for protecting consumers but also for promoting sustainable business growth and corporate responsibility.

## **Chapter 10: Conclusion and Future Research Directions**

### **10.1 Summary of Key Findings**

The research demonstrates that cultural values and socio-psychological factors play an important role in shaping consumer responses to online marketing across different cultural contexts. Effective global marketing requires a balance between standardization and cultural adaptation. Personalization, localization, culturally relevant storytelling, and language adaptation can make marketing communication more relevant to consumers and encourage sustained engagement. Cultural values can influence consumer motivations and perceptions of brands, while cultural familiarity can strengthen relatability, trust, and brand acceptance.

### **10.2 Answer to Research Question**

The findings suggest that geo-targeting can increase consumer engagement and influence purchasing behaviour when combined with meaningful cultural adaptation and personalization. Geo- data allows marketers to identify differences between markets and deliver content that is more relevant to particular audiences. However, geo-targeting alone does not guarantee engagement or purchase. Consumers are more likely to respond positively when targeted content reflects their language, cultural values, preferences, and local experiences. This increased relevance can strengthen trust and emotional connection, encourage engagement and potentially influence purchase decisions.

### **10.3 Managerial Implications**

Marketers should develop locally relevant yet globally consistent strategies by conducting cultural research before targeting a particular market. This includes adapting language, visuals, symbols, storytelling, and communication styles according to local expectations. Multilingual content should focus on cultural adaptation rather than simple translation, while

personalization should be based on genuine consumer needs. Brands should also use culturally relevant stories and local experiences to create emotional connections and strengthen authenticity.

#### 10.4 Limitations and Future Research Scope

This research is limited by the complexity of cultural behaviour, as cultural differences cannot always be explained through a single framework or generalized across entire populations. Differences in age, socioeconomic background, individual values, and digital behaviour may also influence consumer responses. Future research could examine the growing role of AI-driven personalization and geo-targeting, particularly in relation to consumer privacy and ethical data use. Further research could also focus on deeper cultural values rather than relying primarily on visible characteristics such as language, symbols, and imagery.

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