

International Strategic Marketing Management of Brands: A Conceptual Study

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ABSTRACT

This research aims to analyze global branding strategies in the digital era, focusing on the development of a strong brand, efficient distribution networks, and adaptation to the dynamics of the global market. The primary objective is to explore the key elements of global branding strategies that can enhance a company's competitiveness in the highly competitive global market. The findings indicate that in the digital era, global brands have significant opportunities to increase brand awareness and reach broader markets. The identification of the right target market, the establishment of a universally appealing brand, and effective and consistent communication are key success factors in creating value for companies. Furthermore, the research highlights the importance of brand adaptation to the dynamics of the global market influenced by globalization and digitalization. Optimizing branding strategies through a strong online presence, valuable content, and the utilization of technology and data is crucial to enhancing a company's competitiveness in this digital era

INTRODUCTION

Branding refers to a strategic process through which a company designs, develops, and manages a distinctive identity for its products or services in order to strengthen market positioning. In an increasingly competitive global environment, implementing an appropriate branding strategy becomes a critical determinant of international business success. One of the primary steps in global branding strategy involves accurately defining the target market. The target market represents the specific segment of consumers a company intends to serve. Within the global marketplace, determining this segment requires careful consideration of cultural diversity, economic conditions, lifestyle patterns, and consumer preferences across regions.

A brand constitutes a vital component in the business landscape, particularly in product-based industries. It functions not only as an identifier but also as a symbolic representation of value, meaning, and differentiation. Through branding, companies communicate the attributes and benefits embedded in their offerings to consumers (Kim et al., 2019). Beyond identification, brands contribute significantly to shaping product image and corporate reputation, which in turn influences consumer trust and confidence. This role becomes increasingly crucial in competitive markets where consumers face abundant alternatives and must evaluate their purchasing decisions carefully.

The presence of a strong brand enhances the likelihood of repeated purchases and strengthens long-term consumer loyalty. Loyal customers tend to demonstrate consistent buying behavior and reduced sensitivity to competitors' offerings. Moreover, well-established brands provide firms with the ability to command premium pricing. Products associated with strong and recognizable brands often achieve higher market prices compared to lesser-known alternatives (Danish et al., n.d.). This price premium is largely attributed to the psychological assurance and perceived reliability consumers associate with reputable brands. Consequently, the brand's capacity to elevate product image and justify higher pricing contributes directly to improved financial performance, stronger profit margins, and enhanced organizational sustainability.

Nevertheless, building a powerful brand is not an instantaneous achievement. It requires sustained strategic commitment, continuous investment, and long-term managerial consistency. Organizations must consistently maintain product quality, deliver reliable services, and refine communication strategies to preserve and strengthen brand equity over time. Brand strategy itself can be understood as a structured plan formulated to develop, position, and promote a brand effectively. Within a dynamic and competitive business environment, designing an appropriate brand strategy is essential to secure long-term success (Hoang Tien et al., 2019). A well-formulated strategy first contributes to strengthening brand image, which reflects how consumers perceive and evaluate the company. Since brand image plays a decisive role in shaping purchasing behavior, companies must ensure the delivery of superior product quality, responsive service, and persuasive communication to cultivate positive perceptions.

Furthermore, an effective brand strategy fosters consumer loyalty. Loyalty refers to the behavioral and attitudinal commitment of consumers to repeatedly choose the same brand. By aligning products with consumer needs, delivering consistent service excellence, and nurturing meaningful customer relationships, firms can enhance long-term attachment and trust. This relational approach reduces customer turnover and increases lifetime customer value. Another critical outcome of a well-executed brand strategy is the ability to influence pricing power. Through differentiation, perceived uniqueness, and superior value propositions, companies can justify higher selling prices. Strong branding enhances perceived product quality and strengthens emotional attachment, both of which reduce price sensitivity among consumers. Additionally, effective branding improves marketing efficiency. Marketing efficiency reflects the balance between marketing outcomes and the costs incurred in achieving those outcomes. By clearly defining target markets, delivering tailored messages, and continuously evaluating campaign performance, companies can optimize resource allocation and improve return on marketing investment.

In developing a sustainable brand strategy, firms must integrate product quality, service excellence, strategic communication, and holistic consumer experience. Brands with strong recognition and positive reputations are more easily recalled and preferred by consumers, increasing purchase probability. Simultaneously, identifying appropriate market segments and delivering relevant messages enhances marketing precision and operational effectiveness. Overall, a carefully constructed brand strategy plays a pivotal role in strengthening brand image, fostering consumer loyalty, enhancing pricing capabilities, and improving marketing efficiency. Companies must remain adaptive by continuously evaluating and refining their branding approaches in response to evolving market dynamics and shifting consumer expectations. Through consistent strategic implementation and long-term commitment, organizations can ensure brand relevance, maintain competitiveness, and ultimately achieve sustainable business growth.

LITERATURE REVIEW

A branding strategy in the global marketplace must aim to develop a strong brand with universal appeal. Brands that possess cross-cultural relevance and broad recognition are more easily identified and recalled by consumers across different countries (Dumitriu et al., 2019). When a brand achieves this level of recognition, it increases the probability that consumers will choose its products or services. Universal appeal does not imply uniformity, but rather the ability of the brand to communicate core values that resonate across diverse markets. In addition to universal brand strength, effective and consistent communication is a fundamental component of global branding strategy. Companies operating internationally must ensure that their brand messages are delivered clearly and coherently across multiple geographic regions. Consistency in messaging helps maintain brand identity and prevents confusion among consumers. When communication remains stable and aligned with brand values, it reinforces brand

continuity and strengthens consumer confidence, ultimately enhancing purchase intention.

Another essential element of global branding strategy is brand adaptation (Paul, 2020). Although a brand may carry universal core values, its expression often requires adjustment to local cultural contexts. Companies must be sensitive to differences in language, traditions, consumer behavior, and societal norms within target markets (Gillespie & Swan, 2021). By adapting branding elements to align with local preferences while maintaining overall brand identity, firms can improve market acceptance and strengthen consumer engagement. This balance between standardization and adaptation allows companies to operate effectively in diverse international environments. Overall, effective global branding strategy encompasses accurate target market identification, development of a brand with universal relevance, consistent communication, and appropriate cultural adaptation. When these elements are implemented strategically, companies can enhance brand image, stimulate consumer purchase decisions, and strengthen their competitive position in the global marketplace.

From the consumer perspective, brand evaluation is largely based on perceived value. Consumers assess brands by examining the benefits embedded within them, including product or service quality, price fairness, corporate reputation, and other attributes they consider meaningful. A brand often functions as a quality assurance signal, reducing uncertainty in purchasing decisions. Brands with established credibility are perceived as trustworthy and dependable. Empirical findings indicate that consumers are more likely to trust brands that have consistently demonstrated quality performance (Ali et al., 2020), making such brands preferable options in competitive markets. Price perception also plays a central role in brand evaluation. Consumers are inclined to favor brands that offer reasonable and competitive pricing relative to perceived value. The concept of value for money influences purchasing behavior, as consumers seek optimal benefits in exchange for the cost incurred. Thus, pricing strategy must align with brand positioning to sustain positive brand perception.

Corporate reputation represents another critical determinant in brand assessment (Danish et al., n.d.). Companies that demonstrate transparency, social responsibility, and environmental awareness are generally viewed more favorably. Reputation extends beyond product attributes and reflects the ethical and operational integrity of the organization. In contemporary markets, where consumers are increasingly conscious of corporate conduct, reputation significantly influences brand trust and loyalty. Beyond quality, price, and reputation, consumers also consider innovation, design, and product uniqueness when evaluating brands. Innovation serves as a mechanism for differentiation, enabling companies to distinguish their offerings from competitors. Meanwhile, aesthetic design and distinctive characteristics enhance product attractiveness and strengthen brand memorability. These elements contribute to emotional engagement, which further reinforces consumer preference.

METHODOLOGY

Brand familiarity also affects consumer confidence. Widely recognized brands often enjoy higher trust levels because recognition reduces perceived risk. Consumers tend to feel more secure when purchasing products from brands with established market presence. Through differentiation and consistent value delivery, strong brands not only stand out from competitors but also shape positive perceptions in consumers' minds. A well-developed brand contributes significantly to strengthening corporate image (Hermanda et al., 2019) and fostering consumer loyalty (Mantik et al., 2022). Positive brand image enhances credibility, while loyalty ensures sustained purchasing behavior and long-term customer relationships. Together, these outcomes support sustainable competitive advantage. In conclusion, branding plays a strategic and multidimensional role within the global marketplace. Consumers evaluate brands based on perceived value, encompassing quality, price fairness, reputation, innovation, and uniqueness. Therefore, companies seeking international success must implement comprehensive and targeted branding strategies. By aligning branding initiatives with consumer expectations and global market dynamics, organizations can enhance corporate image, strengthen loyalty, differentiate their offerings, and secure long-term competitiveness in an evolving global environment.

RESULTS

The phenomenon of branding within the context of global competition represents a compelling area of scholarly inquiry. Branding can be understood as a systematic process through which organizations create, shape, and manage a distinctive identity to represent their products or services. In an increasingly interconnected global environment, branding assumes a strategic role in enhancing product attractiveness, strengthening corporate image, and fostering consumer loyalty. More importantly, branding contributes directly to a firm's competitive positioning in international markets. Companies with strong and widely recognized brands are generally better equipped to compete across borders, as brand strength enhances market visibility, supports sales growth, increases profitability, and reinforces long-term customer commitment.

One significant dimension influencing branding dynamics is globalization. As markets expand beyond national boundaries, competition intensifies and consumer expectations diversify. Globalization compels firms to continuously adjust to evolving trends, cultural variations, and shifting consumption patterns. Consequently, companies must design branding strategies that are not only globally relevant but also responsive to market complexity. The ability to balance global consistency with local sensitivity becomes a defining characteristic of successful global brands. Another transformative phenomenon shaping branding is digitalization (Gustafson & Pomirleanu, 2021). Digital technologies enable firms to disseminate information rapidly, interact directly with consumers, and construct brand narratives across multiple digital platforms. Through social media, e-commerce, and data-driven communication strategies, companies can strengthen brand image and cultivate

deeper consumer relationships. Digitalization enhances transparency, engagement, and personalization, thereby influencing brand perception and loyalty formation in global markets.

Branding in global competition is also closely linked to the rise of personal branding (VITELAR, 2019). Personal branding refers to the deliberate process through which individuals construct and communicate their professional identity as a recognizable “brand.” In a globally competitive labor market, strong personal branding enhances credibility, visibility, and professional differentiation. Individuals who effectively manage their personal brand are more likely to attract career opportunities, build professional networks, and strengthen their reputational capital across international contexts.

Despite the strategic importance of branding, companies must also consider ethical dimensions in brand development. Branding strategies must comply with legal frameworks and ethical standards to preserve organizational integrity. Firms are increasingly expected to consider the social and environmental implications of their branding decisions. Ethical branding practices not only prevent reputational risk but also contribute to sustainable brand equity in the long term. Global brands, in particular, often develop reputations associated with superior quality and reliability. Such reputations are not constructed instantaneously; rather, they emerge from consistent performance and sustained customer satisfaction over time. As a result, consumers frequently demonstrate willingness to pay premium prices for global brands, perceiving them as offering enhanced value and reduced purchasing risk. This premium reflects accumulated trust and positive brand associations. In addition to reputational strength, global brands typically benefit from extensive distribution networks. These networks may include physical retail outlets, strategic partnerships, and digital commerce platforms, enabling broad market reach. A well-established distribution infrastructure enhances accessibility and revenue generation capacity. The financial returns generated through wide market coverage can subsequently be reinvested into product innovation, marketing initiatives, and strategic expansion.

Protection of intellectual property rights further strengthens global brand competitiveness. Mechanisms such as patents, trademarks, and copyrights safeguard product uniqueness and prevent imitation. By legally protecting innovation and distinctiveness, companies can sustain differentiation and justify premium pricing strategies. Intellectual property protection thus becomes a structural component of long-term competitive advantage. Strong marketing and advertising strategies also contribute significantly to global brand value. Consistent messaging across markets helps create a unified brand image and fosters emotional connections with consumers. Emotional resonance is particularly influential in cultivating loyalty, as consumers often form attachments that extend beyond functional product attributes. When combined with investment in research and development, these strategies enable global brands to introduce innovative offerings that reinforce their market leadership. Corporate social responsibility (CSR) has emerged as another critical factor in global brand value creation (Crespo & Inacio, 2019). Contemporary consumers

increasingly evaluate brands based on ethical conduct, environmental stewardship, and social contribution. By integrating CSR initiatives into branding strategy, global brands enhance reputational capital and align themselves with consumer values. This alignment not only strengthens brand image but also contributes to sustained consumer loyalty and revenue growth.

Given these complexities, adopting a strategic approach to global branding is essential. Companies must develop a clear and coherent brand message capable of resonating across diverse cultural contexts (Sheth, 2020). Achieving such resonance requires deep cultural understanding, linguistic sensitivity, and adaptive communication strategies. Equally important is the organization's ability to consistently fulfill brand promises, as credibility is foundational to trust-building.

A strong visual identity further reinforces global brand consistency. The deliberate use of standardized logos, typography, color schemes, and design elements facilitates recognition and recall across markets. Visual coherence supports cognitive association and enhances brand memorability in competitive environments. The development of an effective distribution network also remains central to global branding success (Katsikeas et al., 2020). Multi-channel accessibility allows firms to respond flexibly to consumer demand and evolving market trends. Simultaneously, safeguarding intellectual property rights ensures that innovation and differentiation remain protected from imitation. Finally, integrating CSR into global branding strategies strengthens reputational resilience and social legitimacy. As consumers become more socially conscious, brands that demonstrate responsibility and sustainability are better positioned to secure long-term loyalty.

DISCUSSION

The digital era represents a strategic momentum for global branding, as it provides unprecedented opportunities for companies to expand brand awareness and access broader international markets. The widespread diffusion of information and communication technologies has transformed the way organizations interact with consumers. Through internet platforms, social media networks, and digital advertising channels, firms can communicate brand messages more efficiently and reach audiences that extend far beyond their domestic boundaries. This expanded connectivity enables companies to penetrate new geographic markets and engage with diverse consumer segments in ways that were previously difficult or costly to achieve.

In addition to expanding market reach, the digital environment offers extensive access to consumer and market intelligence (Cabral et al., n.d.). Digital analytics tools allow firms to collect and interpret data related to consumer preferences, purchasing behavior, and emerging market trends. Such data-driven insights enhance strategic decision-making and enable companies to tailor their branding strategies according to specific target segments. As a result, branding campaigns become more precise, relevant, and effective.

The digital era also facilitates closer and more interactive relationships between companies and consumers. Through social media platforms and mobile applications, organizations can engage in direct communication, respond to consumer feedback, and address customer concerns in real time. This interactive engagement strengthens relational bonds, enhances customer experience, and fosters brand loyalty. When consumers perceive responsiveness and personalization, their emotional attachment to the brand is likely to increase.

Furthermore, digital technologies contribute to improved marketing efficiency. Automation systems and digital campaign management tools allow companies to optimize resource allocation, reduce operational costs, and enhance campaign performance. By integrating technology into branding activities, organizations can achieve greater output with lower input, thereby improving overall marketing return on investment. Collectively, these advantages demonstrate that the digital era offers significant potential for companies seeking to strengthen global brand positioning. Optimizing digital branding in the global market requires a comprehensive and strategic approach. As the digital landscape becomes increasingly saturated, companies must differentiate themselves through consistent and compelling brand identity across all digital platforms. Establishing a cohesive visual and communicative presence – through website design, social media engagement, and digital advertising – reinforces credibility and trust. A unified digital identity enhances recognition and distinguishes a brand from competitors operating in the same global arena.

A strong online presence constitutes a foundational element of digital branding. This includes maintaining a professionally designed and user-friendly website, alongside active participation on major social media platforms such as Facebook, Twitter, Instagram, and LinkedIn. Through consistent digital engagement, companies can enhance visibility, expand audience reach, and reinforce brand awareness in global markets. Content creation represents another critical pillar of digital branding. Producing informative, engaging, and value-driven materials – such as blog articles, videos, and visual infographics – positions companies as authoritative voices within their industries. Consistent content delivery not only educates audiences but also cultivates trust and long-term engagement. In competitive digital environments, valuable content functions as a strategic asset that strengthens brand differentiation.

Leveraging data and emerging technologies further enhances digital branding effectiveness. Through analytics, companies can monitor user engagement, identify behavioral patterns, and evaluate campaign performance. Advanced technologies such as artificial intelligence and machine learning enable personalized marketing strategies tailored to specific consumer segments. Personalization increases relevance, which in turn enhances consumer responsiveness and brand attachment. Search engine optimization (SEO) also plays a pivotal role in digital brand visibility (Andonov, 2020). Optimizing digital content for search engines, particularly Google, improves website ranking and increases organic traffic. Higher search visibility enhances brand discoverability and strengthens competitive positioning. In addition to organic strategies, companies may utilize paid advertising tools such as Google AdWords and

Facebook Ads to accelerate brand exposure, particularly during early brand development stages. Continuous performance measurement is equally essential. By evaluating key indicators such as website traffic, engagement rates, and conversion metrics, companies can assess branding effectiveness and refine their strategies accordingly. Data-driven evaluation ensures that branding initiatives remain adaptive and aligned with evolving market conditions.

Beyond technological optimization, relationship-building remains central to digital branding success. Companies must cultivate meaningful connections with consumers through interactive communication, personalized service, and community engagement. Strong customer relationships foster loyalty, advocacy, and positive word-of-mouth, which contribute to sustainable revenue growth. Additionally, firms must conduct comprehensive global market research to understand cultural sensitivities, legal requirements, and regional consumer expectations. Such understanding allows organizations to adjust branding strategies appropriately and avoid cultural misalignment. Succeeding in the digital global marketplace requires an integrated digital branding strategy. Companies must establish a consistent brand identity, leverage data analytics and emerging technologies, strengthen customer relationships, and adapt strategies to diverse global contexts. By systematically optimizing digital branding efforts, organizations can enhance brand awareness, build credibility, foster loyalty, and ultimately achieve sustainable growth in an increasingly interconnected global economy.

CONCLUSIONS AND RECOMMENDATIONS

Within the increasingly competitive dynamics of the global marketplace, the strategic importance of a well-formulated branding strategy is undeniable. This study reaffirms that branding functions not merely as a promotional tool, but as a core strategic asset that shapes corporate image, strengthens consumer loyalty, and supports sustainable international success. A comprehensive global branding strategy requires the careful identification of appropriate target markets, the development of a strong and broadly resonant brand identity, the implementation of consistent and effective communication, and the strategic adaptation of branding elements to diverse cultural contexts.

The findings further demonstrate that the value generated by global brands extends beyond tangible attributes such as product quality and distribution capabilities. Intangible dimensions including brand reputation, consumer trust, symbolic meaning, and emotional attachment play an equally critical role in shaping consumer perceptions and purchasing decisions. These intangible assets contribute to long-term brand equity and provide organizations with a durable competitive advantage in complex international environments. Moreover, the research emphasizes that branding is not a short-term initiative but an ongoing strategic process. Sustained brand development demands continuous investment, consistent performance, and adaptive responsiveness to market evolution. Companies that succeed in the global arena are those that remain innovative, attentive to design and differentiation, and committed to ethical and responsible business practices. By integrating these elements,

organizations are better positioned to navigate global competition, reinforce brand relevance, and maintain enduring relationships with consumers across diverse markets.

FURTHER STUDY

In the contemporary digital era, characterized by rapid information exchange and pervasive connectivity, adopting a strategic approach to global branding has become increasingly critical. The digital environment provides organizations with unprecedented opportunities to expand brand visibility, access diverse international audiences, and foster deeper engagement with consumers. By strategically leveraging digital platforms, companies can enhance brand awareness while simultaneously strengthening relational ties with their target markets. This study asserts that an effective global branding strategy in the digital context requires the integration of several key components. These include establishing a strong and credible online presence, consistently producing engaging and value-driven content, utilizing data analytics and emerging technologies to inform decision-making, and maintaining adaptability within an evolving digital ecosystem. Together, these elements enable firms to position their brands competitively while responding dynamically to shifting consumer expectations and technological advancements. Furthermore, optimizing digital branding efforts necessitates a sustained focus on relationship-building. Cultivating trust, encouraging interaction, and delivering personalized experiences contribute significantly to long-term brand loyalty. At the same time, companies must develop a comprehensive understanding of global market complexities, including cultural diversity, regulatory environments, and consumer behavior variations. Strategic adaptability – grounded in data insights and contextual awareness – ultimately emerges as a decisive factor in achieving sustainable success within today's interconnected global business landscape.

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