

Maximizing Global Brands Impact through Social Media Marketing

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Abstract

In the era of global brand development, utilizing innovative technology tools has become key to global brand marketing. Social media marketing (SMM) has become an essential component, forcing brands to stand out in an increasingly competitive digital landscape. Despite the immense potential of social media as a powerful medium for global marketing, many multinational companies still struggle to capitalize on its benefits to increase their brand influences. Although academic research recognizes social media as an important marketing tool for enhancing brand influence, the specific impact of social media marketing on global brand marketing campaigns remains underexplored. This study examines how SMM can maximize the role of global brand influence, proposing a conceptual model that integrates the dimensions of cultural influence, customer connection, and social prestige. It highlights how content marketing, live streaming, and electronic word-of-mouth (E-WOM) affect key brand outcomes such as brand image, engagement, and loyalty. This study provides important academic insights and practical guidelines for global brand management and serves as a basis for a literature review with recommendations for future exploration in the area of cross-cultural adaptation and the integration of emerging digital technologies in brand management.

Keywords: Global Brands, Social Media Marketing, Brand Image, Brand Engagement, Brand Loyalty

Introduction

With the rise of social media, the marketing and promotional strategies of global brands have changed significantly, forcing brands to make the necessary adjustments to remain competitive. This change has had a profound impact on multiple levels, including marketing approaches, promotional channels, and brand management. In terms of marketing strategies, brands are increasingly relying on Internet marketing to influence consumer purchasing decisions through multiple social media channels (Кудирко & Ратушний, 2024). The convenience of online shopping has increased consumer preference for digital channels, prompting brands to strengthen their online presence and optimize their social interaction strategies (Sajin et al., 2024). In terms of promotional channels, in response to the highly

competitive global environment, global brands have adopted a channel separation strategy, focusing on protecting brand integrity by opening online proprietary channels for exclusive sales (Niu et al., 2023). Digital platforms enable brands to reach international markets without relying on brick-and-mortar shops, expanding their customer base and increasing sales potential.

In terms of brand management challenges such as insufficient cross-border global brand awareness and intense product competition, brands therefore need innovative branding strategies (Ali et al., 2023). At the same time, optimizing logistics systems is essential to support global distribution and improve customer satisfaction (Ali et al., 2023). While digital presents many opportunities for brands, it also brings challenges such as increased competition and changing consumer preferences, and brands must constantly adapt to market dynamics.

In the context of global brands, organizations are faced with significant trends and challenges and must navigate these factors to be successful. As brands expand internationally, they must not only maintain a consistent global image but also adapt to the nuances of local markets. The internationalization efforts of successful brands, such as Starbucks, emphasize the importance of adapting to local cultures (Zhang, 2023). Furthermore, bibliometric analyses indicate that international branding strategies are receiving increasing attention, revealing emerging trends in key themes and research areas in brand management practice. However, global brands also face challenges, such as the issue of consumer perceptions of freshness, especially in less processed categories, which may negatively affect purchase intentions (Baršytė et al., 2023).

Cultural diversity may also severely hamper global marketing efforts, leading to strategic failures and potential brand damage (Lawrence et al., 2024). In addition, increased competition in international markets requires the development of effective brand management strategies that balance global and local decision-making factors to enhance brand loyalty and reputation (Кудирко & Ратушний, 2024). Although globalization provides opportunities for brand expansion, cultural adaptation and consumer perception challenges remain key obstacles that brands must overcome to thrive in diverse markets.

The use of social media for marketing represents a new reality that decision-makers in a wide range of organizations must accept and master. Research has shown that social media use is associated with rising customer purchase intentions and sales increases (Chang et al., 2023). Specifically, the popularity of brand posts on corporate social media affects consumers' perceptions of products, and their loyalty to a brand is positively correlated with purchase intentions (Bryan et al., 2023). The study further shows that by reading brand posts and updates, 56% of users are more likely to recommend a brand to their friends after becoming a fan of a corporate brand on social platforms, and 51% of these users are more likely to purchase a product after becoming a fan.

Despite the fact that social media is considered to be the most powerful medium for customer relations, there is still a lack of understanding for globalized companies on how social media can be used for brand communication. Academic studies addressing SMM have advocated this as a new marketing tool that can increase the effectiveness of brand communication,

while few scholars have focused on how global branding campaigns can benefit from it. Considering this gap, the purpose of this study is to provide information on the expectations of how companies can use SMM to maximize the influence of global brands, including the ongoing challenges that marketers face in creating and deploying branding campaigns.

Literature Review

Conceptualization of Global Brands

Most valuable global brands are those that generate more than one-third of their sales outside of their home country, have a global customer base that far outweighs their local customer base, and who disclose marketing and financial data annually that continually emphasizes global market penetration and expansion (Bryan et al., 2023). Witek-Hajduk and Zaborek (2022), define a global brand as a brand with broad global awareness, availability, and acceptance; a global brand typically has a consistent positioning, personality, image, and word-of-mouth in mainstream markets around the world under the same name and is marketed through a marketing strategy that is coordinated with each region. Özturan and Grinstein (2022), found a positive relationship between brand popularity and customer loyalty, drawing on more than 900 product categories. The impact of brand popularity on social media determines a brand's commercial success. For example, a long-term brand fan base on Facebook is built up over many years and can be viewed as marketing acceptance and brand goodwill built over time.

A global brand often faces stiff challenges from local brands, so the decision for consumers in any country between buying a global brand and a domestic brand depends on cultural perceptions and the influence of brand values (Fayvishenko et al., 2023). Companies wishing to create a lasting connection with consumers must identify the unique aspects of the country's culture through appropriate means, such as social media, and skillfully integrate the brand into the cultural content embraced by local consumers (Ramadhani & Prasasti, 2023). For a global brand to be successful, a company's brand manager must thoroughly consider the key factors that make social media a variable for a brand's global marketing.

Table 1

Definition of Global Brands

References	Definition
Giszterowicz (2015)	A global brand is a multidimensional phenomenon with worldwide effects, crossing cultural boundaries, requiring a global approach, and having historical, economic, social, and cultural significance.
Pérez Hernández (2015)	A global brand is a trademark designed with worldwide appeal, utilizing image schemas and sound symbolism to create globally comprehensible semantics, independent of contextual or cultural factors.
Schroeder (2016)	Global brands refers to marketing brands across geographic markets while maintaining a consistent brand essence and personality. It involves aligning multiple branding elements on a global scale, ensuring coherence with local cultural contexts
Bartsch (2016)	Global brands play a prominent role in shaping consumer identities, with consumer segments that idealize global communities and hold positive attitudes toward globalization

- using them to strengthen their identification with the global world.
- Gunawan & Van den Hoven (2017) Global brand refers to a brand identity that transcends borders, maintaining dynamic relations with local interpretations. It involves reciprocal processes in constructing meanings for diverse audiences.
- Naseem (2017) A global brand is one with perceived global image, influencing consumers to prefer it over local competitors, even without superior quality or value, leading to willingness to pay more.
- Sudarević & Marić (2018) Global brands are those with worldwide awareness, availability, acceptance, and desirability under a consistent image and positioning, facilitated by standardized marketing strategies and digital communication in the digital era.
- Rahimnia & Sarvari (2019) Global brand refers to brands that are recognized and valued internationally. This study explores how global brands influence consumers' willingness to pay more through perceived quality, image, and prestige.
- Samiee (2019) Global brands exist before globalization and are related to the development of global consumer culture as an intermarket segment.
- Del-Pino Espinoza & Veloz de la Torre (2020) A global brand is a brand that operates on an international scale, penetrating various markets and contributing to the competitiveness of regions by adding value to products and sectors.
- Kral & Janoskova (2020) Successful global brands reflect on rational and emotional customer expectations and desires that may change over time, and consumers generally consider branded products to be significant of quality.
- Steenkamp (2020) Digital trends impacting global brand building and management include the rise of digital global sales channels, cocreation of global brand strategy, global transparency, and global connectivity among consumers.
- Alam (2021) Global brands are accessible to consumers across borders, and marketers must address satisfaction, trust, romance, love, and loyalty to ensure their success.
- Schlegelmilch (2022) A global brand is a company's brand that has global reach and is valued for its value, architecture, identity, image, and resonance.
- Bibilashvili (2023) Global brands involve considering cultural characteristics for successful brand strategy. It encompasses global market penetration, cultural factor identification, and flexible strategies tailored to diverse environments.
- Кудирко & Ратушний, (2024) A global brand is a key component of international marketing, enhancing customer loyalty, brand awareness, financial performance, reputation, and talent attraction for companies in competitive global markets.
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Table 1 shows that the concept of global brands has undergone significant evolution and development over the past decade. Initially, global brands was seen as a phenomenon that transcends cultural boundaries, with much of the research focusing on the global appeal and unity of the brand (Gunawan & Van den Hoven, 2017). This meant that brands broke geographical and cultural boundaries and could be understood with the same image and semantics across cultures and markets. With the changing needs of the global market, the definition of global brands has been further expanded, and scholars have focused more on the study of the interaction between brands and local cultures and have placed more emphasis on the cultural adaptability of brands in different geographies.

However, as globalization deepens, brands not only need to be attractive but also need to convey a unified message through factors such as image to ensure consistent brand recognition in different markets (Rahimnia & Sarvari, 2019). While maintaining the core and consistency of the brand, global brands need to be flexible in adapting brand elements to suit the local cultural context while enhancing the emotional connection between the brand and the consumer (Steenkamp, 2020). This two-way interaction makes the global brands more than a marketing symbol, but also a symbol of consumer identity and a carrier of global community identity.

In the digital age, global brands can be widely disseminated through diversified marketing strategies and digital communication means to enhance their global awareness, usability, and aspiration. Global brands are no longer limited to traditional value propositions but use a perceived global image and social prestige to continuously influence consumer purchasing behavior. The use of digital tools not only allows brands to manage the global marketplace more efficiently but also ensures that the brand image is consistent across the global marketplace while effectively improving brand competitiveness and contributing to product and regional economic development.

Dimensions of Global Brands

In recent research, several key aspects have been emphasized in relation to the global brand dimension. Social self-consistency strongly influences consumer engagement with global brands under conditions mediated by psychological ownership (Roy Bhattacharjee et al., 2023). Cultural differences influence how consumers perceive authentic brand experiences, and brand authenticity plays a crucial role in promoting brand love (Rodrigues et al., 2024). In response to the dynamic global environment, global brands has emerged as a contemporary approach that encompasses five dimensions: leadership style and culture, employee skills, technology and methodology, stakeholder integration, and flexibility (Pöhlmann et al., 2024). Together, these studies emphasize the importance of authenticity, cultural sensitivity, and adaptability in different markets and managing global brands in a rapidly changing environment. This paper also categories the literature on global brand dimensions in the last two years:

Table 2

Dimension of Global Brands Identify by Authors

Dimension	Author (s)
Culture Influence	(Ahmad et al., 2023; Areiza-Padilla & Schlesinger et al., 2023; Bibilashvili, 2023; Cleveland & Bartikowski, 2023; Connell et al., 2023; Cucato et al., 2023; Filipović et al., 2023; Hassan & Wang, 2024; Jakubanecs et al., 2023; Liu, Y. 2023; Ramadania et al., 2023; Rodrigues et al., 2024; Safeer et al., 2023; Shah et al., 2023; Taylor et al., 2023; Xiong, 2023; Yang, 2024; X. Zhang, 2024)
Customer Connection	(AbuRaya et al., 2023; Chen et al., 2023; Rahman et al., 2023; Golestanizadeh et al., 2023; Hong et al., 2023; Jinyoung Yoo et al., 2023; Kim, 2023; Niros et al., 2023; Purba et al., 2023; Rizky & Hariasih, 2023; Roy Bhattacharjee et al., 2023; Segarwati et al., 2023; Shahabadi et al., 2023; Tian & Arif, 2023; Wahid et al., 2023; Weinandy et al., 2023; Yu et al., 2023; G. Zhang, 2023)
Social Prestige	(Fatmawati & Amanati, 2023; Gupta & Bothra, 2023; Izharuddin et al., 2023; Le & Edwards, 2023; Ma, 2023; Nascimento & Loureiro, 2024; Nobre et al., 2023; Obadă et al., 2024; Phong & Anh, 2023; Radavičiūtė & Meidutė-Kavaliauskienė, 2023; Spielmann et al., 2023; Thuyet, 2023; Ul Abideen & Fuling, 2024; Xia, 2024; H. Y. Yu et al., 2023; Zhao & Zheng, 2023)
Brand Leadership	(Aggestam et al., 2024; Cottan et al., 2023; Farrag & Abu Gharara, 2023; Liang et al., 2023; S. Liu et al., 2023; Mertzanis et al., 2024; Park et al., 2018; Pawar & Dhumal, 2024; Rietmann, 2023; Saeed et al., 2024; Shu, 2023; Whysall & Bruce, 2023; Zou, 2023)
Sustainable Brand	(Di Leo et al., 2023; Drennan et al., 2023; Liang et al., 2023; Nareswari, 2023; Vrabič-Brodnjak & Jestratičević, 2024; Williams & Murphy, 2023; Winit et al., 2023)
Brand Positioning	(Baršytė et al., 2023; R. Hong et al., 2023; Nguyen & Mogaji, 2023; Vaziri et al., 2023; Yilmaz & Altunay, 2023; X. Zhang, 2023)
Brand Innovation	(Jei & Bhaumik, 2023; Lu, 2023; Ruippo et al., 2023; Webb et al., 2023)
Value Chain	(Ikpe et al., 2024; Irfan et al., 2023; Lima & Lee, 2023)

The above-categorized statistics reveal the trends of global brands in the latest literature, and this paper addresses the three most frequent dimensions of culture influence, customer connection, and social prestige as discussed below:

Culture Influence

The simultaneous dissemination of Western and non-Western cultural products, driven by global brands, creates a hybrid cultural form of cultural globalization (Peng, 2023). Corporate image communicated through social media marketing positively influences consumer attitudes towards global and local brands, while consumer perception of foreign culture moderates the relationship between brand image and consumer attitudes (Filipović et al., 2023). A study across Japan, India, and Portugal demonstrated that, in the case of global high-

tech brands, perceived brand authenticity moderates the relationship between brand experience and brand favoritism, which is influenced by cultural factors. The relationship between brand experience and brand liking is influenced by cultural factors, and whilst globalization has facilitated cultural exchange and created new communities through digital media, it has also challenged cultural identities across regions (Rodrigues et al., 2024). These findings highlight the interplay between global brands, consumer perceptions, and cultural influences in shaping brand experience and consumer behavior.

Customers Connection

In different cultural contexts, social self-consistency strongly influences consumer engagement and is mediated by psychological ownership (Roy Bhattacharjee et al., 2023). Brand experience and love are critical to the formation of consumer-global brand relationships, with positive correlations between various brand behavioral outcomes (Leite et al., 2024). Consumer nationalism plays an important role in global brand management, with emotional responses and connections influencing consumer attitudes towards brands (Hong et al., 2023). Digital marketing has revolutionized the way brands connect with their customers, enabling targeted demand segmentation and personalized engagement, thus influencing the image of global brands (D Sheth, 2023). Understanding cultural nuances, customer perceptions, and digital platform marketing is critical to foster strong customer connections with global brands. Findings from nearly two years of research provide valuable insights for marketers and brand PR to develop effective global brands strategies and improve customer engagement in different markets.

Social Prestige

Recent research has explored the impact of global brands on consumers' perceived brand reputation. Boseila et al (2023), found that brand globalization and localization positively affect perceived quality and reputation, with globalized brands having a greater impact on customer behavioral intentions. Particularly in the luxury sector, Ishaq et al. (2023) developed a reputation marketing scale highlighting the dimensions of self-consistency, social reputation, and brand loyalty. Tse et al (2023), highlighted the role of digital platforms in corporate brand reputation and found that technological features have a positive impact on brand reputation, while social features have a negative impact, although market uncertainty and brand imitation moderate these effects. Together, these studies highlight the importance of brand identity, customer perception, and digital platforms in building brand reputation, providing insights for brands to enhance their brand image in an increasingly globalized and digital marketplace.

The Impact of Social Media Marketing

SMM is definitely a powerful tool that cannot be ignored if companies want to promote their products, engage their audience, and drive sales growth at low cost in the digital age (Sajin et al., 2024). Compared to traditional marketing methods, social media marketing has the advantages of low cost, high effectiveness, wide reach, and high customer engagement (Ballabh, 2023). Businesses can build brand awareness and influence through targeted advertising strategies such as content creation and collaboration with influencers. Social media platforms enable businesses to connect with diverse audiences online, build social reputations, and measure return on investment. However, many businesses still have difficulties and challenges in implementing effective marketing campaigns and measuring

their impact (Ali et al., 2023). Staying on top of future trends in social media marketing, including the production of video content's, augmented reality technology, and data-driven personalization, has become key for businesses of all sizes to remain competitive in the modern digital environment (Ballabh, 2023).

SMM has a significant impact on global brand awareness by enhancing interactions between companies and consumers, ultimately enhancing brand strength and value. Understanding and effectively utilizing social media platforms can help a company gain a wider range of customers and ultimately increase brand value globally (Ramadhani & Prasasti, 2023). In order to effectively utilize SMM to serve global brands, it is critical to pay attention to what is highlighted in the study. First, understanding brand SMM for brand loyalty can increase spending in this area, which is associated with increased market capitalization (Fu, 2022). Second, considering cultural dimensions, content localization, and brand voice consistency are key to establishing an emotional brand connection with the target audience, and building brand loyalty in international markets is key to SMM content (Barbosa et al., 2023). Finally, a clear understanding of the importance of SMM and brand management in global marketing is what will ultimately improve organizational performance and achieve strategic goals in the digital age. Therefore, this article further discusses the SMM tools corresponding to the three dimensions of global brands mentioned above.

Content Marketing

Despite its widespread use as a traditional marketing strategy in the past, content marketing still plays a prominent and stable promotional role in the new digital ecosystem, better delivering a company's values without the need for commercial actions or direct sales based on objectives (Barbosa et al., 2023). The content marketing strategy is categorized into two types: company-generated content and user-created content. Company-generated content is usually professionally designed and managed by the brand's marketing team, while user-created content involves, but is not limited to, posts, comments, shares, and likes on the brand's page (Cortez et al., 2023). Content marketing text is not restricted to the written word but also includes images, videos, dynamic motion, and audio. The goal is to drive customer engagement and reach a wider target customer, thereby attracting new followers and increasing a company's sales potential.

Content marketing has become a key strategy for global brands utilizing social media, with content acting as a 'double promise' tactic, enabling companies to capture consumers while preventing competitors from taking advantage of them (Lu, 2023). Quality content distribution plays a vital role in driving sales and strengthening brand engagement, although there are challenges in implementation (Salonen et al., 2024). Research has shown that content marketing has a positive impact on customer satisfaction and brand loyalty through interaction and messaging (Al-Gasawneh et al., 2024). Content marketing has revolutionized the way businesses communicate with customers globally, enabling targeted demand segmentation and personalized engagement (D Sheth, 2023). These findings highlight the importance of content marketing in shaping global brand image and increasing customer satisfaction and loyalty, and organizations must carefully consider their content strategy to effectively leverage these benefits in a competitive environment.

Live Streaming

Recently, a new sales channel on e-commerce platforms, called live streaming, has attracted a lot of attention from practitioners and researchers. Live streaming is a type of user-generated content, which includes games, talent shows, daily life, etc., that allows for dialogue and real-time interaction with viewers (Ye & Ching, 2023). There are differences between live streaming and other online channels. Firstly, in live streaming, digital malls display products and answer consumer questions from different perspectives (Li & Chen, 2024). It effectively enhances the authenticity, visualization, and real-time interaction of the engagement. Second, consumers can obtain more detailed product information through real-time streaming shopping, which builds customer trust and eases consumer uncertainty about products (Hossain et al., 2023). Third, anchors are usually Internet celebrities with many fans, and using the celebrity effect to offer lower sales prices can make it easier to close deals (Li & Tang, 2024).

Live streaming has become a global trend in brand marketing, especially prominent for brands in the luxury industry. Research has shown that live streaming using influencers and online shop sellers can significantly increase customer engagement and sales for luxury brands (Li, Cao, et al., 2023). The density of large streaming channels positively impacts sales for luxury brands, while factors such as breadth and depth of product line and price moderate these effects (Li, Tang, et al., 2023). Brands are utilizing various social live streaming platforms to engage Millennials and Gen Z, with potential benefits for the live streamer, the brand, and the community (Risitano et al., 2023). In cross-border operations, AI live-streaming by virtual anchors is a new option for live-streaming by Key Opinion Leaders (KOLs), which could potentially benefit global brands when network externalities between followers are strong or tariffs are costly for brand channels (Niu et al., 2023). These findings provide valuable insights for brands seeking to optimize their global marketing strategies.

E-WOM

With the growth of Internet technology and the advent of the digital age, the way people acquire information and transact with each other is changing. The virtual community of social media provides more space for users to share their ideas and alter their habit of seeking information (Bigdellou et al., 2022). Consumers have shifted from passive acceptance of corporate information to an active search for effective information, which is known as E-WOM. As an influential form of customer recommendation in social media, an E-WOM is defined as an online evaluation of a product or service between two or more customers, where consumers typically seek out online product reviews or peer reviews before making a purchase and use the E-WOM they are granted to determine whether or not to trust that product or business in an online transaction (Chatzipanagiotou et al., 2023). Unlike traditional word-of-mouth, E-WOM allows consumers to utilize a fast and cost-effective way to easily get information about a product or service, which also accelerates the spread of E-WOM (Azer & Ranaweera, 2022). This type of interaction allows users to play an increasingly significant role in the sharing and dissemination of certain brand messages and has become a positive and effective precursor to influencing consumer purchasing intentions across a range of industries.

E-WOM is critical in shaping consumer perceptions and behavior towards global brands. Research has shown that consumers who identify with a global consumer culture, especially if they are materialistic, cosmopolitan, and use brands for self-expression, are more likely to

create E-WOM for global brands (Taylor et al., 2023). According to a systematic review of the E-WOM literature, brand attitude, image, and customer engagement are the most relevant brand attributes to E-WOM research, although emerging trends focus on brand hate, authenticity, and co-creation (Maru & Sai Vijay, 2024). In addition, E-WOM can have a significant impact on purchase intentions, either directly or indirectly through brand reputation. This relationship highlights the importance of utilizing E-WOM to enhance brand image and drive consumer purchase decisions (Sylvia & Ramli, 2024). These findings emphasize the growing importance of E-WOM in global brand management and marketing strategies.

Outcome of Social Media Marketing for Global brands

SMM has become a key tool for global brands to drive image, engagement, and loyalty. Through platforms like Instagram, TikTok, and others, global brands are able to create meaningful content that resonates with diverse audiences, driving consumer engagement and emotional attachment to the brand. User-generated content, live streaming, and online celebrity collaborations have significantly increased brand engagement, facilitating real-time consumer connections and personalized experiences. In addition, electronic word-of-mouth (E-WOM) plays a crucial role in shaping brand loyalty, and positive social media interactions help build brand trust and long-term consumer relationships across cultures. Thus, the outcomes of SMM tools for global brands are as follows:

Global Brand Image

Global brand image as a multidimensional concept is influenced by a variety of factors, such as consumer perception and visual communication strategies. Understanding and applying these elements is crucial for companies to enhance their global presence. Research has shown that consumers' perceptions and identities of a brand have a significant impact on its global image. From the cognitive image, including consumers' brand knowledge, they play a key role in shaping the emotional image and overall brand identity (Revilla-Camacho et al., 2022). With the rise of digital technology and social platforms in recent years, innovative visual communication strategies have become crucial. A brand image that fits with contemporary consumer values can significantly enhance brand value and increase consumer engagement (Fu, 2022). Cultural factors also influence brand perception. For example, the integration of a brand into a local language or logo can create positive emotions in consumers, which also shows the importance of incorporating localization strategies in global brands (YAMASHITA et al., 2022).

Content marketing plays a key role in enhancing the image of global brands by promoting active consumer engagement and spreading brand knowledge through guided content creation and distribution. Through content marketing, global brands are able to connect with their audiences on a deeper level and enhance consumer engagement through meaningful and interactive content. For example, many global brands have built strong connections with their fan base by publishing relevant content through YouTube, especially value-driven content that enhances consumer experience and attention (Handaningtias & Ariyani, 2023). There are also global brands that build a unique brand identity and create content that matches audience preferences on TikTok and Instagram through regular team brainstorming and collaboration (Prawira & Ahmadi, 2023). Research has shown that brand image significantly influences consumers' purchasing decisions, highlighting the importance of

content marketing in building positive perceptions of global brands (Hardiyannah et al., 2023). In addition, community-driven content-based marketing builds brand image and increases user attention, suggesting that the emotional connection created through content enhances consumer attachment to the brand.

Global Brand Engagement

Research over the last three years has shown that global brand engagement is influenced by a number of factors, including interactive connectivity, aesthetic attributes, cultural localization, and psychological ownership. Together, these elements enhance consumer engagement. The process of interactive connectivity on digital platforms significantly increases brand engagement through user-generated content (UGC), and real-time marketing strategies on social networking sites encourage consumer engagement, which increases UGC and enhances brand engagement (Pereira et al., 2022). The aesthetic attributes of a brand's website also play a key role in Customer Brand Engagement (CBE), with expressive aesthetic displays attracting attention and promoting cognitive engagement, which is critical in shaping consumer behavioral intentions towards the brand (Mittal & Bansal, 2023).

In today's mature B2B context, where cultural factors influence the platform customer experience, adapting online interactions can shorten cultural differences and enhance engagement, highlighting the importance of localized perceptions in global marketing strategies (Weiger, 2023). In addition, consumers' psychological ownership of a global brand significantly influences their level of engagement, with a sense of belonging and self-identity driving brand engagement and purchase intent (Kumar, 2022). These factors enhance brand engagement, but organizations still need to balance global strategies with local consumer preferences, highlighting the complexity of brand engagement in diverse markets.

Recent research has highlighted the growing importance of live streaming for global brand engagement. Interactive marketing campaigns on social media platforms can significantly increase positive consumer emotions and engagement, with the effects lasting beyond the end of the interactive campaign (Haushalter et al., 2023). Whereas live streams involving entrepreneurs are more effective than employee live streams in increasing consumer engagement based on the effects of their reputation, expertise, and interactivity (Jiang et al., 2022). Platform-specific recommendations, such as the relevance of event recommendations on Instagram and on Facebook, can directly influence consumer engagement on live streams (Chen et al., 2024). For luxury brands, on the other hand, the level of the live streamer can modulate the effect of consumer engagement when utilizing web celebrities and sellers for promotions during live streaming events (Li, Cao, et al., 2023). These findings highlight the potential of live streaming as a powerful tool for global brands to increase consumer engagement and drive sales on social media platforms.

Global Brand Loyalty

Global brand loyalty is influenced by different market and cultural contexts, with brand advertising efforts, word-of-mouth, and platform image playing an important role in achieving brand loyalty in emerging markets (Lang et al., 2023). Cultural diversity influences consumer perceptions and loyalty; hence, there is a need to develop tailored brand strategies for demographic groups in different regions. In e-commerce, customer perception and satisfaction positively affect brand loyalty (Manisa & Sari, 2023). Corporate social

responsibility (CSR) authenticity effectively improves brand authenticity and customer loyalty through increased brand trust and word-of-mouth (Safeer & Liu, 2023). Although brand word-of-mouth sometimes has a negative impact on perceived brand authenticity, it moderates the relationship between brand authenticity and loyalty (Safeer & Liu, 2023). These findings highlight the complexity and interplay between the factors that influence global brand loyalty and emphasize the importance of understanding cultural differences and consumer perceptions when developing effective brand strategies.

A large number of recent studies have explored the impact of electronic word-of-mouth (E-WOM) on global brand loyalty and consumer behavior. While E-WOM can influence purchase decisions, its effects may vary in specific cases, such as COVID-19 (Widjaja, 2022). Research has shown that brand experience is positively correlated with electronic and face-to-face word of mouth and mediated by brand liking, image, and loyalty. Social media marketing can increase brand awareness and loyalty, where brand loyalty and E-WOM interact with each other (Samosir et al., 2023). Branding strategies that utilize credible sources (e.g., authorities and influencers) can lead to consumer attachment, trust, and identification with the brand, which can increase IWOM and brand loyalty in tandem (Mim et al., 2022). These findings highlight the important relationship between IWOM and brand loyalty in the digital age.

A Proposal for a Concept Model

After a detailed review of the global brands concept, the dimensions involved, and the corresponding social media marketing tools, this paper attempts to propose a conceptual model of global brands based on the empirical evidence found in the literature review. This model proposes that global brands consists of three dimensions based on recent research trends over the two-year period 2023-2024: (1) Cultural diffusion and influence, which will form the basis for the initial development of global brands. (2) Customer connection as an important link between global brands and consumers to establish a connection. and (3) Social prestige that will solidify the brand's influence and sustainability. After identifying the needs of global brand development dimensions, the conceptual model proposes appropriate tools to support global brands development based on social media marketing tools, i.e., content marketing, live streaming, and E-WOM. The literature review shows that the aforementioned social media marketing tools have a positive impact on global brands and enable consumers to build awareness of the brand image, engage in brand interactions, and show loyalty to the brand.

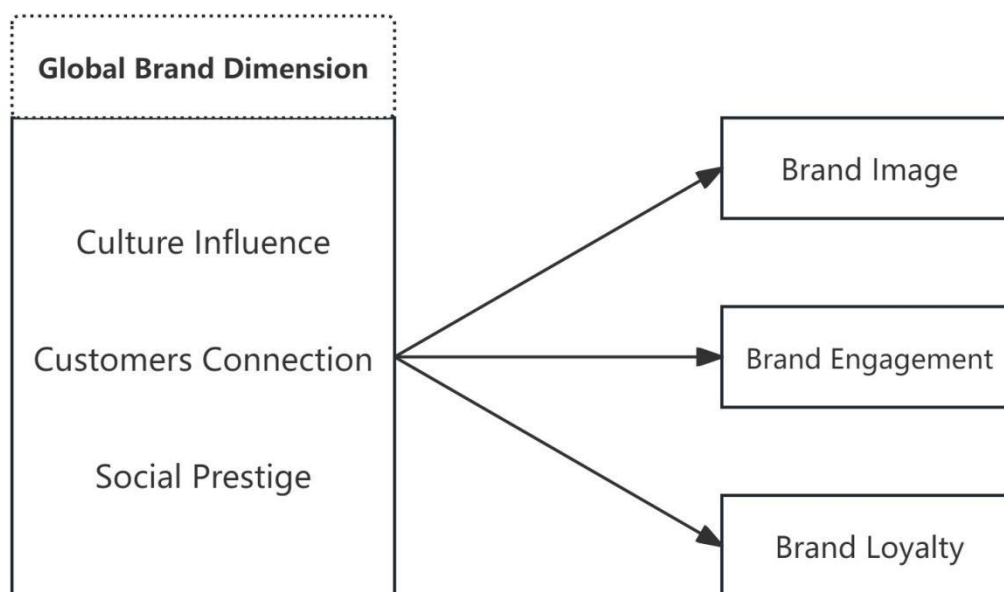


Figure 1 : Methods in Design Framework

Based on the conceptual model and its elements, this study proposes the following propositions:

Proposition 1: Culture influence has a positive impact on global brand image.

Proposition 2: Customers connection has a positive impact on global brand engagement.

Proposition 3: Social prestige has a positive impact on global brand loyalty.

Academic and Managerial Implication

Social media is not only a marketing tool for brands, but it also helps brands build emotional connections with consumers, increase engagement, and ultimately increase brand loyalty. By combining the dimensions of brand cultural influence, customer connectivity, and social prestige and using innovative social media marketing strategies, brands can maximize their impact in the global marketplace and secure a strong position in the highly competitive global environment. The conceptual model proposed in this study not only clearly demonstrates the connection between global brands, social media marketing, and final outcomes but also suggests important academic implications and practical applications.

First, this conceptual model provides a multidimensional framework for the topic of global brand management and marketing, helping readers gain a deeper insight into how global brands maximize their influence through social media. More than traditional brand management theories, the model introduces the marketing tools of contemporary digital social media platforms as core variables, which completes the direction of research on global brand communication and management. By incorporating the three main dimensions revealed by the latest research trends, the model reveals how brands achieve a balance between standardization and localization on a global scale. This convergence theory helps to explain brands' adaptation strategies in cross-cultural contexts and provides a more clarified theoretical basis for subsequent research.

Second, this study provides a clear strategic direction for enterprise brand marketing. In an increasingly competitive global market environment, how global brands maximize their influence through social media marketing is a key challenge for every multinational enterprise. Through the conceptual model proposed in this study, companies can systematically understand how to carry out brand promotion, customer connection, and social prestige management, which are three dimensions that are closely integrated with social media content marketing, live streaming, and E-WOM, in order to develop a more precise global brand marketing strategy. In the digital era, social media platforms are not only a marketing tool but also a real-time customer communication and feedback brand management capability, enabling global brands to quickly adapt to market changes and enhance competitiveness.

Overall, this study not only provides a new theoretical framework for academic research and expands the knowledge field of global brand marketing and communication, but also provides multinational enterprises with practical strategic tools to help brands maximize their influence in the global market through social media marketing.

Opportunities for Future Research

Based on the conceptual model presented in this study, future research could focus on several key areas. First, it can explore how global brands can further optimize the balance between brand influence and customer loyalty in different cultural contexts. By exploring how global brands adapt to regional cultural differences, scholars can extend the influence of cross-cultural social media marketing on global brands. In addition, future research could explore the evolving nature of E-WOM and its quantifiable impact on global brands through the role of emerging social media in shaping the prestige of global brands and how live streaming affects the perception of brand image across different demographics. Future research could concentrate on the integration of digital technologies with personalized marketing, including exploring the interplay between social marketing strategies and consumer feedback to build a dynamic brand management model that evolves with consumer needs and preferences.

Concluding

The growing importance of SMM from a global perspective is forcing brands to differentiate themselves from their competitors on social media. Therefore, global brand marketing must set higher standards and find new dimensions of development and technological tools to maximize global brand impact. This study provides a holistic framework to help understand how global brands can maximize their impact in a competitive global environment through social media marketing. By exploring the interplay between cultural influence, customer connection, and social prestige, the proposed model highlights the importance of content marketing, live streaming, and E-WOM in enhancing brand image, engagement, and loyalty.

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