

# FROM CULTURE TO COMMERCE: A LITERATURE REVIEW ON CROSS-CULTURAL INFLUENCES IN SUSTAINABLE GLOBAL MARKETING

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**Abstract:** A globalized business environment creates the need for sustainable marketing strategies considering cultural differences. However, there remains a gap in cross-cultural factors affecting sustainability marketing, specifically, in environmental, social, and economic dimensions. This study reviews this intersection of how sustainable global marketing is influenced by cultural dimensions. In this paper, Hofstede's cultural dimensions and Hall's high and low-context cultures are integrated to create a theoretical framework that explains how culture influences consumer attitudes and marketing adaptation strategies. This study draws on insights from peer-reviewed journals, books, and conference papers using a literature review approach to find out about the cross-cultural factors that shape sustainable marketing. Findings show that cultural dimensions considerably affect the consumers' perceptions and behaviors toward sustainability initiatives. Social and environmental sustainability aspects are considered collectivist societies, while individualistic cultures emphasize economic sustainability and corporate social responsibility. This study is theoretically contributing whereby it closes the gap between cultural theories and sustainable marketing by establishing a basis from which businesses can develop their sustainability ability to satisfy needs in culturally different scenarios. Practically, it also provides insights for global marketers on how to culturally adapt sustainability initiatives, similar to businesses, and policymakers. Sustainability can be embedded in cultural narratives to improve business engagement beyond environmental preferences, thereby tapping into the cultural values and priorities of the consumer. However, there are some drawbacks, among which are dependence on secondary sources and empirical validation of the model in different markets. In the future, primary data collection on digital transformation achievement in sustainable marketing across cultures is needed. Learning about these shifting dynamics can complement global marketing strategies and the need to nurture their sustainability practices, where to adopt globally in a meaningful, not symbolic, way.

**Keywords:** Cross-Cultural Marketing, Sustainability Marketing, Consumer Behaviour, Cultural Dimensions, Global Business Strategies.

## Introduction

With the world's economy growing more and more interconnected, businesses are now faced with the task of marketing their products to customers in a different cultural landscape. Consumers are conditioned by culture, which influences consumer preferences, decision-making, and brand perceptions (Hu, 2024). While global expansion by organizations continues, they have to understand cultural influences if they are to be successful in marketing and promoting sustainability in global markets. The integration of environmental, social, and economic considerations in marketing, sustainable marketing, has gained much prevalence as a result of growing customers' awareness of Corporate Social Responsibility (CSR) and ethical consumption (Chagwasha et al., 2023). Nevertheless, a canvas of sustainable global marketing and sustainable marketing strategies has been conducted, although the point of intersection has not been examined between cross-cultural influences and sustainable marketing strategies. Integrating cultural dimensions into its sustainable marketing strategy offers challenges and opportunities to businesses. The consumers' perception toward sustainability initiative and their willingness to use ecological products and services depend on cultural values (Bartosik-Purgat and Guzek, 2024). Hofstede's dimensions and Hall's high-context and low-context communication styles inform us on how to sell as they are important cultural frameworks (Manrai & Manrai, 2011). Moreover, green marketing practices, such as eco-labeling, green branding, and cause-related marketing have different degrees of effectiveness in cultural settings (Sidek et al., 2022). However, few works in the literature synthesize how cross-cultural factors specifically affect the global sustainable marketing strategy.

Previous literature on sustainable marketing has mostly been environmental and economic, even though very little has been said regarding the cultural dimension influencing consumers' perceptions and actions (Agarwal et al., 2010). Although previous research has focused on cross-cultural marketing from a theoretical perspective, there is still a gap in understanding how consumers engage with sustainability initiatives in the face of cultural diversity (Kasemsap, 2015). Continued work is needed to fill this gap, which is ultimately critical to businesses looking to create in their marketing a cultural adaptiveness, and sustainability-driven approach. Based on research, three key cultural dimensions influence consumer behavior such as individualism vs. collectivism, uncertainty avoidance, and long (respect future) vs. short (respect present) term orientation (Hofstede, 2001). Hall (1976) goes on to explain variation in communication styles using a high-context and a low-context cultural framework which facilitates branding and advertising strategies. In the studies of green marketing, environmental awareness, and eco-friendly branding are shown to improve consumer trust and loyalty, where the customers are from cultures with high environmental consciousness (Chagwasha et al., 2023). On the other hand, we have more digital marketing and artificial intelligence (AI) rise, such that it helps firms to analyze cultural data, and therefore people can have higher personalization across different markets (Yan & Lei, 2021).

Although the concepts of cross-cultural consumer behavior and sustainable marketing have been investigated independently in previous studies, there is not a great deal of research that connects these two areas to evaluate their effect simultaneously in global marketing strategies. It is necessary to conduct a systematic literature review to aggregate current knowledge and identify direction for further research in the context of digital transformation and modifying cultural dynamics (Sheth & Parvatiyar, 2020). This literature review intends to analyze the impact of cultural dimensions on sustainable marketing strategies, assess the influence of green marketing practices on various levels of cultures, and linkages of cross-cultural influences in

sustainable global marketing to key themes including marketing strategies, cultural factors, and sustainability dimensions.

This study synthesizes the research on cross-cultural influences in sustainable global marketing that has already taken place and contributes to academia and industry. Generally, it bridges the gap in the literature to provide insights that can guide businesses in creating sustainably driven culturally adaptive marketing strategies. In addition, it sheds light on the need to place cultural considerations into effect in sustainability initiatives while making us aware of how cultural diversity influences global consumer behavior.

Based on the above, the paper is structured. The second section reviews the importance of cultural frameworks and what they mean to marketing. Followed by the third section, focuses on sustainable marketing practices and green marketing strategies whereas the fourth part provides an idea of challenges and opportunities in cross-cultural sustainable marketing. The fifth section considers how technological advances affect the use of cross-cultural marketing strategies. Lastly, the concluding section leaves with important findings, implications, and future research directions.

### Methodology

Cross-cultural influences in sustainable global marketing are studied in this investigation by using a systematic literature review (SLR). A literature review is one of the most important research methods that synthesize existing knowledge to find patterns, gaps, and theoretical and conceptual advances (Snyder, 2019). To ensure rigor, reliability, and reproducibility in the review process, there is a structured methodology adopted. This describes the literature search strategy, criteria for selecting the studies, and processes of extracting and synthesizing the data for this study.

### Literature Search Strategy

To conduct a structured and pertinent review, we did a structured search using ScopusAI, an advanced AI-driven tool for literature retrieval and analysis. Maximizing the breadth of sources, Scopus and Web of Science were searched along with Google Scholar.

### Search Keywords and Scope

Peer-reviewed journal articles, conference papers, and book chapters published between 2015 and 2025, published to incorporate the most recent pertinent knowledge on sustainable global marketing and cross-cultural influences, were also searched. The search terms used were:

- “Cross-cultural marketing” AND “sustainability”
- “Cultural dimensions” AND “sustainable marketing strategies”
- “Green marketing” AND “cultural influences”
- “Sustainable marketing” AND “consumer behavior” AND “culture”

To refine results, Boolean operators (AND, OR) were used. Excluded were articles that did not offer a full text or significant discussion on culture, sustainability, or marketing strategies.

### Inclusion and Exclusion Criteria

To maintain the quality and relevance of the literature, the following criteria were applied:

#### Inclusion Criteria

- Studies that examine the relationship between cultural dimensions and

marketing strategies (Hu, 2024).

- Research focusing on green marketing practices in different cultural contexts (Chagwasha et al., 2023).
- Studies that discuss the role of sustainability in global marketing strategies (Bulat & Hamuraru, 2023).
- Articles published in peer-reviewed journals or conference proceedings.

#### **Exclusion Criteria**

- Studies that do not explicitly address the interplay between culture and sustainable marketing.
- Publications in non-peer-reviewed sources (e.g., blogs, opinion pieces).
- Articles without empirical or theoretical contributions.
- Studies focusing solely on domestic markets without global marketing perspectives.

#### **Data Extraction and Thematic Analysis**

It needs to identify relevant literature, which performs the thematic analysis. Key themes of the study objectives were used to classify the selected studies:

##### **Cultural Dimensions in Sustainable Marketing**

- The influence of Hofstede's cultural dimensions (e.g., individualism vs. collectivism, power distance) on sustainable consumer behavior (Nagy & Molnarne, 2022).
- Studies examining how cultural differences shape advertising appeals in green marketing (Ruanguttamanun, 2023).

##### **The Role of Green Marketing in Different Cultural Contexts**

- Empirical studies on consumer preferences for green products in different cultures (Chagwasha et al., 2023).
- Cross-cultural comparisons of sustainability perceptions and purchasing behavior (Sidek et al., 2022).

##### **Interconnections Between Cross-Cultural Influences and Sustainable Marketing**

- The role of electronic word-of-mouth (eWOM) in sustainability marketing across cultures (Kusawat & Teerakapibal, 2024).
- The impact of cultural adaptability on global marketing strategies (Sheth & Parvatiyar, 2020).

Specifically, key findings and theoretical contributions along with data extraction on methodologies were conducted based on each study. There are similarities and divergences with thematic mapping of what is already available.

#### **Synthesis of Findings**

The extracted literature was synthesized to identify trends, knowledge gaps, and areas for future research. Key insights included:

1. Cultural dimensions significantly influence consumer responses to sustainable marketing efforts (Hu, 2024).

2. Green marketing strategies must be tailored to cultural contexts to be effective (Burton, 2008).
3. More research is needed on the intersection of cultural adaptability and digital sustainability marketing (Yan & Lei, 2021).

To this end, this study contributes to this body of knowledge on cross-cultural influence in sustainable global marketing with a systematic and rigorous methodology and also suggests future directions for research in this area.

## Results and Discussion

### Cultural Dimensions and Their Influence on Sustainable Marketing Strategies

The cultural dimension, as it impacts the attitudes, preferences, and purchase behavior of consumers, has an important role to play in today's shaping of sustainable marketing strategies. These variations in society are explained with the help of Hofstede's (2001) cultural dimensions (individualism vs. collectivism, power distance, and uncertainty avoidance). In East Asia, where collectivist cultures exist, sustainability is welcomed by people who also prioritize group values or social responsibility. For example, in Japan and South Korea, businesses implement eco-labeling and corporate social responsibility initiatives as part of their branding to align with the values of society (Bartosik-Purgat & Guzek, 2024). In contrast, in social cultures, including the United States of America and the United Kingdom, consumers tend to make buying decisions on a basis that is personal in the sense of values and convenience rather than collective environmental responsibility (Nagy and Molnarne, 2022). Thus, marketing strategies should adopt cultural orientations that match these to make them resonate with the target audience.

Power distance, which indicates the acceptance of hierarchical structures within a society, is another important cultural factor in the formulation of sustainable marketing strategies (Hofstede, 2001). In high power distance cultures, consumers in the Middle East and Latin America typically follow the lead of expert authorities and established institutions on such matters (Chagwasha, Phaup, and Amancio 2023). Therefore, in such regions, offerings from government bodies, religious leaders, and industry experts are used by businesses to promote sustainable products (Kasemsap, 2015). Similarly, however, if a particular culture has a low power distance, which essentially refers to Scandinavian culture, this society will focus on equality and equality in making decisions, therefore grassroots sustainability movements and peer recommendations have more impact on the consumers (Burton, 2008). These cultural differences allow businesses to design marketing campaigns that fit with the culture and consequently make the sustainability messaging more effective.

Also, there is uncertainty avoidance of how cultures deal with problems and its consequent effect on consumers' response to green marketing strategies. Consumers in high uncertainty-avoiding cultures such as Germany and France (Sheth & Parvatiyar, 2020) want to know detailed information, certifications, and regulatory assurances before purchasing sustainable products. Therefore, companies operating in these markets usually focus on conveying transparency by displaying third-party sustainability certifications, like Fair Trade and ISO 14001, to retain trust from consumers (Sidek et al., 2022). On the contrary, consumers who live in low uncertainty avoidance nations, like the Netherlands, and Denmark, are more ready to try out new sustainable products and their behavior is more dependent on social trends than regulations (Yan & Lei, 2021). Thus, the fact that sustainability marketing strategies need to be



tailored according to cultural tendencies points out the importance of considering what consumers expect and what their decision-making patterns look like.

### **The Role of Green Marketing Practices in Different Cultural Contexts**

In transforming the practices of how green marketing is conducted, eco-labeling, green advertising, and sustainable branding, are contingent on various cultural contexts as there is variation in consumer values and environmental awareness worldwide. Culturally embedded (Green marketing) strategies are more effective for them in the case of high context cultures like East Asia (Japan) and the Middle East (India) as consumers are more dependent on indirect communication and symbolic meanings of the prescribed products (Hu, 2024). For example, companies in Japan utilize green and golden opportunities for environmental sustainability and historical references in line with the values of society, like imagery related to nature (Bartosik-Purgat & Guzek, 2024). In Islamic cultures, green marketing campaign often embraces religious principles by using halal eco-friendly certification and mentioning environmental stewardship in Islamic academics (Sidek et al., 2022). In contrast, in high-context cultures such as China, Japan, and large parts of Latin and South America, green marketing communication is more indirect because communication in such cultures is culturally complex and the communicator is guided by social norms and priors (Sheth & Parvatiyar, 2020).

Secondly, the cultural dimensions, like individualism vs. collectivism, also form the variables on which green marketing is perceived differently across various societies. When consumers belong to cultures in which they are collectivist (China and Brazil for example), their purchases are often based on social norms and group influence; therefore, word-of-mouth marketing and community-based sustainability initiatives all strike a chord (Kasemsap, 2015). For instance, multinational corporations doing business in China have already incorporated 'green group buying' strategies which have strengthened green buying habits (Chagweshwa et al., 2023). However, in highly individualistic cultures like the United Kingdom and Canada, green marketing campaigns focus on personal benefits like cost savings and health benefits rather than communal benefits (Burton, 2008). It is important to emphasize that green marketing messages should be tailored to cultural orientations so that green marketing appeals to consumers' values and motivations.

Moreover, uncertainty avoidance also has an impact on consumer trust in green marketing claims. Also, consumers in high uncertainty avoidance countries (France and South Korea) often doubt the green claims before they support them based on some scientific evidence and some regulatory standards (Nagy & Molnarne, 2022). Therefore, the companies in these regions tend to focus on third-party certificates, including Fair Trade, FSC (Forest Stewardship Council), and ISO 14001, to improve the consumers' confidence in their green initiatives (Yan & Lei, 2021). Compared to this, in low uncertainty avoidance cultures like Australia and the Netherlands, the consumers are usually more receptive to new sustainability trends and innovations, thus making storytelling, green marketing campaigns, and influencer endorsement more effective (Al-Zo'by, 2019). Knowledge of these cultural differences thereby permits carriers to develop green marketing policies that will not only advocate sustainability but also achieve the sensitivities and anticipations of shoppers in varying markets.

### **The Linkage Between Cross-Cultural Influences in Sustainable Global Marketing**

Sustainable global marketing is greatly influenced by cross-cultural influences that affect how sustainable global marketing strategies are formulated and implemented across various regions. Consumer's perceptions of sustainability and purchasing behaviors are very much dependent

on various cultural dimensions including Hofstede, Hall, and Schwartz (Hu, 2024). Thus, marketing strategies that do not correspond to the cultural preferences of different global markets will not operate. For example, in high-context cultures, such as in Japan and China, storytelling and symbolic communication in sustainability messaging are valuable, and in low-context cultures, such as in Germany and the United States, factual information, data, and messages related to sustainability are (Bartosik-Purgat & Guzek, 2024). Besides, long-term-oriented cultures like South Korea and the Netherlands lean more towards the suppression of sustainability-related initiatives which give future benefits rather than short-term ones (Burton, 2008). Highlighting that having a culturally adaptive marketing strategy for sustainable product promotion is very crucial across different consumer groups.

Not only are cultural factors essential to determining consumer attitudes towards sustainability and corporate responsibility, but specifically, consumer attitudes towards green products and corporate brands in conjunction with ethical values. Businesses that pursue sustainable and ethical practices generally earn trust and loyalty from consumers in collectivist societies in which group well-being is given priority over individual benefits (Kasemsap, 2015). For instance, countries like the Scandinavian ones that place importance on social responsibility expect companies to be accountable to society and as a result sustainable as a key strategic advantage for companies (Sheth & Parvatiyar, 2020). In contrast, in cultures where consumers choose based on personal benefits, companies will need to emphasize the role of sustainability practices in individual well-being or status. Consumer attitudes towards sustainability are also affected by religious and traditional beliefs. Eco-friendly and ethical certifications according to religious values that are represented in Islamic economies have evolved as a result of the principles of halal and tayyib (purity and wholesomeness). (Sidek et al., 2022). Likewise, the incorporation of traditional ecological knowledge into Indigenous consumption behaviors underscores the need for sustainability in their purchasing decisions (Chagwesha et al., 2023).

Moreover, cultural perspectives matter because they influence how sustainability dimensions in global marketing are understood in terms of environmental responsibility, ethical business practices, and social norms. However, in the area of developed countries with proper environmental policies, like Sweden and Canada, sustainable marketing is incorporated into business strategies and consumer expectations (Bulat & Hamuraru, 2023). In contrast, in emerging economies where economic growth takes place, sustainable practices are considered of lower importance unless there is a clear economic benefit or are a matter of regulations (Yan & Lei, 2021). Cross-cultural Marketing has been further revolutionized through digital transformation by companies being able to make sustainability messaging more relatable to different cultural audiences. Social media analytics, artificial intelligence, and big data are now used by businesses to understand cultural differences and adapt their strategies accordingly (Nagy & Molnarne, 2022). Companies can now promote sustainability messages that are culturally acceptable by these various cultural groups through the use of digital marketing tools, and therefore get more engagement and positive brand perception. Finally, adding cross-culturalism into sustainable global marketing helps businesses tackle issues of cultural sensitivity as well as encourage environmentally and socially responsible patterns of consumption.



**Figure 1: Concept Map**

Source: <https://www.scopus.com/>

The relationship between cross-cultural influence and sustainable global marketing is very relatable as the graph categorizes key dimensions that influence marketing strategy, cultural factors, and sustainability dimensions. In a globalizing world, it is essential to be aware of these cross-cultural influences so that businesses can develop marketing approaches that respect the values of various cultures and those of sustainability.

Three main themes that are presented in the framework include: Marketing Strategies, Cultural Factors, and Sustainability Dimensions. Focusing on Marketing Strategies, cross-cultural marketing (CCM), and reputation are vital factors in the global branding effort. Then, Cultural Factors such as trust, ethnocentrism, and cultural diversity can influence consumer perception and purchasing behavior, and it can lead to successful marketing campaigns in different regions. Finally, Sustainability Dimensions are environmental, social, and economic, and stress the issue of integrating sustainable practices by businesses while considering cultural differences between different markets.

Through mapping these interconnections, the framework gives an all-encompassing view of how cultural dynamics inform marketing strategies and the ways of achieving sustainability in global business contexts. The sustainable marketing model is a basis for further research and practical application in innovative marketing in the cultural context.

### **Linkages Between Cross-Cultural Influences and Marketing Strategies**

The cross-cultural influences, which define the need to understand multiple cultural values, consumer behavior, and market segmentation in the light of global-based marketing strategies, have emerged as the fundamental force in shaping sustainable global marketing strategies. Since transnational corporations and international trade are increasingly globalizing businesses, consumer preferences have been homogenized. Despite this, cultural differences still play a crucial role in shaping consumers' perceptions of brands, products, and marketing messages



(Agarwal et al., 2010). As such, companies need to consider cultural dimension (e.g., Hofstede's individualist–collectivistic framework) in formulating successful global marketing strategies which involve developing marketing campaigns that are localized specifically to fit with the local cultural values but global at the same time in connection to one brand identity (Kasemsap, 2015). In the context of questionnaires, the successful implementation of sustainable marketing efforts is driven by the necessity of adapting to communication, branding, and promotion methods in line with cultural expectations in such a way that business green and ethics meet the cultural norms and values (Bartosik Purgat & Guzek, 2024).

Concerning cross-cultural marketing, consumers' ethnocentrism and country of origin perception must be taken into account when the strategies of marketing are developed. In different cultural contexts, trust and preference towards local or foreign brands, and hence, the purchasing behavior (Kasemsap, 2015). Adapting to a culture of international markets can be troublesome for businesses. Thus, cultural adaptation strategies, including altering flavor, and targeting different regions based on appropriate branding and advertisement style, help businesses create a feeling of trust among buyers in other markets (Herbig, 2014). For instance, in that case, the cross-cultural marketing (CCM) strategy involving companies in incorporating culturally relevant narratives and symbols into advertisements to make the advertisements culturally appropriate is a good instance, for companies using it (Bartosik Purgat & Guzek, 2024). These approaches promote brand loyalty for them, enhance their reputation, increase engagement, and ultimately result in a sustainable competitive advantage in the global marketplace.

Cultural factors also influence the sustainability dimensions of global marketing strategies based on a reference to corporate social responsibility (CSR) initiatives and ethical business practices. To achieve the marketing of sustainability, corporate efforts to market sustainability must comply with societal requirements regarding environmental responsibility, social equity, and economic viability. Sustainability is perceived differently across different cultures such as Western markets may focus on environmental sustainability but in emerging markets, it may focus on economic sustainability and fair-trade practices (Herbig, 2014). Consequently, the companies would need culturally sensitive sustainability marketing strategies that reflect the priorities and expectations of the diverse consumer segments (Agarwal et al., 2010). Aligning cross-cultural marketing strategies with sustainability dimensions aids businesses to have positive consumer perceptions have a more robust brand reputation, and contribute to long-term global sustainability goals.

### **Linkages Between Cross-Cultural Influences, Marketing Strategies, and Reputation**

In today's globalized business environment, there is an increasingly important relationship between cross-cultural influences, sustainable global marketing strategies, and reputation. Consumer perceptions, brand trust, and loyalty, which directly affect a company's reputation all hinge on cultural differences (Kasemsap, 2015). According to Agarwal et al. (2010), a cross-cultural marketing strategy calls for applying an adaptive approach to market segmentation; whereby branding and message should match the cultural values of target markets. Different cultural backgrounds will have different levels of ethnocentrism, which will affect the readiness of the people from those cultures to have an interaction with an international brand. If the mindset of the companies fails to consider these cultural factors, it could damage their reputation, as misunderstandings, or culturally insensitive marketing campaigns, can lead to consumer backlash and brand boycotts. Because environmental and social responsibility fit

within branding efforts, sustainable marketing is particularly sensitive to cross-cultural variation. Depending on cultural values, local expectations, and what they perceive as a company's commitment towards sustainability, the company may appear differently and even its reputation amongst the international markets may suffer (Masengu et al., 2023).

In addition, businesses that effectively utilize cross-cultural insights when creating a sustainable marketing strategy will be able to improve their reputation and have a chance to make stronger consumer relationships. Aligning marketing efforts with local customs, values, and environmental priorities are some of the strategies an organization comes up with, to gain credibility and trust from the consumer (Herbig, 2014). In global marketing, politicians still require reputation management, but now, sustainable business practices come into play as consumers expect brands to stand for their causes that promote ethical and ecologically friendly agendas. However cultural misalignment in the sustainability messaging can induce skepticism, lowering the trust in the consumer towards the Brand and eroding the Brand's reputation. For instance, Western consumers might prioritize the reduction in the carbon footprint but consumers in other regions might want to give priority to ethical labor practices or the contribution of the local economy. Consequently, possessing cross-cultural competence within sustainable marketing ensures that the organization keeps its good name across various markets, enhances customer trust, and deepens customer loyalty to the brand (Masengu et al., 2023).

### **Linkages Between Cross-Cultural Influences, Marketing Strategies, and Cross-Cultural Marketing**

General marketing can be sustainable, however, to have scale within the scope of general marketing is not practical. Therefore, to prosper in the competitive global market, cross-cultural marketing (CCM) is a vital part of global marketing strategies that help businesses find ways around cultural differences and develop strategies to market to diverse consumer groups. With globalization affecting the present patterns of consumption, companies need to apply culturally adaptive marketing strategies such that their sustainability efforts would appeal to varying cultural contexts (Agarwal et al., 2010). One of the ways through which CCM assists businesses is to overcome barriers that cause consumer ethnocentrism, distrust, and perception of foreign brands (which have a great influence on buying decisions) (Kasemsap, 2015). As an example, in industries operating in multicultural markets, sustainability messaging must reflect the values of the culture. Companies that work in multicultural markets must focus on sustainability messaging ethical sourcing, and environmental responsibility, or CSC in a way that matches the cultural norms and expectations (Herbig, 2014). Furthermore, the achievement of CCM also depends upon efficient cross-national segmentation when marketers can detect cultural affinities and dissimilarities and then succeed in making their strategic decisions and as a consequence strengthen their bond of consumers with the brands.

CCM is a strategic tool in the realm of viable original global marketing, its significance being felt across different business operations such as product development, promotional strategy, and distribution method. Cultural adaptation is vital for influencing consumers' perceptions by marketing strategies that disregard the local culture, perspectives, local cultures, and local traditions (Burton, 2008). For instance, multinational corporations like McDonald's, which expanded its sustainable menu with plant-based menu items based on the dietary preferences of a particular region, or Unilever which incorporated traditional ingredients into their sustainable product lines, have successfully used CCM. Authenticity of the brand and commitment to cultural sensitivity are reinforced through these strategies and lead to the strengthening of consumers' trust in the brand. Digital marketing and social media have also

increased the effect of CCM, which facilitates real-time interactions with culturally diverse audiences and hence, empowers brands to apply modifications to their sustainable marketing strategies on the go. In the end, cross-cultural marketing plays a vital role in bringing together the aspects of ‘sustainability’ and consumer ‘expectations’ for global brands to be sustainable and simultaneously successful in the market.

### **Linkages Between Cross-Cultural Influences and Cultural Factors**

Cultural factors determine consumers’ perceptions, preferences, and behavior, therefore playing an integral role in achieving sustainable global marketing. Consumers' perception of a brand, marketing messages, and their participation in brand activities is shaped by cultural values, beliefs, traditions, and communication styles (Bartosik Purgat and Guzek, 2024). Further, marketers need to adjust their strategies because of the differences between high and low-context cultures—with high-context cultures characterized by indirect and implicit messages (like Japan and China) and with low-context cultures characterized by explicit and direct messages (like the United States and Germany)—need to be considered (Kasemsap, 2015). Besides, consumer attitudes towards sustainability are reflected through cultural norms with some cultures giving value to environmentally responsible and ethical consumption, and others are focused on price sensitivity and convenience (Gupta et al., 2024). Consequently, in international markets, businesses should incorporate cultural insights in their sustainable marketing approach to make them relevant and acceptable to diverse consumer groups.

Cultural factors also contribute to the success of social marketing initiatives and corporate reputation in global markets as well. On the other hand, consumers in East Asia, as an example where collectivist values prevail, might react more positively to the sustainability efforts that portray it as benefits to the community and collective responsibility (Dahl, 2015). On the contrary, in individualistic societies such as in the United States, this consumer engagement will be maximized in brands that offer personal benefits and revolutionaries in sustainable goods (Sheth & Parvatiyar, 2020). Additionally, marketing campaigns that do not correspond with cultural norms are doomed to alienate people, as evidenced by the backlash of a few multinational brands who inadvertently offended local norms and/or beliefs (Wang, 2012). For this reason, businesses should extensively research the cultures of the target country and devise localized marketing strategies so that they can avoid intercultural conflicts while developing positive brand associations.

Moreover, the growing global consumer markets in emerging economies demand further justification for adapting culture in sustainable global marketing. For instance, countries like China, India, and Brazil have unique cultural and economic dynamics about consumption patterns, brand loyalty, and the way they react to strive for sustainability (Agarwal et al., 2010). Besides that, these groups of people are still focused on affordability and accessibility, despite the increasing importance of ethical sourcing, social corporate responsibility, and the purchase of environmentally friendly goods because of the growing middle class in these regions (Herbig, 2014). Furthermore, Global Capitalism and Digital Connection have created a globalized consumer culture that necessitates a company’s marketing strategies to mediate between both standardization and localization to be consistently global for brand associations while being culturally sensitive. Sustainable marketing can be enhanced by integrating cultural factors into the market segmentation strategies to develop brand loyalty and support long-term global sustainable goals.

### **Linkages Between Cross-Cultural Influences, Cultural Factors, and Trust**

In sustainable global marketing, trust is very important, even more so because of the existence of cross-cultural contexts whose consumer perceptions and business relationships are underpinned by cultural aspects. The formation of trust in an international marketing context is influenced by cultural dimensions such as collectivism, uncertainty avoidance, and power distance (Kasemsap, 2015). For example, trust in collectivist cultures (China and Japan) is typically built over time but in individualist cultures (United States) it is built through good social networks (Walton et al., 2008). Additionally, perceptions of the country of origin also affect consumer trust because brands originating from countries with a reputation of high quality and that practice ethical business methods gain consumer confidence whereas brands from countries with infamous ‘bad’ brands earn little or no trust (Fregidou–Malama & Hyder, 2015). This understanding and adaptation of the cultural differences in the formation of trust are vital for businesses seeking to be successful in global markets.

Social media and e-commerce have further blurred the picture of trust-building across cultures in the digital era, especially in developing the trust of the consumer in cross-border transactions. It is found that cultural distance negatively affects consumer trust in cross-cultural social commerce since consumers with different cultural backgrounds have different expectations towards online security, communication style, and customer service (Hu et al., 2022). Moreover, cultural values such as uncertainty avoidance and collectivism, that govern consumers’ perception of reliability and responsiveness of online and offline interactions, have a significant influence on service quality and satisfaction (Malhotra et al., 2018). In the case of businesses that are involved in direct global sustainable marketing, they need to take care of these cultural nuances to create long-term trust and brand loyalty. Customizing the marketing strategies of the products to the existing cultural expectations of the consumers; for instance, providing localized customer support, transparent sustainability commitments, and culturally relevant messaging increases consumer confidence and improves the companies’ presence in the global market.

### **Linkages Between Cross-Cultural Influences, Cultural Factors and Ethnocentrism**

It has been observed that ethnocentrism, which is the belief that one’s own culture is superior to other cultures, greatly impacts consumer behavior as well as global marketing strategies. Consumers with high ethnocentric tendencies, in an attempt to endorse domestic, higher perceived quality and trustworthy products over foreign ones, can lead to the successful entry of international brands in some territories (Carpenter et al., 2013). Through the use of this type of bias, markets in which national identity is closely linked with the purchase decision, especially in emerging economies where local brands profit from patriotic feelings (Inoni & Okorie, 2024), are where it is most evident. Furthermore, ethnocentrism in consumers influences how they interpret marketing messages such that culturally insensitive campaigns or those designed for a global audience run the risk of being rejected in ethnocentric societies (Gupta et al., 2024). In this regard, businesses that are involved in sustainable global marketing ought to seamlessly balance the desires of the local culture while preserving the brand image across markets.

Ethnocentrism in cross-cultural marketing offers both opportunities and problems from a strategic point of view. Although it may limit the market penetration of foreign brands, it makes global brands adjust their marketing strategies to conform to local values and thus increases the customer’s trust and loyalty to the brand (Wang, 2012). Therefore, companies with ethnocentric approaches in their marketing efforts face strong ethnocentric resistance (Kasemsap, 2015) and



their efforts will be ineffective if they do not recognize and incorporate cultural values into their marketing efforts, for example, focusing on local sourcing, domestic business partnerships, or culturally tailored advertising. Digital globalization also facilitates countering ethnocentrism as it gives rise to new avenues (except by ethnocentric nations when ethnocentrism is allowed in trade relations) such as social media and cross-border e-commerce, which facilitate cultural exchange and increase exposure to foreign brands (Sheth & Parvatiyar, 2020). As such, ethnocentrism represents an important cultural factor for sustainable global marketing as it impacts consumer preferences and therefore the degree and the form of marketing adaptation to succeed internationally.

### **Linkages Between Cross-Cultural Influences, Cultural Factors, and Cultural Diversity**

Global sustainable marketing is influenced by cultural diversity through its effects on consumer actions, market division structures, and business operational plans. According to Bartosik-Purgat and Guzek (2024), organizations pursuing global markets must understand various cultural values and norms and market preferences to create successful marketing initiatives. Marketing research complexity stems from cultural differences because researchers face difficulties comparing study findings between cultural environments (Salzberger et al., 2015). As stated by Nakata et al. (2019), an organization must develop flexible marketing approaches that align with cultural values to compete successfully in worldwide markets. Through cultural diversity integration in sustainable global marketing, businesses increase customer trust while building long-term relationships and supporting ethical consumption standards that fulfill various cultural requirements.

In addition, according to Malhotra et al. (2018), cultural diversity impacts consumer decisions through its ability to impact what consumers think about service quality alongside their evaluation of both authentic branding and preferred products. Marketing messages produce diverse reactions among cultural groups since specific cultures focus on social and collective factors but other cultures value personal choices and private advantages (Agarwal et al., 2010). The diverse consumer attitudes require businesses to develop marketing strategies using cultural data about their target markets. The combination of digital marketing with social media platforms requires businesses to maintain global brand uniformity while creating localized marketing outreach because they need effective communication with various consumer segments (Sheth & Parvatiyar, 2020). Cultural diversity generates marketing challenges for businesses that simultaneously present them with chances to create innovative sustainable approaches through strategies that value and adapt to diverse cultures.

### **Linkages Between Cross-Cultural Influences and Sustainability Dimensions**

In cross-cultural influences, sustainability dimensions in a global marketing context have an important role in forming a global sustainable marketing strategy since they affect consumer perceptions of sustainability, ethical consumption, and CSR. Hu (2024) explains how Hofstede's cultural dimensions, Hall's high- and low-context cultures, and Schwartz's cultural value frameworks are important in offering insights into how different societies handle matters on sustainability. For instance, in collectivist culture, campaigns asking people to take social responsibility, to improve community well-being, resonate more than in individualistic cultures where consumers are more likely to respond on personal benefits and self-enhancement of sustainable products. In addition, cultural influences from the uncertainty avoidance dimension, which reflects a society's tolerance for ambiguity, have a major impact on consumers' perceptions of sustainable innovation's risks and benefits. In cultures with high uncertainty



avoidance, there is a requirement for more transparency and regulatory assurances in sustainable marketing efforts as opposed to low uncertainty avoidance cultures where slight innovation is opened to using eco-friendly products and services.

In the evolution of sustainability marketing, the need for cross-cultural sensitivity is evident as the focus of sustainability has now extended from green marketing and resource conservation to encompass social, ethical, and economic sustainability dimensions (White et al., 2025). This is an expansion in line with the circular economy, anti-consumption movements, and the rising ethical consumerism, which are culturally influenced. Religious or philosophical beliefs may prefer sustainability in frugality in Buddhist cultures, or environmental stewardship in the mindset of indigenous communities. On the other hand, other cultures may see sustainability from an economic or technological lens, as it represents a case of innovation and economic growth. Such cultural divergence requires the development of sensitivity in conceptualizing and implementing sustainability marketing strategies that endorse their values as well as match customer expectations. Since a one-size-fits-all approach to sustainability marketing is not effective, cultural adaptation is a prerequisite for the promotion of global sustainable business practices.

In addition, globalization has prolonged a cultural transition, whereby consumers are exposed to various social sustainability philosophies and consumer behaviors change (Veréb & Nobre, 2019). When people precipitate across cultural boundaries, whether it be migrating or even interacting, they take up new sustainable values, and it translates into their purchasing decisions, this acts as a hybridization of sustainable consumer practices. The cross-cultural exchange pushes businesses to strike the appropriate balance between standardization and localization when carrying out their sustainability efforts. On the other hand, brands that will be able to integrate cultural nuances in their global sustainability strategy will be able to win more customers' confidence and loyalty. Other examples include companies that point out that ethical labor practices are prevalent in their company, and subsequently market their products in socially just-oriented market share; or companies that promote eco-friendly packaging and promote sales to highly environmentally conscientious cultures. Due to this, businesses need to look at sustainability dimensions from a cross-cultural perspective in efforts to derive encompassing yet culturally sound sustainable marketing strategies.

### **Linkages Between Cross-Cultural Influences, Sustainability Dimensions, and Environmental Sustainability**

Cultural attitudes concerning ecological responsibility, green consumption, and corporate environmental practices influence environmental sustainability in cross-cultural influences in sustainable global marketing. The cultural dimensions of individualism and collectivism as well as long-term versus short-term orientation affect the different ways in which one society will have sustainability initiatives (Hu, 2024). The collective approach is common in collectivist cultures, where the sense of environmental sustainability is defined as a social responsibility of the community, and the environmental activities, practices of green initiatives, and conscious consumption take part in communities more actively. However, on the contrary, for instance in individualistic cultures personal incentives (e.g., financial savings or a higher social status) can be more effective in increasing environmentally friendly behavior. Furthermore, societies with a long-term orientation are more likely to engage in proactively adopting sustainability policies, including investing in renewable energy and waste reduction initiatives, while short-term orientation is associated with taking the currently earned economic benefit over environmental

conservation. The reason is that it seems that cultural variations require marketing sustainability needs to be directed toward regional values and expectations of consumers.

Environmental sustainability issues are also addressed via cross-cultural marketing. As companies begin putting their footprints abroad, they must walk around areas with varying levels of environmental awareness, regulatory frameworks, and trust in the sustainability of the brands (Sheth & Parvatiyar, 2020). In a few marketplaces, eco tagging, carbon impression revelation, and honest sourcing as green advertising practices expectedly increment client commitment and brand steadfastness (Gong et al., 2023). In areas with little environmental consciousness, there is a greater need for education, advocacy, and collaboration with local organizations in businesses so that there will be sustainable behaviors. Furthermore, corporate social responsibility (CSR) has its role, because today many consumers expect multinational corporations to lead the way in environmental sustainability, not merely complying with legislation (Quoquab et al., 2021). This paper illustrates how cross-cultural insight integrated into the environmental sustainability strategy of companies can create more effective global marketing campaigns and can be helpful for long-term ecological conservation efforts as well.

### **Linkages Between Cross-Cultural Influences, Sustainability Dimensions, and Social Sustainability**

Social sustainability in sustainable global marketing across cultures depends heavily on cultural social values that define consumer conduct corporate accountability and moral marketing principles. Different societal values stemming from power distance and individualism versus collectivism and uncertainty avoidance dictate their perspectives about social corporate accountability and business justice (Hu, 2024). Social sustainability initiatives in collectivist cultures focus on three aspects: community welfare activation and equitable work conditions with corporate social responsibility (CSR) programs that impact the general society. Social responsibility and ethical transparency together with brand accountability in sustainability efforts receive greater emphasis from individualistic cultures when compared to collectivistic cultures. Green marketing practices serve as crucial elements for socio-cultural sustainability in Malaysia along with other emerging economies because they help increase environmental consciousness and help build an ethical marketplace that fits local values (Sidek et al., 2022). The variations between cultural norms emphasize the necessity to create social sustainability approaches that meet regional consumer attitudes and expectations.

Furthermore, the integration of social sustainability into global marketing strategies demands business entities to fix social inequalities while supporting fair trade systems and promoting brand inclusion throughout their operations. Businesses should utilize sustainable marketing frameworks that emphasize the strong ties between social, economic, and environmental elements so they can add societal worth above making profits (Popescu et al., 2023). According to cross-cultural marketing research emerging markets pose dual difficulties and prospects for social sustainability progress since businesses need to handle varied perspectives about corporate accountability and moral business standards (Sheth & Parvatiyar, 2020). Brands must adapt their communication strategies to social media marketing and digital platforms since these developments have boosted global discussions about social sustainability (Kasemsap, 2015). Companies gain success through cross-cultural analytics in social sustainability when developing marketing plans that connect with different audiences for extended societal prosperity.

### **Linkages Between Cross-Cultural Influences, Sustainability Dimensions, and Economic Sustainability**

Economic sustainability within cross-cultural influences in sustainable global marketing is shaped by the intersection of cultural values, responsible business practices, and long-term financial viability. Hofstede's cultural dimensions, including power distance and individualism versus collectivism, influence how businesses approach economic sustainability across different markets (Hu, 2024). In collectivist cultures, companies may prioritize community-based economic initiatives, such as fair trade and cooperative business models, to foster economic resilience. In contrast, individualistic cultures may emphasize innovation, efficiency, and consumer-driven sustainability efforts. Sustainable marketing strategies must balance ecological, social, and economic considerations to ensure profitability while aligning with consumer values (Quoquab et al., 2021). This is particularly relevant in emerging economies, where businesses face unique economic and cultural challenges in implementing sustainable practices while remaining competitive (Sheth & Parvatiyar, 2020).

Furthermore, economic sustainability in cross-cultural marketing involves the adaptation of sustainable export marketing strategies to different economic and technological environments. Factors such as competitive intensity, customer characteristics, and macroeconomic conditions play a crucial role in determining the success of sustainability-oriented business strategies (Zeriti et al., 2014). Companies operating in global markets must navigate diverse regulatory landscapes, consumer expectations, and resource availability, requiring culturally adaptive marketing approaches. For instance, in high-context cultures, relationship-building and trust play a central role in economic transactions, whereas in low-context cultures, contractual agreements and efficiency are prioritized (Sytyczyk, 2023). This dynamic underscores the need for businesses to integrate cross-cultural insights into their economic sustainability strategies, ensuring long-term financial stability while addressing societal and environmental concerns.

### **Conclusion**

The research emphasizes how cross-cultural factors determine how companies should develop their sustainable global marketing approaches. The research also demonstrates that cultural parameters both from Hofstede's framework and Hall's high- and low-context cultures jointly determine how consumers respond to sustainability in which sustainability marketing has expanded to include social and economic elements besides environmental considerations because it requires responsible practices, which are ethical and inclusive for businesses. The current body of research explores multiple aspects of sustainability marketing yet fails to establish a clear connection between cross-cultural effects and environmental sustainability, social sustainability, and economic sustainability as a unified concept.

Besides that, this paper adds to international business research through its application of cultural theories to sustainable marketing practices by closing existing knowledge gaps. The research emphasizes how cross-cultural perspectives improve sustainability initiative response predictions, which enables businesses to create more successful marketing strategies across different cultural markets. The information derived from this analysis serves as strong practical value for businesses worldwide and government officials who need guidance on sustainability strategy implementation. Hence, companies will achieve better sustainability results through cultural adaptation of their sustainability strategies, which fit local cultural norms, thus reaching more consumer groups and producing a lasting positive effect.

The research investigation faces particular obstacles during execution. The usage of previous research materials creates limitations because new sustainability marketing patterns in expanding business sectors and digital marketing strategies might not be properly assessed. The majority of the existing research works within Western contexts but fails to probe deeply into sustainability challenges found in non-Western contexts, along with developing nations. Future academic work must perform empirical documentation throughout different cultures so researchers can understand cross-cultural sustainability marketing elements more accurately. Analysts should research digital transformation and technology roles in closing gaps between cultures and sustainability practices to understand advanced methods for business sustainability worldwide.

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