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# THE EVOLUTION OF THE RESEARCH LANDSCAPE ON MARKETING STRATEGIES IN CROSS-CULTURAL CONTEXT: A BIBLIOMETRIC PERSPECTIVE

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**DOI:** 10.35631/AIJBES.621016**This work is licensed under** [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)**Abstract:**

This study focuses a comprehensive bibliometric analysis of the research landscape on marketing strategies in cross-cultural contexts. It provides a current analysis of how businesses are navigating the challenges and opportunities presented by diverse cultural markets. Additionally, the integration of sustainability and ethical considerations into marketing strategies has become a critical focus, reflecting consumers' growing demand for socially responsible brands. The data was collected from the Scopus database, by exploring the evolution of scholarly contributions in this domain, identifying key trends, influential authors, and prominent journals. By analyzing citation patterns, co-authorship networks, and keyword occurrences, the study reveals the growing importance of cultural sensitivity in global marketing practices. To analyzed the data, the researcher used various analytical tools such as Microsoft Excel, OpenRefine software, Harzing's Publish and Perish software and VOSviewer and WordArt tools. The findings revealed several significant trends and patterns. This bibliometric perspective not only maps the intellectual structure of the field but also uncovers gaps and opportunities for future research. The study serves as a valuable resource for academics and practitioners aiming to understand the complexities of marketing strategies in an increasingly interconnected world.

**Keywords:**

Marketing Strategies, Diversity Marketing, Cross-Cultural, Bibliometric Analysis.

## Introduction

Recently, the global marketing landscape has been undergoing significant transformations as businesses increasingly operate within a highly interconnected and culturally diverse world. The rapid advancement of digital technologies, coupled with the pervasive influence of social media and e-commerce, has reshaped how brands communicate and engage with consumers across different cultural contexts. As markets become more globalized, the need for effective cross-cultural marketing strategies has never been more critical. Companies are required to navigate complex cultural nuances, adapt their messaging to resonate with diverse audiences and address the ethical implications of their marketing practices in a multicultural environment.

The importance of cross-cultural competence in marketing is underscored by the rise of emerging markets, particularly in Asia, Africa, and Latin America, where cultural dynamics differ significantly from Western markets. Businesses that fail to recognize and respect these cultural differences risk alienating potential customers and damaging their brand reputation. Furthermore, the growing emphasis on sustainability and corporate social responsibility (CSR) has added another layer of complexity to cross-cultural marketing, as consumers increasingly demand that brands align with their values and demonstrate a commitment to social and environmental causes.

The research objective of this study aims to achieve the following specific objectives:

1. To uncover the emerging research trends and topics within cross-cultural and marketing strategies.
2. To identify the countries of influential authors that contribute the most publications in cross-cultural and marketing strategies.
3. To determine the most frequently cited studies on cross-cultural and marketing strategies.
4. To identify the most influential institutions based on the number of publications that shaped the field of cross-cultural and marketing strategies.

By achieving these research objectives, this study aims to contribute to the understanding of emerging trends and research patterns in the field of marketing strategies in cross-cultural. This study aims to provide a comprehensive analysis of the prevailing trends, challenges, and opportunities in cross-cultural marketing as they stand in 2024. By examining the latest developments in this field, the study seeks to offer valuable insights into how businesses can effectively engage with culturally diverse audiences, maintain relevance in a globalized market, and navigate the ethical considerations that come with operating across different cultural boundaries

## Methods

### Data Sources

The methodology of this bibliometric analysis involves a systematic search of relevant scholarly articles, conference papers, and other publications in the field of marketing strategies in a cross-cultural context. The primary data source for this study is Scopus, a comprehensive database that covers a wide range of academic multidiscipline (AlRyalat, et. Al, 2019). By employing appropriate search terms and filters, a comprehensive collection of publications will be obtained. To examine publications that discuss both "Marketing Strategies" and "Cross-Cultural," this bibliometric study utilized the Scopus scientific database. The study included

all types of papers published between 1985 and 2024 in Scopus, which is considered a crucial source of information by the global scientific community. Scopus is widely regarded as one of the primary sources of relevant information in the international scientific community, given its status as one of the most important sources of essential data (Azmi & Sa`aid, 2023). According to Zupic and Cater (2015), bibliometric analysis is a literature review method that involves quantitative and statistical evaluations of published studies. This extensive database can offer a broad perspective on the research output worldwide. The present study employed bibliometric analysis using VOS Viewer, a software that enables the construction of citation mapping from established databases. According to Anuar et al., (2021), this software employs two standardized weights, namely the number and total strength of links, to create a visual representation of the nodal network. Additionally, the study utilized Harzing's Publish or Perish as another tool in the analysis. Harzing's Publish or Perish is a software tool that provides a range of bibliometric indicators, including citation counts, h-indices, and publication metrics. This tool was used in the article to identify the most influential authors and publications in the field of international branding strategies.

The analysis will encompass various bibliometric techniques, including citation analysis, co-citation analysis, and keyword co-occurrence analysis. Citation analysis will help identify highly influential authors, providing insights into the impact and importance of specific works. Co-citation analysis will enable the identification of thematic clusters and the intellectual structure of the field. Additionally, keyword co-occurrence analysis will reveal prevalent research themes and their interconnections.

### ***Defining Keywords***

This research was performed on February 15, 2024, using keywords in the form of search strings relevant to Cross-Cultural and Marketing Strategies where keywords are searched based on the title, keywords, and abstract of the article as follows: TITLE-ABS-KEY ("Cross-Cultural OR "Diversity Culture" AND "Marketing Strategies" [EXCLUDE (LANGUAGE, "Chinese") OR EXCLUDE (LANGUAGE, "Italian")]

### ***Search Strategy***

This study gathers a collection of materials published in cross-cultural and marketing strategies using the online Scopus database. Due to its reputation as the largest citation and abstract database in technology, social science, business, and management, the Scopus online database was chosen for this study.

### ***Refinement of Search Result***

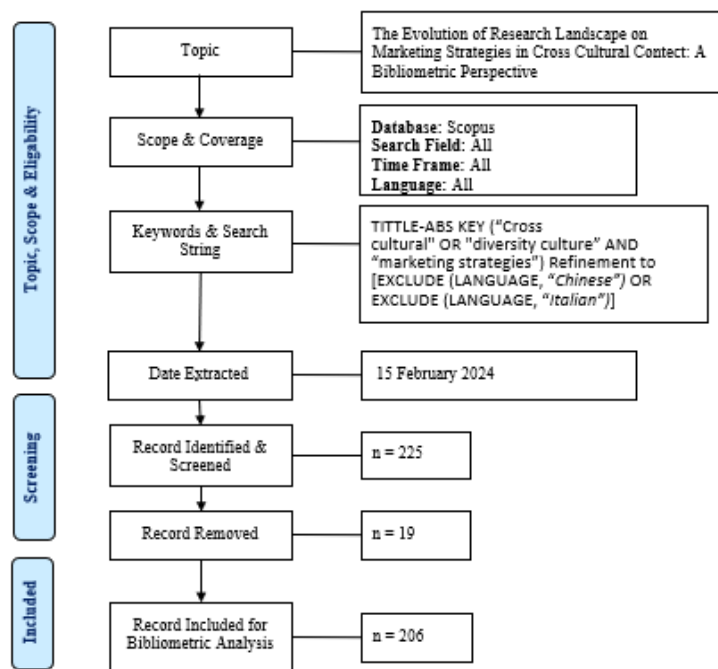
After obtaining the initial results, the researchers conducted a screening of all articles based on the exclusion criteria determined in this research. There are one (1) exclusion criteria used to screen the search results: (i) language.

Table 1 summarizes the amount of all articles obtained after the refinement process.

**Table 1. Refinement of Search Result**

Search Keyword	Number of Scopus documents
TITTLE-ABS KEY ("Cross-cultural" OR "diversity culture" AND "marketing strategies") Refinement to [EXCLUDE (LANGUAGE, "Chinese") OR EXCLUDE (LANGUAGE, "Italian")]	206

Source of Table 1: <https://www.scopus.com/>



**Fig. 1: PRISMA Flow Diagram**

Source of Figure 1: Zakaria et al (2020)

Modified from PRISMA (Moher et al (2009).

## Findings and Discussion

In analysing the academic works extracted during the search process, the following attributes were considered: document and source types, the language of documents, subject area, year of publication, the top 10 countries that contributed to the publication, the most active source titles, citation metrics, top 20 highly cited articles, and keyword analysis. These attributes were utilized to gain a comprehensive understanding of the trends and patterns in the literature on marketing strategies in a cross-cultural context.

### Document and Source Types

Table 1 presents an analysis of document types within the body of literature on cross-cultural marketing strategies, encompassing a total of 206 publications. The data reveals that articles dominated the scholarly output, accounting for 167 publications, or 81.07% of the total, followed by book chapters constitute the second-largest category, with 15 publications representing 7.28% of the total. This prevalence suggests that articles are the primary medium

for disseminating research findings in this field, reflecting the academic community's preference for peer-reviewed journal publications as a credible and widely accessible format for sharing knowledge whereas book chapters indicate that edited volumes and thematic collections are also significant in advancing discourse on cross-cultural marketing which providing more comprehensive and contextualized analyses than standalone articles. Besides that, conference papers follow closely, comprising 12 publications (5.83%) from the total which underscores the role of academic conferences as key platforms for the exchange of emerging ideas and preliminary findings in cross-cultural marketing. The bottom three were represented by reviews, books, and editorials with percentages of 3.40%, 1.94%, and 0.48% for each. The relatively low percentage of reviews may suggest that while the field is maturing, there remains a strong focus on primary research rather than on consolidating existing knowledge. Even books just contributed a low percentage, however, their lower proportion may be attributed to the more extensive time and effort required to produce and publish books compared to articles and conference papers. Finally, the minimal number of editorials may reflect a focus on empirical and theoretical contributions rather than on opinion pieces within this field.

These findings highlight the dominance of journal articles in disseminating research on cross-cultural marketing strategies, consistent with broader academic trends where peer-reviewed articles are valued for their rigor and impact (West, R. E., & Rich, P. J., 2012). The data also underscores the importance of conferences and book chapters as supplementary venues for sharing research, indicating a dynamic and multi-faceted approach to knowledge dissemination in this field. In addition, future research also might explore the evolving role of these document types in response to changes in academic publishing and the increasing digitalization of scholarly communication (Bergstrom, T., Rieger, O. Y., & Schonfeld, R. C., 2024).

**Table 2: Document Type**

Document Type	Total Publications (TP)	Percentage (%)
Article	167	81.07%
Book Chapter	15	7.28%
Conference Paper	12	5.83%
Review	7	3.40%
Book	4	1.94%
Editorial	1	0.48%
Total	206	100

Source of Table 2: <https://www.scopus.com/>

Table 2, presents an analysis of source types within the literature on cross-cultural marketing strategies, encompassing 206 publications. The data indicates that journals are the predominant source type, with 175 publications, representing 84.95% of the total. This overwhelming majority underscores the central role of academic journals in the dissemination of research in this field. Journals are typically the primary platform for scholarly communication because they offer a rigorous peer-review process that ensures the quality and credibility of published research. This is the reason why most source types within the literature come from journals. Other than that, books have accounted for 13 publications, or 6.31% of the total because they allow for an in-depth exploration of topics, making them valuable resources for both academic

study and professional practice. The relatively lower percentage of books may reflect the more extended time and effort required to produce book-length works, as well as readers tend to use information resources that require the least effort to access (Tofin &Tofi, 2019).

In the meantime, book series and conference proceedings are tied, each contributing 9 publications (4.37%). The presence of book series highlights their role in compiling related research themes into cohesive collections, which can offer sustained scholarly engagement with specific aspects of cross-cultural marketing. Conference proceedings, on the other hand, are crucial for presenting emerging research and fostering academic dialogue. They serve as a venue for researchers to share preliminary findings and receive feedback from peers, which can later be refined and expanded into journal articles. Thus, the dominance of journals in the dataset is consistent with broader trends in academic publishing, where journal articles are the most valued form of scholarly output due to their wide dissemination and impact. These findings suggest that while journals remain the cornerstone of research dissemination in cross-cultural marketing, other source types like books, book series, and conference proceedings play important complementary roles. Furthermore, future research could explore how digital platforms and open-access publishing are influencing the distribution and accessibility of these different source types, especially in the context of an increasingly globalized academic environment (Rodriguez & Nguyen, 2024).

**Table 3: Source Type**

Source Type	Total Publications (TP)	Percentage (%)
Journal	175	84.95%
Book	13	6.31%
Book Series	9	4.37%
Conference Proceeding	9	4.37%
Total	206	100

Source of Table 3: <https://www.scopus.com/>

### ***Year of Publications/Evolution of Published Studies***

Table 3 summarizes the distribution of publications on cross-cultural marketing strategies by year, covering a span from 1985 to 2024. The data shows a fluctuating yet generally upward trend in the number of publications, reflecting the evolving interest in and relevance of this field. The highest number of publications occurred in 2015, with 18 publications, (8.74%). This peak suggests a period of heightened scholarly activity, potentially driven by the growing importance of globalization and the need for businesses to adapt their marketing strategies to diverse cultural contexts during this time. Following this, the years 2020 and 2023 also saw relatively high levels of output, with 16 (7.77%) and 13 (6.31%) publications, respectively. These years correspond with global shifts in consumer behavior and the increasing digitalization of markets, which likely spurred new research on how cultural factors influence marketing strategies (Ur Rahman, S., Chwialkowska, A., Hussain, N. et al, 2023).

The data shows a steady increase in publications starting from the early 2000s, with a more pronounced rise from 2010 onwards. This trend aligns with the broader academic and practical recognition of cross-cultural issues in marketing as global markets become more interconnected and culturally. The relatively low number of publications in the earlier years, particularly before 2000, reflects the nascent stage of this research area. Only 1 to 2

publications were recorded per year in several instances, such as in 1985, 1992, and 1988, each accounting for 0.49% of the total. This scarcity likely indicates that cross-cultural marketing strategies were not yet widely recognized as a distinct area of study, and the scholarly focus on globalization and cultural adaptation was less pronounced during those years.

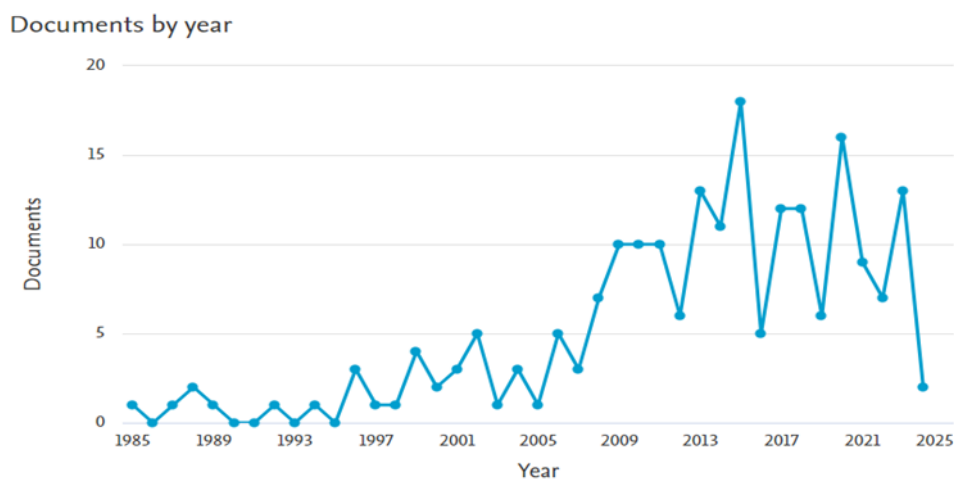
Moreover, the slight decline in publications in the most recent years, including 2024 which only represents 2 publications, (0.97%), may be attributed to ongoing changes in academic publishing practices, such as delays due to the COVID-19 pandemic or shifts towards other emerging topics within marketing. Alternatively, it could suggest a transition in focus as researchers explore new dimensions of cross-cultural marketing which potentially lead to a re-emergence of interest in the coming years. Overall, the data reveals that cross-cultural marketing has become an increasingly important area of study, with research outputs growing significantly in the 21st century. This trend highlights the ongoing relevance of understanding cultural dynamics in global marketing strategies, especially in the context of rapid technological advancements and shifting consumer behaviours.

**Table 4: Year of Publications**

Year	Total Publications (TP)	Percentage (%)
2024	2	0.97%
2023	13	6.31%
2022	7	3.40%
2021	9	4.37%
2020	16	7.77%
2019	6	2.91%
2018	12	5.83%
2017	12	5.83%
2016	5	2.43%
2015	18	8.74%
2014	11	5.34%
2013	13	6.31%
2012	6	2.91%
2011	10	4.85%
2010	10	4.85%
2009	10	4.85%
2008	7	3.40%
2007	3	1.46%
2006	5	2.43%
2005	1	0.49%
2004	3	1.46%
2003	1	0.49%
2002	5	2.43%
2001	3	1.46%
2000	2	0.97%
1999	4	1.94%
1998	1	0.49%
1997	1	0.49%

1996	3	1.46%
1994	1	0.49%
1992	1	0.49%
1989	1	0.49%
1988	2	0.97%
1987	1	0.49%
1985	1	0.49%
Total	206	100

Source of Table 4: <https://www.scopus.com/>



**Fig. 2: Document by Year**

Source of Figure 2: <https://www.scopus.com/>

### Subject Area

The table provides an overview of the subject areas covered by publications on cross-cultural marketing strategies, reflecting a diverse interdisciplinary engagement with the topic. The Business, Management, and accounting category dominates the field, with 160 publications, representing 77.67% of the total. This strong emphasis is expected, given that cross-cultural marketing strategies are fundamentally linked to business practices and management theories that address global market challenges (Wujarso, R., & Sumardi, B.,2023).

Social Sciences is the second most represented subject area, with 48 publications, or 23.30% of the total. This significant presence highlights the importance of understanding cultural dynamics, social behaviour, and human interactions, which are critical in shaping effective marketing strategies across different cultures. Economics, Econometrics, and Finance account for 29 publications, or 14.08%, indicating the relevance of economic theories and financial considerations in the formulation of marketing strategies, particularly in analysing market trends and consumer spending patterns across cultures.

Other fields, such as Computer Science (14 publications, 6.80%), Agricultural and Biological Sciences (12 publications, 5.83%), and Environmental Science (11 publications, 5.34%), show a smaller yet notable interest in cross-cultural marketing. The presence of Computer Science

reflects the growing impact of digital technologies and data analytics on marketing strategies, especially in targeting culturally diverse audiences online. The inclusion of Agricultural and Biological Sciences and Environmental Science suggests an emerging interest in how cross-cultural perspectives influence sectors like sustainable agriculture and environmental marketing. The Psychology field, with 9 publications (4.37%), underscores the relevance of psychological insights into consumer behaviour and cultural influences on decision-making. This aligns with the broader interdisciplinary approach that considers psychological factors critical to understanding cross-cultural consumer responses (Alyahya, M., Agag, G., Aliedan, M., & Abdelmoety, Z. H., 2023).

Less represented areas, such as Energy, Engineering, Mathematics, and Nursing (each with 4 publications, 1.94%) and Arts and Humanities, Decision Sciences, and Medicine (each with 3 publications, 1.46%), suggest niche but meaningful contributions. These areas may explore specific applications of cross-cultural marketing, such as in healthcare, engineering projects, or the arts, where cultural considerations are increasingly recognized as important. The remaining disciplines, including Pharmacology, Toxicology and Pharmaceuticals, Biochemistry, Genetics and Molecular Biology, and Earth and Planetary Sciences, each with just 1 or 2 publications, indicate minimal engagement. These might represent isolated studies that intersect with cross-cultural marketing in specialized contexts.

Overall, the data underscores that while cross-cultural marketing is primarily rooted in business and social sciences, it is increasingly engaging with a broad spectrum of academic disciplines. This interdisciplinary approach reflects the growing complexity and relevance of cultural factors across various fields, suggesting that cross-cultural marketing strategies are being recognized as crucial in diverse areas of study and practice.

**Table 5: Subject Area**

Subject Area	Total Publications	Percentage (%)
Business, Management and Accounting	160	77.67%
Social Sciences	48	23.30%
Economics, Econometrics and Finance	29	14.08%
Computer Science	14	6.80%
Agricultural and Biological Sciences	12	5.83%
Environmental Science	11	5.34%
Psychology	9	4.37%
Energy	6	2.91%
Engineering	4	1.94%
Mathematics	4	1.94%
Nursing	4	1.94%
Arts and Humanities	3	1.46%
Decision Sciences	3	1.46%
Medicine	3	1.46%
Pharmacology, Toxicology and Pharmaceuticals	2	0.97%
Biochemistry, Genetics and Molecular Biology	1	0.49%
Earth and Planetary Sciences	1	0.49%
Immunology and Microbiology	1	0.49%
Materials Science	1	0.49%
Multidisciplinary	1	0.49%
<b>Total</b>	<b>206</b>	<b>100</b>

Source of Table 5: <https://www.scopus.com/>

**Most Active Source Titles**

Table 6, shows the most active source titles in the field of cross-cultural marketing strategies, highlighting the diversity of academic journals and conference proceedings contributing to this research area. The International Marketing Review is the most prolific, with 9 publications, accounting for 4.37% of the total. This journal's prominence reflects its focus on global marketing issues, making it a key outlet for research on cross-cultural strategies. Following closely is the Journal of Business Research, with 8 publications (3.88%) which indicates its broad coverage of business-related topics, including marketing, which aligns with the interdisciplinary nature of cross-cultural marketing studies. Furthermore, the Asia Pacific Journal of Marketing and Logistics and the British Food Journal each contribute 7 publications (3.40%), suggesting a regional and industry-specific interest in cross-cultural marketing, particularly in the Asia-Pacific region and the food industry. The Developments in Marketing Science: Proceedings of the Academy of Marketing Science stands out as a key conference proceeding with 6 publications (2.91%), emphasizing the role of academic conferences in disseminating emerging research and facilitating scholarly dialogue on cross-cultural marketing.

Other journals from the table were included, Journal of International Consumer Marketing (5 publications, 2.43%), Journal of Consumer Marketing (4 publications, 1.94%), Journal of Fashion Marketing and Management, and Journal of Global Fashion Marketing. Each contributed only a small portion of the most active source titles towards this research topic. Overall, the distribution of publications across these active source titles illustrates the broad relevance of cross-cultural marketing strategies across multiple industries and academic disciplines. This diversity in publication sources highlights the complex and dynamic nature of the field, suggesting that future research will continue to draw from and contribute to a wide range of academic perspectives.

**Table 6: Most Active Source Title**

Source Title	Total Publications	Percentage (%)
International Marketing Review	9	4.37%
Journal of Business Research	8	3.88%
Asia Pacific Journal of Marketing and Logistics	7	3.40%
British Food Journal	7	3.40%
Developments In Marketing Science Proceedings of The Academy of Marketing Science	6	2.91%
Journal of International Consumer Marketing	5	2.43%
Journal of Consumer Marketing	4	1.94%
Journal of Fashion Marketing and Management	4	1.94%
Sustainability Switzerland	4	1.94%
European Journal of Marketing	3	1.46%
Innovative Marketing	3	1.46%
Journal of Global Fashion Marketing	3	1.46%
Journal of International Marketing	3	1.46%
Journal of Product and Brand Management	3	1.46%
Tourism Management	3	1.46%
Appetite	2	0.97%
Australasian Marketing Journal	2	0.97%
Food Quality and Preference	2	0.97%
International Journal of Bank Marketing	2	0.97%
International Journal of Contemporary Hospitality Management	2	0.97%

Source of Table 6: <https://www.scopus.com/>

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### ***Keywords Analysis***

The co-occurrence analysis using VOSviewer reveals a network visualization map of keywords related to cross-cultural marketing strategies. This analysis, based on full counting of all keywords with a minimum occurrence threshold of five, has identified 39 key terms that are distributed across four distinct clusters, each representing different thematic areas within the research landscape.

#### ***Cluster 1 (Red): Consumer Perceptions and Cultural Comparisons***

Cluster 1, represented in red, consists of 12 items, including keywords such as "consumer," "cross-cultural comparison," "cultural factor," and "perception." This cluster appears to focus on the intersection of consumer behaviour and cultural influences. The presence of terms like "consumer" and "perception" suggests that research within this cluster primarily addresses how cultural factors shape consumer perceptions and decision-making processes. Studies in this area often explore how consumers from different cultural backgrounds interpret marketing messages, products, and brands, and how these interpretations impact their purchasing behaviour. The inclusion of "cross-cultural comparison" indicates a methodological emphasis on comparing consumer behaviour across different cultural contexts, which is crucial for developing effective cross-cultural marketing strategies.

#### ***Cluster 2 (Green): International Marketing and Cross-Cultural Consumer Behaviour***

Cluster 2, depicted in green, contains 11 items, including keywords such as "cross-cultural," "international marketing," and "consumer behaviour." This cluster is centered on the broader domain of international marketing, with a particular focus on cross-cultural consumer behaviour. This cluster likely encompasses research that investigates the challenges and opportunities of marketing in culturally diverse environments, highlighting the importance of understanding cultural nuances in global marketing strategies.

#### ***Cluster 3 (Blue): Customer Satisfaction and National Culture in Marketing Strategy***

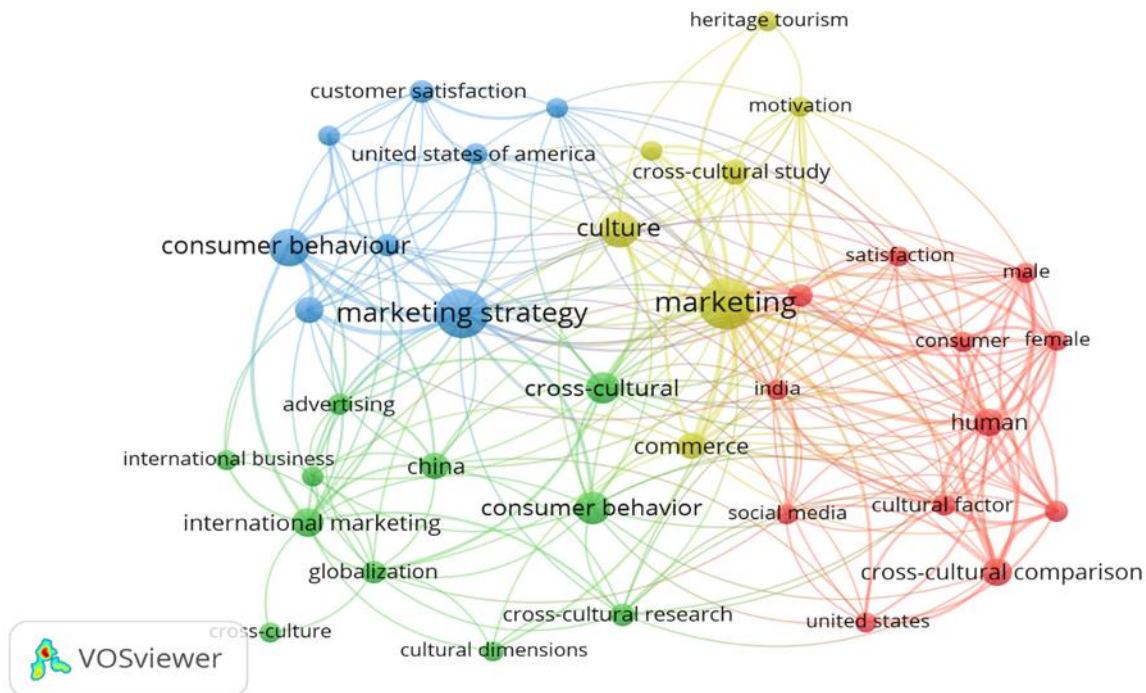
Cluster 3, shown in blue, includes 8 items, with keywords such as "customer satisfaction," "national culture," "marketing strategy," and "cross-cultural studies." The focus of this cluster is on the relationship between national culture and customer satisfaction within the context of marketing strategy. This cluster likely addresses the need for culturally sensitive marketing strategies that align with the values and expectations of consumers from various national cultures.

#### ***Cluster 4 (Yellow): Cultural Influence on Commerce and Motivation***

Cluster 4, represented in yellow, comprises 7 items, including "culture," "commerce," and "motivation." This cluster seems to focus on the broader cultural influences on commerce and consumer motivation. This cluster likely includes research that examines the role of cultural values and beliefs in shaping consumer preferences and purchasing decisions.

To conclude the co-occurrence analysis using VOSviewer provides valuable insights into the thematic structure of research on cross-cultural marketing strategies. The four identified clusters have highlighted the multifaceted nature of this field. Each cluster represents a distinct but interconnected area of study, reflecting the complexity of cross-

cultural marketing in today's globalized marketplace. The findings from this analysis underscore the importance of considering cultural factors in developing effective marketing strategies, and they suggest that future research should continue to explore these themes to deepen our understanding of cross-cultural consumer behaviour and its implications for global marketing practices.



**Fig. 3: Network Visualization Map Of The Co-Occurrence Of All Keywords**

Source of Figure 3: <https://www.vosviewer.com>



**Fig. 4: Word Art Of The Keywords**

Source of Figure 4: <https://wordart.com>

Table 7 lists the top 20 keywords associated with research on cross-cultural marketing strategies, providing a snapshot of the most frequently explored themes in this area. The keyword "Marketing" leads with 34 occurrences, representing 16.50% of total publications, indicating that marketing, as a broad discipline, serves as the foundation for much of the research in this domain. Closely following is "Marketing Strategy," with 31 occurrences (15.05%), underscoring the focus on strategic approaches within marketing that are tailored to different cultural contexts. In addition, "Consumer Behavior" and "Culture" are also prominent, appearing in 18 (8.74%) and 17 (8.25%) publications, respectively. The significant presence of these terms highlights the central role of understanding consumer behavior in various cultural settings, which is crucial for developing effective marketing strategies. The distinction between "Consumer Behavior" and "Consumer Behavior" with 14 occurrences (6.80%) suggests that these terms might have been used interchangeably or in different contexts across studies.

Furthermore, the keyword "Cross-cultural," occurred 13 occurrences (6.31%), and "International Marketing," appearing 11 times (5.34%), further emphasizes the global aspect of these studies, exploring how marketing strategies are adapted and implemented across different international markets and the rest keywords which just occurred 10 times and below as stated in the table below. This keyword analysis reveals that research on cross-cultural marketing strategies is deeply interconnected with broader themes in marketing, consumer behavior, and cultural studies. The frequency of these keywords reflects the ongoing academic interest in understanding how cultural differences shape marketing practices and consumer responses in a globalized world.

**Table 7: Top 20 Keywords**

Author Keywords	Total Publications	Percentage (%)
Marketing	34	16.50%
Marketing Strategy	31	15.05%
Consumer Behaviour	18	8.74%
Culture	17	8.25%
Consumer Behavior	14	6.80%
Cross-cultural	13	6.31%
International Marketing	11	5.34%
Human	10	4.85%
China	9	4.37%
Commerce	9	4.37%
National Cultures	9	4.37%
Cross-cultural Study	8	3.88%
Cross-cultural Research	7	3.40%
Cross-cultural Studies	7	3.40%
Customer Satisfaction	7	3.40%
Globalization	7	3.40%
Perception	7	3.40%
Advertising	6	2.91%
Article	6	2.91%
Cross-Cultural Comparison	6	2.91%

Source of Table 7: <https://www.scopus.com/>

***Geographical Distribution of Publications - Most Influential Countries***

Table 8, it was highlighted the top 10 countries contributing to research on cross-cultural marketing strategies, revealing significant regional contributions to this field. The first rank was dominated by the United States with 86 publications, accounting for 41.75% of the total. This dominance reflects the U.S.'s strong research infrastructure and its role as a global leader in business and marketing scholarship. The extensive contribution from the U.S. may also be attributed to the diverse and multicultural nature of its market, which serves as a fertile ground for cross-cultural marketing research.

Second place was originated by United Kingdom with 22 publications (10.68%), underscoring its position as a key player in global marketing research, particularly in understanding the complexities of marketing across different cultures within and outside Europe. The United Kingdom's contribution highlights the importance of cross-cultural considerations in European markets, where cultural diversity is significant.

Australia and South Korea are tied with 17 publications each (8.25%). Australia's contribution may be linked to its multicultural society and its strategic importance in the Asia-Pacific region, while South Korea reflects its growing influence in global business and marketing, particularly within the context of its export-oriented economy and the international popularity of Korean cultural products. France in the fifth position with its 13 publications constituted 6.31% and Canada (10 publications, 4.85%) also highlighting their roles in the global research community, followed by Spain and China each contributing 10 and 9 publications, respectively, representing 4.85% and 4.37% of the total. Finally, New Zealand and Taiwan contributed 9 (4.37%) and 8 (3.88%) publications, respectively.

In summary, the geographic distribution of publications highlights the global nature of cross-cultural marketing research, with significant contributions from countries across North America, Europe, Asia, and Oceania. This diversity in contributions underscores the importance of understanding cultural differences in global marketing practices and the widespread academic interest in this area across different regions of the world.

**Table 8: Top 10 Countries Contributed to the Publications.**

Country	Total Publications	Percentage (%)
United States	86	41.75%
United Kingdom	22	10.68%
Australia	17	8.25%
South Korea	17	8.25%
France	13	6.31%
Canada	10	4.85%
Spain	10	4.85%
China	9	4.37%
New Zealand	9	4.37%
Taiwan	8	3.88%

Source of Table 8: <https://www.scopus.com/>

### ***Citation Analysis***

The citation metrics presented in Table 9 offer a comprehensive overview of the scholarly impact of publications related to cross-cultural marketing strategies, spanning from 1985 to 2024. With 206 papers contributing to the body of knowledge over 39 years of citation history, the field has garnered 6,227 citations, reflecting its significant academic influence.

The average number of citations per year is 159.67, indicating consistent scholarly attention and relevance over nearly four decades. This sustained interest suggests that cross-cultural marketing remains a critical area of research, driven by the increasing globalization of markets and the need for culturally nuanced marketing strategies.

With an average of 30.23 citations per paper, the research in this domain demonstrates a strong impact per publication. This high citation rate per paper underscores the importance and utility of these studies in advancing both theoretical and practical understanding in the field of marketing. Besides that, the metrics also reveal a total of 2998.31 citations per author, indicating that the authors contributing to this research have made substantial individual impacts and the figure of average papers per author is 93.37, reflecting a highly productive academic community with a significant number of contributions from a relatively concentrated group of researchers.

Finally, the combination of a high h-index and g-index suggests that cross-cultural marketing strategies have not only produced a broad range of influential papers but also a subset of exceptionally well-cited works that continue to shape the field.

**Table 9: Citations Metrics**

<b>Metrics</b>	<b>Data</b>
Publication years	1985 – 2024
Citation years	39 (1985-2024)
Papers	206
Citations	6227
Citations/year	159.67
Citations/paper	30.23
Citations/author	2998.31
Papers/author	93.37
h-index	41
g-index	73

Source of Table 9: Harzing's Publish or Perish (Windows GUI Edition) 8.9.4538.8589

### ***Highly Cited Articles***

Table 10 presents the top 10 highly cited articles in the field of cross-cultural marketing strategies, highlighting the significant contributions these works have made to the academic community. The articles span a range of years from 1997 to 2015, with each study addressing different aspects of cross-cultural interactions within the marketing context. Besides that, the table also provides a list of highly cited scholarly articles, detailing their authors, titles, publication years, and citation metrics. It has highlighted the most influential research within different domains, focusing on cross-cultural marketing, consumer perceptions, and international trade. As an example, the most cited article listed in the table is by Kassim and Abdullah (2010). It has been cited 465 times with an average of 33.21 citations per year. This

reflects the article's significant influence in its field, particularly in understanding the role of perceived service quality in customer satisfaction, trust, and loyalty across different cultural settings.

Hence, these highly cited articles collectively underscore the critical importance of understanding cultural differences in various marketing contexts. Their influence, as evidenced by their high citation counts, highlights the ongoing relevance of cross-cultural research in developing effective global marketing strategies.

**Table 10: Top 10 Highly Cited Articles**

Authors	Title	Year	Cites	Cites per Year
N. Kassim, N. Asiah Abdullah	The effect of perceived service quality dimensions on customer satisfaction, trust, and loyalty in e-commerce settings: A cross-cultural analysis	2010	465	33.21
M.M. Aslam	Are you selling the right color? A cross-cultural Review of Color as a Marketing Cue	2006	283	15.72
J.N. Sheth, A. Sharma	Supplier relationships: Emerging issues and challenges	1997	259	9.59
E. Kaynak, A. Kara	Consumer perceptions of foreign products: An analysis of product country images and ethnocentrism	2002	244	11.09
S. Pookulangara, K. Koesler	Cultural influence on consumers' usage of social networks and its' impact on online purchase intentions	2011	204	15.69
S.S. Kim, B. Prideaux	Marketing implications arising from a comparative study of international pleasure tourist motivations and other travel-related characteristics of visitors to Korea	2005	185	9.74
E. Cinosi, G. Martinotti, P. Simonato, D. Singh, Z. Demetrovics, A. Roman-Urrestarazu, F.S. Bersani, B. Vicknasingam, G. Piazzon, J.-H. Li, W.-J. Yu, M. Kapitány-Farkas, J. Farkas, M. Di Giannantonio, O. Corazza	Following "The Roots" of Kratom ( <i>Mitragyna speciosa</i> ): The Evolution of an Enhancer from a Traditional Use to Increase Work and Productivity in Southeast Asia to a Recreational Psychoactive Drug in Western Countries	2015	156	17.33
D.C. Funk, T.J. Bruun	The role of socio-psychological and culture-education motives in marketing international sport tourism: A cross-cultural perspective	2007	156	9.18
C. Basfirinci, A. Mitra	A cross-cultural investigation of airlines service quality through integration of Servqual and the Kano model	2015	143	15.89
N. Evers, J. Knight	Role of international trade shows in small firm internationalization: A network perspective	2008	142	8.88

Source of Table 12: Harzing's Publish or Perish (Windows GUI Edition) 8.9.4538.8589

## Conclusion

The study of cross-cultural marketing strategies remains a vital and evolving field within the broader discipline of marketing. It underscores the essential role of cross-cultural research in shaping the future of marketing, offering valuable lessons for both scholars and practitioners aiming to succeed in the increasingly interconnected global marketplace. Since the bibliometric analysis incorporated a systematic, transparent, and reproducible assessment (Behl, A., et al., 2022), the analysis of highly cited articles, citation metrics, and publication trends reveals the significant impact and sustained relevance of research in this area. In addition, high citation counts, and consistent scholarly attention also underscore the importance of understanding cultural differences in consumer behavior, service quality, and marketing communications in a globalized market. This is supported by Charles W. L. Hill (2022), every country differs in a whole range of dimensions, including social structure, language, religion, and education and these differences have important implications for marketing strategy.

Moreover, research in this domain has not only advanced theoretical frameworks but has also provided practical insights that guide international marketing practices. The findings highlight the necessity for marketers to incorporate cultural considerations into their strategies to effectively engage diverse consumer groups across different regions. According to Judijanto et al., (2024) As cultural contexts evolve, so too must the strategies that businesses employ to engage with diverse consumer bases. When globalization continues to blur geographical boundaries, the demand for culturally informed marketing strategies will likely increase, driving further research and innovation in this critical area. However, challenges remain in navigating the complexities of cultural differences, particularly in rapidly changing markets and diverse societies. The risk of cultural missteps, where marketing campaigns are perceived as insensitive or inappropriate, underscores the need for marketers to develop a deep understanding of the cultural contexts in which they operate.

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