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## THE IMPACT OF DIGITAL MARKETING STRATEGIES ON INTERNATIONAL MARKETS

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### ABSTRACT

As globalization continues to expand market reach, multinational corporations (MNCs) increasingly rely on digital marketing strategies to enhance their visibility, credibility, and customer engagement. This study examines the effectiveness of search engine optimization (SEO), social media marketing, email promotions, and localization in influencing consumer perceptions and driving international market success. Using statistical analyses, including ANOVA and Chi-square tests, the findings indicate that SEO credibility varies by gender, while email marketing is equally effective across demographics. Additionally, digital engagement strategies such as personalized content and interactive campaigns are perceived positively across all age groups, highlighting their universal applicability. Furthermore, digital marketing has a statistically significant impact on purchase decisions, emphasizing its role as a key driver of consumer behaviour. These insights provide strategic recommendations for optimizing digital marketing efforts in global markets

**KEYWORDS:** Digital Marketing, SEO, Localization, Brand Recognition, Consumer Trust, International Markets, Customer Retention

### 1. INTRODUCTION

The rapid globalization of commerce has transformed how multinational corporations (MNCs) establish their brand presence and engage with international consumers. Digital marketing has emerged as a critical tool for companies to enhance visibility, establish credibility, and foster customer loyalty in competitive global markets. Through various strategies including search engine optimization (SEO), targeted social media campaigns, email marketing, and localized content MNCs aim to attract and retain customers across diverse cultural and geographical landscapes. This study explores how digital marketing influences consumer perceptions and drives business success in international markets. By analysing key marketing strategies and their effectiveness across different demographic groups, the study provides insights into which digital approaches resonate most with global consumers. The findings offer valuable guidance for MNCs seeking to refine their digital



marketing initiatives to optimize engagement and maximize impact.

### 1.1 Objectives of the Study

1. To evaluate consumer perceptions of digital marketing strategies employed by MNCs.
2. To determine the most effective digital marketing approaches for strengthening international market presence.
3. To analyze the role of SEO, social media, localization, and email marketing in influencing customer engagement and brand recognition.
4. To provide actionable recommendations for MNCs to optimize their digital marketing strategies for global competitiveness.

## 2. LITERATURE REVIEW:

Previous research has established the importance of digital marketing in shaping consumer behaviour and increasing brand awareness. Studies highlight the role of SEO in increasing website traffic and credibility, social media in fostering customer engagement, and localized content in improving consumer trust in diverse markets. Research also indicates that while personalized email marketing can enhance customer loyalty, excessive or poorly executed email campaigns may lead to customer disengagement. This study builds on existing literature by providing empirical insights into how these strategies collectively contribute to MNC success.

1. ***The Role of Digital Marketing in International Marketing*** by Lubis E.S. & Widodo S. (2024) examines how digital strategies such as SEO, social media, and email marketing enhance international market performance. The study highlights challenges such as regulatory differences and cultural adaptation, emphasizing the importance of localized content and data-driven decision-making.
2. ***Digital Marketing Ecosystems and Global Market Expansion*** by Nim N., Pedada K., & Hewett K. (2024) explores how multinational companies build digital ecosystems to facilitate cross-border expansion. The paper identifies key elements such as platform infrastructure, digital payment systems, and online communities that influence market entry success.
3. ***Localization and Global Marketing: Adapting Digital Strategies for Diverse Audiences*** by Okonkwo I., Mujinga J., Namkoisse E., & Francisco A. (2023) investigates the role of cultural adaptation in digital marketing. It underscores the significance of localized influencer collaborations, language-specific content, and region-specific promotions in engaging international audiences.



4. ***Social Media Use in International Marketing: Impact on Brand and Firm Performance*** by Witek-Hajduk M. & Zaborek P. (2022) provides empirical evidence on how social media marketing affects multinational firms' brand perception and financial performance. The study finds that active engagement and audience interaction significantly boost brand recognition and profitability.
5. ***Digital Marketing Strategies in the Age of social media*** by Parveen N., Othman R.O.M., Abbadı D.M.A., et al. (2024) analyses how global brands adapt their social media strategies for international markets. The paper highlights the importance of localized content and platform-specific marketing for successful global branding.
6. ***Online Integrated Marketing Communication Strategies of International Brands*** by Rashkova Y., Moi L., Marku E., & Cabiddu F. (2023) examines whether MNCs should standardize or adapt their digital marketing approaches. The findings reveal that companies often employ a hybrid approach, balancing global branding with local customization.
7. ***Influence of Cultural Dimensions on Promotional E-mail Effectiveness*** by Lorente- Páramo Á.J., Hernández-García Á., & Chaparro-Peláez J. (2020) investigates the impact of cultural differences on email marketing. The study finds that personalizing email campaigns based on local cultural values enhances engagement and reduces opt-outs.
8. ***Search Engine Optimization (SEO) Strategy as a Determinant of Online Brand Positioning*** by Ahmad U.F., Mahdee J., & Abu Bakar N. (2024) emphasizes the importance of SEO in digital branding. The research identifies key SEO strategies such as high-quality content, keyword optimization, and backlink building as crucial for enhancing online brand visibility.
9. ***Content Marketing Strategy and Its Impact on Customers in Global Markets*** by Poradova M. (2020) examines how content marketing influences customer engagement across different international markets. The study finds that integrating localized and global content strategies strengthens consumer trust and brand loyalty.
10. ***International Business in the Digital Age: Global Strategies in a World of National Institutions*** by Meyer K.E., Li J., Brouters K.D., & Jean R.J.B. (2023) explores how multinational companies navigate digital transformation while adapting to varying institutional environments. The paper highlights the importance of aligning digital marketing strategies with country-specific regulations and market conditions.

### 3. RESEARCH DESIGN:

This study employs a survey-based quantitative research approach to evaluate the effectiveness of digital marketing strategies used by multinational corporations (MNCs) in international markets. A structured questionnaire was developed to collect primary data from a diverse sample of respondents,



ensuring a broad representation of consumer perspectives. The study focuses on measuring key constructs such as social media engagement, SEO effectiveness, localized content impact, email marketing strategies, and digital marketing's influence on purchasing behaviour.

The research design follows a cross-sectional framework, capturing data at a single point in time to assess existing consumer attitudes and behaviours. This design allows for identifying patterns, trends, and correlations in consumer responses, providing actionable insights into digital marketing effectiveness. Given the quantitative nature of the study, statistical methods—including descriptive analysis, correlation analysis, ANOVA, and Chi-square tests—were employed to analyse responses and test hypotheses related to consumer behaviour and digital marketing outcomes. The combination of structured data collection and robust statistical analysis ensures the study's findings are reliable, generalizable, and useful for informing global marketing strategies.

Additionally, the research adheres to ethical guidelines by ensuring participant anonymity, voluntary participation, and confidentiality of responses. The survey design minimizes biases by incorporating randomized question ordering and balanced response scales, allowing for an objective evaluation of consumer perceptions across different demographics.

### **3.1 Sample Size and Data Collection**

The study was conducted using a structured online survey, which was distributed to a sample of 50 participants from varied demographic backgrounds. The questionnaire was designed to capture both demographic information and opinions on digital marketing strategies, ensuring a comprehensive understanding of consumer behavior. The survey was divided into three key sections:

1. **Demographic Information** Age, gender, education level, and other relevant characteristics to assess variations in digital marketing perceptions across different groups.
2. **Digital Marketing Perception Questions** 25 opinion-based questions measured using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) to evaluate the effectiveness of SEO, social media marketing, email campaigns, localized content, and overall digital engagement strategies.
3. **Behavioral and Decision-Making Insights** Questions aimed at assessing the influence of digital marketing on purchase behavior, brand perception, and trust- building factors.

To ensure data accuracy and validity, pre-testing of the survey was conducted on a small sample before full deployment. Responses were collected over a specified period, and the dataset was cleaned to remove incomplete or inconsistent entries before analysis.

**Data Analysis:** The collected data underwent a rigorous statistical analysis using tools such as descriptive statistics, correlation analysis, ANOVA, and Chi-square tests. Key steps in the analysis



included:

- **Descriptive Statistics:** Summarized respondent demographics and overall trends in digital marketing perceptions.
- **ANOVA (Analysis of Variance):** Tested differences in digital marketing perceptions across demographic groups (age, gender, marital status).
- **Chi-Square Analysis:** Examined relationships between categorical variables, such as consumer purchase decisions influenced by digital marketing efforts.
- **Graphical Representations:** Used visualizations such as bar charts and histograms to illustrate key findings and trends.

The statistical significance of findings was assessed using a standard alpha level ( $\alpha = 0.05$ ) to determine whether observed differences and relationships were meaningful. The combined methodological approach ensured that results provided robust, data-driven insights into the role of digital marketing in shaping international market success.

## 4. RESULTS AND DISCUSSION

### Impact of social media engagement and digital personalization across age groups

#### Analysis and Statistical Testing

This study examined the influence of age on perceptions of multinational corporations' (MNCs) use of social media, digital engagement, and personalized marketing strategies. Digital marketing practices such as interactive campaigns, brand responsiveness, AI-driven recommendations, and localized content are widely adopted across industries to enhance customer connection and trust. Given the growing reliance on these digital strategies, it is essential to assess whether different age groups perceive their effectiveness differently. To investigate this, a one-way analysis of variance (ANOVA) was conducted to compare mean agreement scores across three age groups: young adults (18–24), mid-aged adults (25–34), and older adults (35–50). The independent variable was age, while the dependent variable was the degree of agreement with statements measuring consumer perceptions of social media engagement, interactive digital marketing, and brand responsiveness.

#### 4.1 Findings and Interpretation

The ANOVA results revealed no statistically significant differences across age groups in their perceptions of social media engagement and digital personalization efforts by MNCs ( $p > 0.05$  for all measures). Mean scores were relatively consistent across the three age groups, suggesting that consumers, regardless of age, share similar views on the importance of brand engagement, interactivity, and digital responsiveness. Table 1 presents the ANOVA summary.

**Table 1 social media engagement and digital personalization**

| <b>Factor Analysis</b>                            | <b>F-Statistic</b> | <b>p-value</b> | <b>Statistical Significance</b> |
|---|--------------------|----------------|---------------------------------|
| Social media engagement fosters brand connection  | 0.06               | 0.94           | No                              |
| Interactive digital campaigns increase interest   | 0.93               | 0.40           | No                              |
| Brand responsiveness enhances trust               | 0.13               | 0.88           | No                              |
| AI-driven recommendations improve experience      | 0.63               | 0.53           | No                              |
| Engaging video content influences decision-making | 0.20               | 0.82           | No                              |

The lack of significant differences implies that digital marketing strategies such as AI recommendations, interactive content, and social media engagement are widely recognized as valuable by all age groups. This suggests that businesses implementing these strategies can expect broadly similar consumer responses, irrespective of generational differences.

**4.2 Perceived credibility of search engine rankings based on gender and marital status**

**4.2.1 Analysis and Statistical Testing**

Search engine optimization (SEO) plays a vital role in shaping brand credibility, as top-ranked search results are often perceived as more authoritative and trustworthy. To evaluate whether perceptions of search ranking credibility vary based on demographic factors, a two-way ANOVA was conducted with gender (male/female) and marital status (married/unmarried) as independent variables. The dependent variable was the level of agreement with the statement regarding trust in brands appearing at the top of search results.

**4.2.2 Findings and Interpretation**

The ANOVA results revealed a **statistically significant main effect of gender** on perceived credibility of search engine rankings ( $F(1,46) = 4.41, p = 0.041$ ), indicating that women were more likely than men to view top search rankings as an indicator of credibility. However, there was no significant main effect for marital status ( $F(1,46) = 2.41, p = 0.127$ ), nor was there an interaction effect between gender and marital status ( $F(1,46) = 0.19, p = 0.662$ ), suggesting that gender differences were consistent across marital groups.

**Table 2 Effect of gender**

| Factor Analysis                        | F-Statistic | p-value | Statistical Significance |
|--|-------------|---------|--------------------------|
| Gender (Male vs. Female)               | 4.41        | 0.041   | Yes                      |
| Marital Status (Married vs. Unmarried) | 2.41        | 0.127   | No                       |
| Gender × Marital Status Interaction    | 0.19        | 0.662   | No                       |

These findings indicate that women, on average, place greater trust in top-ranked search results compared to men. In contrast, marital status did not significantly influence perceptions of credibility. This suggests that MNCs focusing on search visibility should consider gender- based variations in how credibility is assigned to search engine rankings.

**4.3 Effectiveness of email marketing in creating customer loyalty**

**4.3.1 Analysis and Statistical Testing**

Email marketing remains a key strategy for customer engagement, particularly through personalized offers, discounts, and early access promotions. This study examined whether gender and marital status influence how customers perceive the value of receiving exclusive email offers. A two-way ANOVA was conducted, with gender and marital status as independent variables and customer sentiment toward promotional emails as the dependent variable.

**4.3.2 Findings and Interpretation**

The ANOVA results indicated **no statistically significant differences** in perceptions of email marketing effectiveness across gender or marital status. Both groups responded similarly in terms of how valued they felt by receiving exclusive discounts via email. Gender had no significant effect on responses ( $F(1,46) = 0.73, p = 0.40$ ), and while marital status showed a slight trend toward significance ( $F(1,46) = 3.10, p = 0.085$ ), it did not meet the standard threshold for statistical significance.

**Table 3 perceptions of email marketing**

| Factor Analysis                        | F-Statistic | p-value | Statistical Significance |
|--|-------------|---------|--------------------------|
| Gender (Male vs. Female)               | 0.73        | 0.40    | No                       |
| Marital Status (Married vs. Unmarried) | 3.10        | 0.085   | No                       |
| Gender × Marital Status Interaction    | 0.00        | 0.955   | No                       |



These results suggest that email promotions are perceived similarly by both men and women, as well as by married and unmarried individuals. While there was a slight tendency for unmarried respondents to feel more valued by promotional emails, this was not statistically conclusive. The findings indicate that email marketing strategies focused on discounts and early access offers have a broad appeal and do not require significant demographic segmentation.

### 4.3 Influence of Digital Marketing on Purchase Decisions

#### 4.3.1 Analysis and Statistical Testing

To assess the impact of digital marketing on purchasing behaviour, a chi-square test of independence was conducted to determine whether consumers who have made purchases due to digital marketing significantly outnumber those who have not. Respondents answered a binary question regarding whether digital marketing efforts had influenced their past purchase decisions (Yes/No). Under the null hypothesis, an equal distribution of responses (50% Yes, 50% No) was expected.

#### 4.3.2 Findings and Interpretation

The results revealed a **statistically significant association** between digital marketing and purchasing behaviour ( $\chi^2(1) = 8.0, p = 0.005$ ). A significantly higher proportion of respondents reported having made a purchase due to digital marketing (70%) compared to those who had not (30%).

Table 4 Purchase Behaviour

| Response Category                        | Observed Count | Expected Count |
|--|----------------|----------------|
| Yes (Purchased due to digital marketing) | 35             | 25             |
| No (Not influenced by digital marketing) | 15             | 25             |

Since the chi-square test yielded a p-value well below 0.05, the null hypothesis of equal distribution is rejected, confirming that digital marketing strategies significantly influence purchase decisions. This finding underscores the importance of digital marketing in driving consumer behaviour, highlighting its role as a key determinant of international business success.

### 4.4 Summary and Implications:

The findings from these statistical analyses offer valuable insights into the effectiveness of digital marketing strategies:

- Social media engagement, interactive campaigns, and personalized content strategies are perceived similarly across all age groups, indicating their universal relevance in digital marketing.



- Search engine rankings significantly influence consumer trust, with women placing greater credibility on high-ranking search results than men.
- Email marketing strategies, including personalized promotions, generate positive customer sentiment across demographics, though no significant differences emerged between gender or marital status groups.
- Digital marketing efforts have a statistically significant impact on purchase decisions, with a large majority of respondents acknowledging its influence in their buying behaviour.

These insights can help multinational companies optimize their digital marketing approaches to align with consumer behaviour trends, ensuring strategies that resonate across demographics and effectively drive brand engagement and conversions.

#### **4.5 Discussion:**

The findings of this study underscore the pivotal role of digital marketing in shaping consumer engagement and brand credibility in international markets. The results indicate that digital engagement strategies such as interactive social media campaigns, AI-driven recommendations, and personalized content are widely recognized as effective across all age groups. This suggests that these approaches appeal universally to consumers, allowing MNCs to implement engagement-driven marketing initiatives without significant demographic differentiation. Additionally, the significant impact of digital marketing on consumer purchasing decisions highlights its effectiveness in driving sales and fostering brand loyalty. These insights reinforce the importance of maintaining an active digital presence and continuously refining engagement strategies to align with consumer expectations.

Notably, the analysis revealed that SEO credibility perceptions vary by gender, with female respondents placing greater trust in top-ranked search results compared to male respondents. This suggests that search ranking strategies may have a stronger influence on trust-building for certain demographic segments. Conversely, email marketing was found to be equally effective across gender and marital status groups, emphasizing its broad applicability in customer retention. These results suggest that while some digital marketing strategies require targeted approaches for different consumer segments, others can be applied universally to maximize outreach and effectiveness.

#### **5. CONCLUSION:**

This study provides valuable insights into how digital marketing strategies influence multinational corporations' success in international markets. The findings confirm that social media engagement, personalized marketing, and interactive digital campaigns are universally perceived as beneficial across all age groups, reinforcing their status as essential components of a global digital marketing



strategy. Additionally, the results highlight key demographic variations in consumer responses to SEO credibility, demonstrating that certain groups such as women place greater trust in top search rankings, which could inform future optimization efforts. Moreover, the significant impact of digital marketing on purchase decisions reaffirms its role as a crucial driver of consumer behaviour. The chi-square analysis demonstrated that a majority of consumers acknowledge digital marketing as a decisive factor in their purchasing choices, underscoring its importance in international business growth. These insights emphasize the necessity for MNCs to invest in comprehensive and adaptive digital marketing strategies to remain competitive in the evolving global landscape.

Future research could further explore the intersection of digital marketing and cultural factors, examining how regional preferences influence engagement with digital content. Additionally, longitudinal studies could provide deeper insights into how evolving digital marketing trends impact consumer behaviour over time. As digital technologies continue to evolve, companies must remain agile in their marketing strategies, leveraging data-driven insights to enhance consumer trust, engagement, and brand success in the international marketplace.

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