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# Exploring the Role of Digital Technologies in Shaping Consumer Attitudes Toward Foreign Cultures and Products

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**Abstract**

With globalization and the rapid growth of the internet, consumers have easier access to different cultures and products through online platforms. The combination of offshore brand expansion and digital consumerism fuels research into how brands implement technology. This review focuses on how technology impacts the perception of foreign culture and products, exploring research questions that shed light on consumer behavior as influenced by technology. Due to the increasing use of the internet, countries are becoming more connected understanding how technology impacts behavior becomes more critical. The study aimed to explore the impact of social media and e-commerce on openness to international cultures by searching databases for peer-reviewed articles published during the years 2015-2025. An initial search was conducted, yielding 776 studies which after removing duplicates was reduced to 520. Following strict screening based on inclusion criteria, 23 studies were chosen for further analysis. Following the thorough analysis, it was determined that social media, e-commerce, smart applications, and AI recommendation systems greatly impacted the consumer's openness and willingness to purchase foreign goods and cultural experiences. Foreign culture exposure alongside cultural adaptation and trust towards the foreign brands are accelerated through technology. The implications of these findings are discussed in light of global marketing strategies and consumer culture theory.

***Keywords:*** *Digital technologies; Consumer behavior; Foreign cultures; Purchase intention; Global consumer attitudes*

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## 1. Introduction

Globalization and digitalization have jointly transformed the contemporary consumer environment by reducing geographical barriers, accelerating cross-border flows of information, and exposing individuals to products, brands, lifestyles, and cultural symbols originating far beyond their immediate national settings. Consumer decisions that were once largely constrained by local markets, traditional media, and geographically bounded social networks increasingly take place in digitally interconnected environments in which foreign products and cultural representations can be encountered instantaneously. Globalization therefore involves not only the international movement of goods and capital but also the circulation of meanings, identities, values, tastes, and consumption practices. The cultural consequences of globalization are especially relevant to consumer research because purchasing behavior is embedded in socially constructed meanings and culturally informed preferences [1]. At the same time, globalization facilitates the exchange of ideas, values, and traditions, creating greater possibilities for intercultural awareness and cultural interaction [2]. Developments in information technology have further intensified these processes by connecting people, markets, educational systems, and cultural environments across national borders [3].

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Consequently, understanding consumer attitudes toward foreign cultures and products increasingly requires consideration of the technological infrastructures through which cross-cultural exposure occurs.

The COVID-19 pandemic substantially accelerated this transformation. Restrictions on mobility, changes in social interaction, and the expansion of remote commercial activities moved significant portions of everyday consumption into digital environments. The pandemic altered perceptions of globalization and changed patterns of consumer behavior by increasing dependence on online information, digital services, and technologically mediated purchasing channels [4]. Changes initiated or accelerated during the crisis continued into the post-pandemic period, producing a consumer environment characterized by greater reliance on digital platforms, omnichannel purchasing, electronic communication, and data-driven personalization [5]. The transition toward digital consumer behavior was not merely a temporary response to crisis conditions; rather, it reinforced broader changes in the relationship between consumers, technologies, and markets [6]. Recent analyses similarly indicate that consumer expectations and purchasing patterns have been reshaped by the simultaneous development of digital marketing technologies and pandemic-related behavioral changes [7]. These developments have particular implications for foreign products because consumers can now discover, evaluate, compare, discuss, and purchase international offerings without direct physical access to the countries or cultures from which those products originate.

E-commerce represents one of the most visible mechanisms through which digital transformation affects international consumption. By reducing search costs, expanding product availability, facilitating comparison, and allowing transactions across geographical boundaries, e-commerce has substantially altered the consumer decision process [8]. Although electronic commerce provides important benefits related to convenience, market reach, information access, and transaction efficiency, it also involves limitations concerning security, trust, infrastructure, and consumer confidence [9]. Nevertheless, continued e-commerce expansion has provided small and large firms with unprecedented opportunities to access consumers beyond domestic markets, while simultaneously changing expectations regarding accessibility, responsiveness, and service quality [10]. Evidence from imported-product markets demonstrates that online marketplaces can increase the penetration and visibility of foreign goods, thereby intensifying competition between local and international products [11]. Thus, digital commerce does more than provide an alternative distribution channel; it restructures consumers' exposure to foreign products and may influence how familiarity, perceived accessibility, and desirability are developed.

Trust remains central to this transformation because consumers often evaluate products online without physical inspection or direct interpersonal contact. Attitudes toward online shopping are shaped by multiple psychological and technological factors, while trust can mediate the relationship between those factors and consumers' overall orientation toward online purchasing [12]. This consideration becomes especially important for foreign products because geographic distance, unfamiliar brands, uncertainty regarding product authenticity, and differences in legal or service environments may heighten perceived risk. Digital technologies may mitigate some of these barriers by providing detailed information, consumer reviews, authentication mechanisms, transparent transaction histories, and personalized recommendations. In international trade contexts, traceability and certification can similarly help consumers evaluate products whose production origins and characteristics may otherwise be difficult to verify; research on Ecuadorian organic products in European markets illustrates the relevance of consumer behavior to international product acceptance and market positioning [13]. In this sense, digital technologies may contribute to foreign-product acceptance by transforming uncertainty into accessible information and by making distant products more cognitively and commercially familiar.

Social media has further altered the relationship between consumers and foreign cultures by turning communication into a participatory and highly networked process. Consumers no longer receive brand messages solely through firms or traditional advertising; they generate content, exchange evaluations, share experiences, interact with influencers, and participate in communities organized around products, lifestyles, and cultural interests. Social media has a meaningful influence on purchasing behavior because exposure, interpersonal communication, and digital engagement can affect different stages of consumer decision making [14]. Entrepreneurial and marketing research likewise demonstrates that social media has become highly relevant to the buying-decision process and to the ways firms engage consumers in digitally mediated markets [15]. Socially responsible brand communication on social media

can also influence brand attitudes, electronic word-of-mouth intentions, and purchase intentions, demonstrating the behavioral consequences of interactive online engagement [16]. Beyond direct marketing outcomes, social-media technologies may enhance organizational cultural intelligence and facilitate the development of products for international markets, suggesting that digital connectivity can affect both consumer-side and firm-side cross-cultural processes [17].

The cultural implications of these technologies extend beyond exposure to advertising. Digital environments allow individuals to observe foreign lifestyles, culinary practices, fashion trends, entertainment, values, and consumption rituals, potentially changing attitudes toward cultural difference. Consumer choices are shaped by social and cultural influences, as demonstrated in research on food-related decisions where cultural norms, social contexts, traditions, and collective meanings help structure preferences [18]. Digital exposure can broaden the range of cultural cues available to consumers and therefore modify the context within which preferences develop. However, the influence of technology does not necessarily eliminate existing cultural orientations. Cultural background continues to affect consumer responses to foreign products, as shown in studies of Vietnamese consumers where cultural influences remain relevant to foreign-product behavior [19]. This suggests that digital technologies operate within rather than outside cultural systems: they may facilitate intercultural exposure, but the interpretation of that exposure remains shaped by existing values, identities, norms, and national contexts.

One important dimension of foreign-product consumption is the tension between global openness and domestic attachment. Consumers may evaluate international goods not only according to functional quality but also according to nationalism, ethnocentrism, perceived cultural threat, political sentiment, or symbolic identification with domestic industries. Consumer ethnocentrism and perceptions of product quality can influence purchasing behavior toward domestic and foreign products [20]. Likewise, research has shown that nationalism and hostility toward external groups can shape foreign-product consumption and that product characteristics may modify these relationships [21]. Studies in Pakistan also demonstrate the importance of understanding the factors underlying consumer buying behavior toward foreign products within specific national settings [22]. More broadly, scholarship comparing foreign and local brands has emphasized the need for greater theoretical attention to cultural identity, social identity, globalization, and consumer-culture processes when examining preferences for international products [23]. Digital technology therefore cannot be assumed to produce uniform cultural openness; rather, it may interact with pre-existing cultural orientations and consumer identities.

Country-of-origin perceptions provide another important mechanism through which attitudes toward foreign products are constructed. Consumers often interpret international products through cognitive and emotional associations attached to the producing country, and these associations may interact with animosity, perceived quality, familiarity, and symbolic meaning. Extensions of the foreign-product animosity model demonstrate that country of origin remains an important factor in understanding purchase decisions [24]. At the same time, consumers may assign value to products not solely on the basis of utilitarian performance but also because of cultural, symbolic, experiential, or innovative characteristics. Research concerning cultural and creative products indicates that perceived consumer value can significantly influence purchasing intentions [25]. Digital environments potentially strengthen such mechanisms by providing extensive visual storytelling, origin narratives, consumer-generated interpretations, and culturally embedded promotional content. As a result, technologies that improve access to foreign goods may simultaneously transform the symbolic meanings consumers associate with those goods.

Artificial intelligence introduces an additional layer of complexity by moving digital consumption from general accessibility toward individualized interaction. AI-supported recommendation systems, conversational agents, predictive analytics, and automated personalization allow firms to adapt content and product suggestions to individual consumers. The integration of AI into e-commerce has been linked to enhanced shopping experiences and personalization, indicating its growing importance in consumer-facing digital systems [26]. AI may also strengthen consumer satisfaction by enabling faster responses, more relevant recommendations, and more personalized service encounters [27]. Among younger consumers, artificial intelligence and related digital technologies have been associated with changes in brand perception and consumer behavior, highlighting the importance of generational familiarity with intelligent technologies [28]. Because recommendation algorithms repeatedly expose individuals to specific categories of

products, brands, and content, their role may extend beyond immediate purchase facilitation to the gradual formation of preferences toward foreign products and cultural consumption.

Consumer behavior among younger generations is particularly relevant because digitally socialized consumers often move between online and offline environments with relatively little distinction. Research on millennials suggests that digital technology has substantially changed how consumers search for information, communicate with brands, assess alternatives, and complete purchases [29]. Earlier work also identified digital technology as an important influence on consumer purchase behavior as mobile and digitally assisted retailing became increasingly integrated into everyday shopping [30]. Nevertheless, technology acceptance is not always straightforward. Experimental research in physical retail environments has revealed a paradox in consumer reactions to digital technologies, showing that technological interfaces may simultaneously create efficiency while altering the value of human interaction and shopping experience [31]. Broader analyses of technology in the digital era have likewise emphasized its capacity to restructure consumer behavior across service and retail contexts [32]. Therefore, the relationship between technology and consumer attitudes should be examined as a multidimensional process rather than as an inherently positive or linear technological effect.

Omnichannel retailing illustrates this multidimensionality particularly clearly. Contemporary consumers frequently move across websites, applications, social-media pages, digital advertising, and physical stores during a single customer journey. Digital transformation can consequently change behavior in both online and offline shopping environments, as demonstrated in research examining integrated consumer experiences in retail settings such as UNIQLO Indonesia [33]. Digital transformation is also increasingly linked to broader sustainability and social-development considerations, with research exploring how online buying behavior varies across demographic and gender characteristics within sustainability-oriented digital environments [34]. In tourism, digital-economy conditions have transformed how consumers seek information, compare alternatives, organize travel, and purchase tourism services [35]. Similarly, digital adoption in food-delivery markets has altered purchasing routines and consumer engagement with platform-based services [36]. These sectoral variations demonstrate that digital influence is embedded within particular consumption settings and may differ according to product type, service characteristics, consumer demographics, and cultural context.

Digital advertising further contributes to these changes by using interactive design, behavioral data, and gamified mechanisms to capture attention and stimulate consumer participation. Gamification and digital advertising technologies can affect consumer behavior by making marketing interactions more engaging, participatory, and psychologically rewarding [37]. At a broader level, modern communication technologies increasingly influence consumer attitudes because communication is faster, more interactive, and more personalized than in traditional media environments [38]. Yet ubiquitous connectivity has also generated countervailing behaviors, including deliberate forms of digital disconnection that reflect consumers' attempts to manage the social and psychological consequences of continuous digital engagement [39]. This indicates that technological exposure should not automatically be equated with acceptance; consumers may selectively adopt, resist, disconnect from, or critically evaluate digital systems according to perceived benefits and costs.

Emerging technologies such as blockchain introduce yet another mechanism through which consumer perceptions may be reshaped, particularly when authenticity and provenance are important. Blockchain applications have been examined in luxury supply chains because immutable records can improve traceability and help verify the origin and authenticity of goods [40]. In luxury branding, blockchain may strengthen perceptions of exclusivity, transparency, and credibility by connecting brand narratives to verifiable product histories [41]. Studies of digital transformation in luxury markets similarly suggest that blockchain may influence consumer purchasing behavior by addressing concerns surrounding authenticity and trust [42]. Research focusing on European luxury consumers has also highlighted how digital transformation changes the purchase journey and consumer relationships with premium brands [43]. Although blockchain research has frequently focused on luxury goods, applications in other domains, including financial remittances, demonstrate the wider capacity of distributed-ledger technologies to transform trust, transparency, and transaction processes [44]. These characteristics are potentially important when products and transactions cross national boundaries.

At the same time, the growth of digitally mediated consumption creates new risks. Greater connectivity, online payments, personal-data collection, algorithmic targeting,

and cross-platform engagement increase opportunities for fraud, privacy violations, and cybercrime. Research examining offending and victimization during the COVID-19 pandemic illustrates how increased digital reliance can coexist with enhanced vulnerability to cybercrime [45]. Thus, consumer attitudes toward foreign products in digital environments may depend not simply on product attractiveness but also on confidence in digital infrastructure and perceptions of safety. Technological trust becomes particularly important where the seller, product, and cultural context are unfamiliar. Even technologies developed outside conventional consumer-marketing settings demonstrate the broader capacity of intelligent digital systems to alter users' awareness, risk perception, and behavior; for example, research on smart warning technologies in transportation illustrates how digitally delivered information can shape behavioral responses in real time [46]. Such evidence reinforces the more general proposition that technological interfaces increasingly mediate perception, judgment, and behavioral action.

Despite the rapidly expanding literature, existing knowledge remains fragmented across technologies, industries, consumer groups, and cultural settings. Some studies focus primarily on social media, others on electronic commerce, artificial intelligence, mobile technologies, blockchain, or digital advertising. Likewise, some research examines purchase intentions and satisfaction, whereas other studies emphasize trust, cultural values, ethnocentrism, brand attitudes, or technology adoption. Sectoral evidence ranges from retail and food delivery to tourism, luxury goods, creative products, international trade, and services. The result is a growing but dispersed literature in which the overall relationship between digital technologies, cultural openness, and attitudes toward foreign products is difficult to evaluate comprehensively. Moreover, studies of digital transformation in luxury markets [42, 43], international e-commerce [10], cross-cultural product behavior [19], and imported-product competition [11] suggest that technological effects are context dependent rather than universal.

A further gap concerns the integration of technological and cultural perspectives. Much digital-consumer research emphasizes convenience, personalization, satisfaction, efficiency, and purchase intention, whereas traditional cross-cultural consumer research has focused more extensively on culture, identity, national attachment, ethnocentrism, and country-of-origin perceptions. Yet contemporary consumer behavior develops precisely at the intersection of these domains. Consumers encounter foreign cultural content and products through digitally curated environments, while their responses are simultaneously shaped by inherited cultural orientations and algorithmically structured exposure. This intersection is increasingly consequential as international commerce and cultural exchange become inseparable from platform technologies. Consequently, a systematic synthesis is needed to determine which digital technologies have received the most attention, how they influence consumer perceptions and behavioral intentions, which cultural and product contexts have been studied, what theoretical perspectives have been employed, and where significant empirical gaps remain.

Accordingly, the aim of this study is to systematically review and synthesize the existing evidence on the role of digital technologies—including social media, e-commerce, artificial intelligence, mobile and omnichannel applications, digital advertising, blockchain, and related technological innovations—in shaping consumer attitudes, trust, perceptions, and purchase intentions toward foreign cultures and products.

## 2. Methodology

This systematic review tries to address the gap in literature without analyzing the impact of digital technologies on foreign cultures and products through the lens of consumer attitudes. The studies assembled had to meet a certain qualitative threshold as well as relevance criteria, which is why a structured search across multiple databases and search terms was conducted.

The search for studies on digital technologies and consumer behavior between 2015 and 2025 was conducted using keywords such as "digital technologies", "communication technologies", "smart technologies", "digital transformation", "consumer attitude", "consumer behavior", "consumer perception", "consumer preferences", "customer acceptance", "purchase intention", "user perception", and "foreign cultures", "international products", and "foreign products". After removing duplicates, 520 articles were retained for final analysis. These articles were screened based on their relevance to the research topic, including relevance to digital technologies' impact on consumer behavior, publication in non-peer-reviewed sources, limited geographic regions, lack of comprehensive methodological rigor, and availability in full text or abstracts.

23 articles were retained for final analysis, assessing their methodology, findings, and relevance to the review's objectives. The selected studies were analyzed to identify common themes, key findings, and theoretical frameworks, contributing to a deeper understanding of how digital technologies influence consumer attitudes towards foreign cultures and products. The selected studies were analyzed to provide empirical evidence or significant theoretical insights on the topic. Figure 1 presents the PRISMA flow diagram, detailing the identification, screening, eligibility, and inclusion stages of the study selection process.

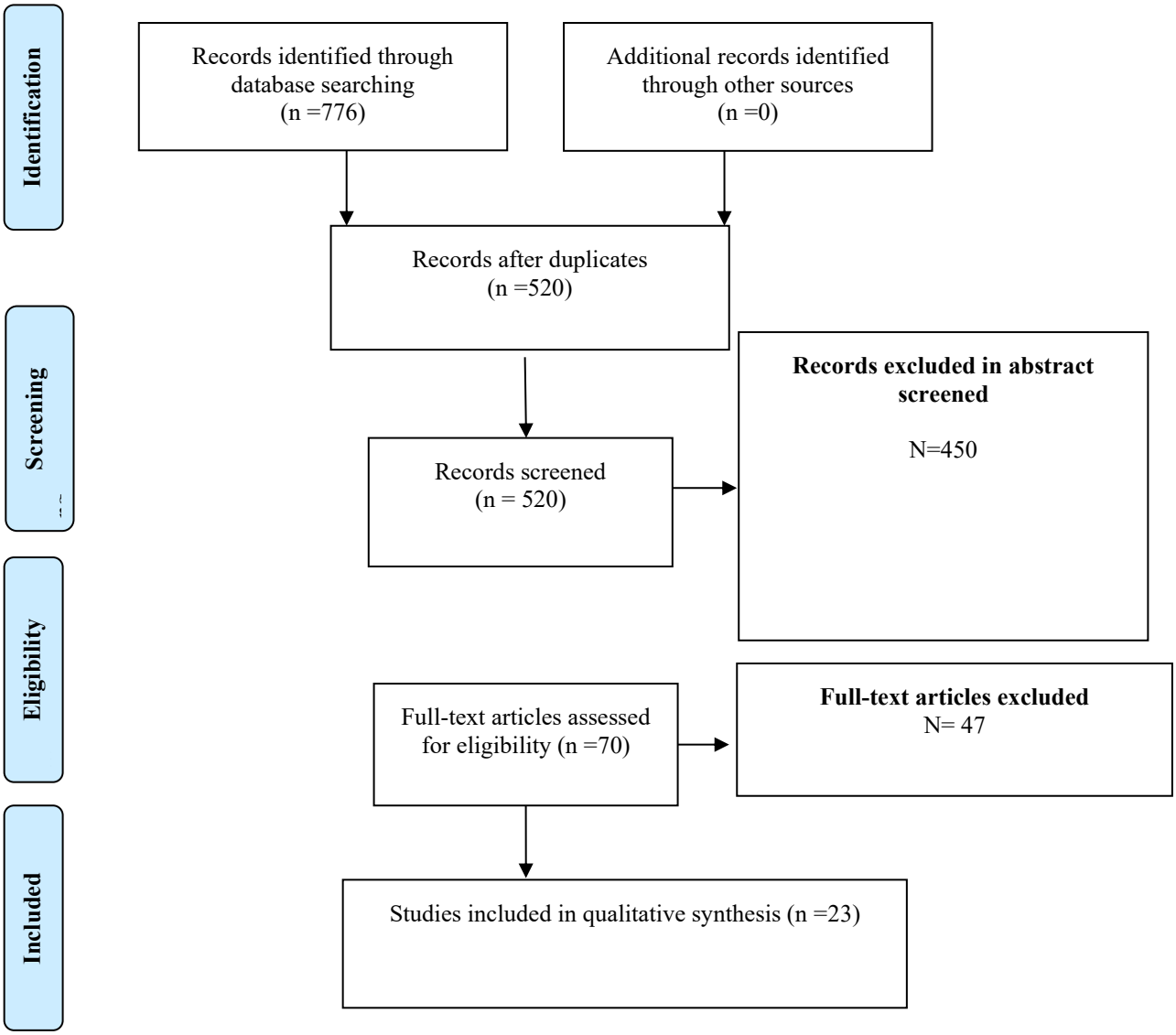


**Figure 1.** Diagram of Study Selection Process

## 3. Findings and Results

As illustrated in Table 1, the 23 included studies span across different countries, mainly in Asia and Europe, and encompass a variety of methods such as qualitative interviews, quantitative surveys, mixed methods, and literature reviews. The types of digital technologies considered include social media and e-commerce platforms, AI personalization systems, as well as branding tools based on blockchain technology. These studies focus on a wide range of products and cultural contexts, including but not limited to luxury goods, tourism services, food delivery, and sustainable organic products. While some articles applied established models like Customer Journey Map, Hofstede's Cultural Dimensions, and Social Identity Theory, some other articles were not clearly based on any theory. Study quality was overall moderate to high, with many studies lacking strong analytic frameworks yet empirically exploring the role of digital transformation on consumer Culture

perception and acceptance of foreign cultures and international products.

**Table 1.** Summary of Included Studies

| No | Author (Year) | Country of Study | Methodology | Sample / Population | Digital Technology Studied | Target Culture / Product | Theoretical Framework | Study Quality |
|---|---|---|---|---|---|---|---|---|
| 1 | Jusuf (2023) | Indonesia | Qualitative – In-depth interviews and content analysis | Millennial generation | Digital marketing, social media | General products / digital services | Not specified | Moderate |
| 2 | Mami (2023) | Europe | Mixed – Market research and consumer psychology | Consumers of luxury handbags | Blockchain technology in luxury branding | Luxury handbags (European market) | Consumer psychology concepts | Moderate to High |
| 3 | Wahdiniawati et al. (2024) | Indonesia | Quantitative – Survey and path analysis | Shopee users | E-commerce platform, e-WOM, platform guarantees | Shopee platform and its products | Not specified (future frameworks suggested) | High |
| 4 | Maslova et al. (2020) [30] | Russia | Quantitative – Online survey | 100 travelers aged 18–35 | Digital travel apps, online booking services | Tourism products and services | Blackwell-Miniard-Engel model; Customer Journey Map | High |
| 5 | Johari et al. (2024) [31] | Brunei | Qualitative – Online interviews | Online shoppers (varied demographics) | Digital transformation, social media, SDG-related apps | General products and services aligned with SDGs | Not specified | Moderate |
| 6 | Jaafoura (2023) | Europe | Mixed – Market research and consumer psychology | Luxury product consumers | Blockchain technology in luxury branding | Luxury handbags (European market) | Consumer psychology concepts | Moderate to High |
| 7 | Prakasa & Wandebori (2024) | Indonesia | Mixed – Case study with value chain, BMC, TOWS | UNIQLO customers and internal business analysis | Omnichannel integration, e-commerce | Fashion retail – UNIQLO Indonesia | Customer Journey (Five A's), TOWS, BMC | High |
| 8 | Sahinidis & Xanthopoulou (2023) | Greece | Qualitative – Secondary data content analysis | Greek consumers during/post-pandemic | E-commerce, digital transformation | General products during pandemic | Not reported | Moderate |
| 9 | Dolibog (2020) | Portugal & Germany | Quantitative – Survey and digital behavior analysis | Digital natives in Lisbon and Berlin | Third-party food delivery apps, online platforms | Food delivery services in Europe | Hofstede's Cultural Dimensions; Online Shopping Enjoyment | Moderate to High |
| 10 | Samsukha et al. (2023) | India (Ahmedabad) | Quantitative – Survey | 116 young consumers | AI-driven personalization (recommendation systems, virtual assistants) | Brands and products in AI-integrated retail | None explicitly stated | Moderate |
| 11 | Miah (2023) | Not specified (general digital age context) | Literature review with empirical data analysis | Not specified | Digital marketing, technological convergence, neuromarketing | General consumer products and services | None explicitly stated; ethical and marketing behavior theories implied | Moderate |
| 12 | Hoțoi (2024) | Romania | Quantitative – Google Ads data analysis | Consumers of an online store (post-pandemic) | Digital marketing (Google Ads), mobile platforms | General online retail products | Not explicitly stated | Moderate |
| 13 | Giannakopoulou (2020) | Greece | Qualitative – Master's thesis with | Not specified | Digital advertising, | Brand products | Psychological principles of | Moderate |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | theoretical exploration | | gamification, social media | promoted on social media | gamification (implied) | |
| 14 | Alit (2024) [40] | Not explicitly stated (likely MENA region) | Analytical – Literature-based with contextual analysis | Not specified | Digital marketing technologies, online shopping | General consumer products during COVID-19 | Not explicitly stated | Moderate |
| 15 | Sulhaini (2021) | Indonesia (context of developing countries) | Theoretical – Literature review and future directions | Not applicable | General digital influence in post-COVID and IR4.0 | Foreign vs. local products and brands | Social Identity Theory, Cultural Identity Theory, Consumer Culture Theory, etc. | High (theoretical depth) |
| 16 | Duc & Cang (2018) | Vietnam | Literature review + practical analysis | Not clearly defined (likely qualitative data or expert opinion) | None directly (focus on culture) | Foreign products in Vietnam | Cultural impact analysis (no formal theory named) | Moderate |
| 17 | Rahmawati & Muflikhati (2016) | Indonesia (Pekanbaru) | Cross-sectional survey + regression analysis | 100 consumers (Bawah Market, Pekanbaru) | None (focus on product perception, not digital) | Domestic vs. foreign food products | Consumer Ethnocentrism, Perceived Quality Theory | High (quantitative and statistically validated) |
| 18 | Sadeghi et al. (2024) | Iran (Ardabil) | Survey + SEM | 288 respondents (face-to-face) | None | Foreign products | Nationalism, Consumer Hostility | High (quantitative, SEM-based) |
| 19 | Arif (2016) | Pakistan | Questionnaire + factor analysis | 195 consumers (Lahore, Faisalabad, Multan) | None | Foreign products (electronics, cosmetics, etc.) | No specific theory, factor-based model | Moderate to High |
| 20 | Vega Jaramillo (2025) | Ecuador → EU | Systematic Review (PRISMA) | 34 selected documents | Traceability & certification systems | Ecuadorian organic products | Trade & sustainability in consumer behavior | High (rigorous review method) |
| 21 | Kalganova & Limlahapun (2018) | Global (hospitality focus) | Qualitative/Analytical | Not specified | Mobile tech, IoT, social media | Hospitality sector | Digital consumer behavior theory | Moderate (generalizable, but lacks data clarity) |
| 22 | Yasav (2015) | USA (Synchrony Financial study) | Quantitative summary of survey | Not specified, large-scale digital consumer study | Mobile shopping, omni-channel tools | General retail | Digital transformation in retail | Moderate (industry-based study) |
| 23 | Shanmugarajah et al. (2018) | Sri Lanka | Experimental (scenario-based) | Not specified | In-store digital tools vs. human interaction | Brick-and-mortar retail | Conceptual model of shopping experience | High (experimental design with practical insight) |

Figure 2 shows that digital technologies significantly influence consumer attitudes based on economic development levels. In developing countries, there are more studies reporting high impacts and medium impacts, suggesting that consumers are more susceptible to the influence of these technologies and marketing strategies. This may be due to rapid shifts in consumer behavior, strong enthusiasm for new technologies, or greater responsiveness to digital transformations in marketing. In developed countries, the number of studies reporting both high and medium impacts is equal, suggesting that consumers exhibit more stable and predictable behaviors. However, only one study reported a medium impact globally, suggesting a lack of comprehensive research or insufficient data aggregation across various countries.

The third Figure presents the frequency with which different digital technologies have been addressed in research studies. Digital marketing and studies categorized as "None" appear most frequently, each with three instances. The prevalence of digital marketing reflects a strong

research focus on online advertising, content marketing, and behavioral data analytics.

Technologies such as e-commerce and blockchain appear in two studies each, indicating notable research interest in emerging technologies related to supply chains and online purchasing. Other less-studied technologies, such as mobile shopping, IoT, traceability systems, Google Ads, cultural impact, and general digital technologies, are represented by only one study. In conclusion, research in this field currently emphasizes digital technologies that are more tangible and familiar to consumers, such as digital marketing and e-commerce. More specialized technologies like blockchain and IoT require further investigation to better understand their influence on consumer behavior.

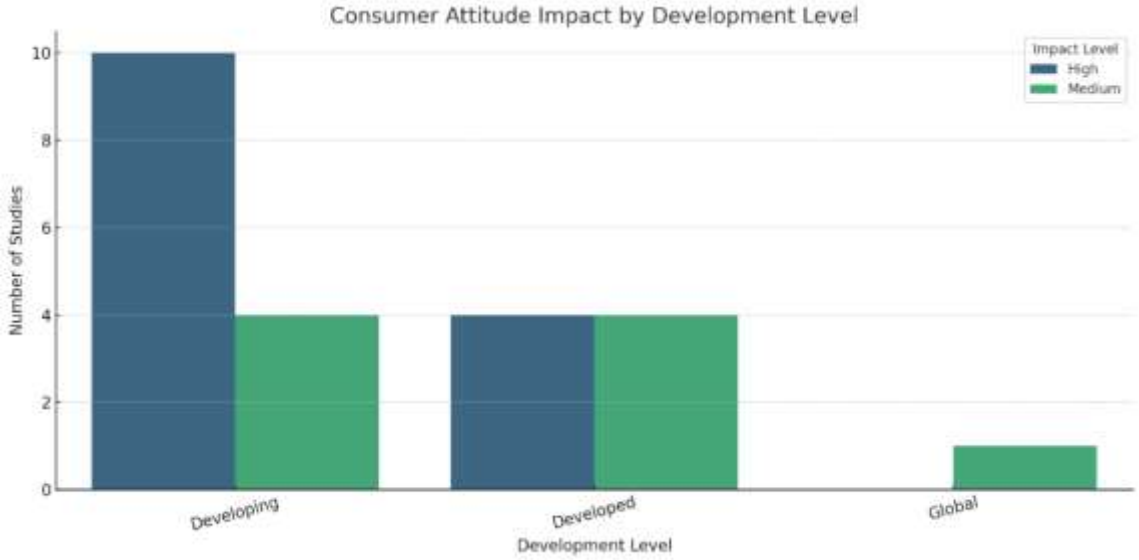


**Figure 2.** Consumer Attitude Impact by Development Level

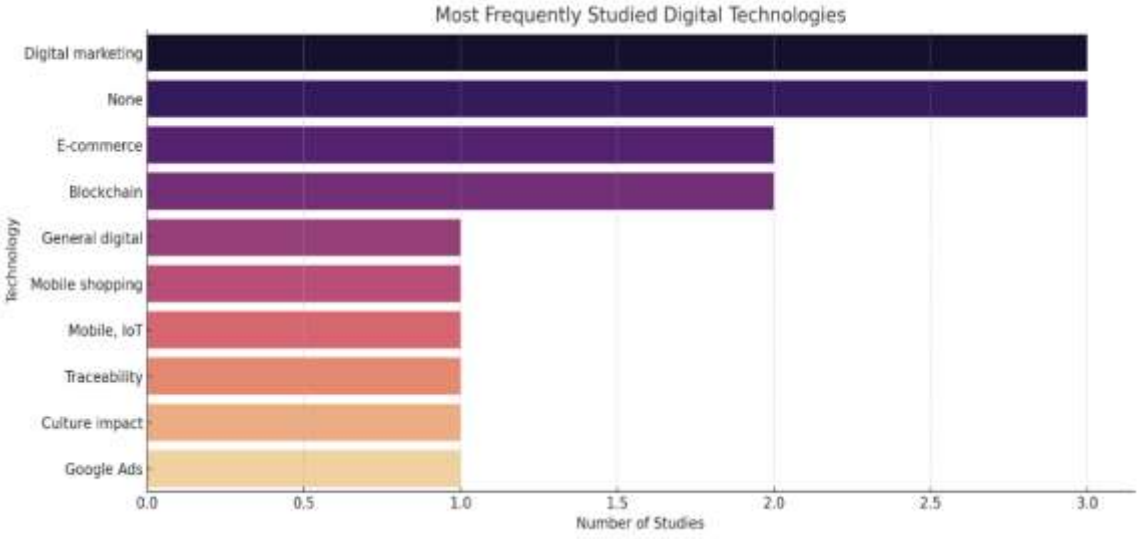


**Figure 3.** Most Frequently Studied Digital Technologies

The study reviewed 23 articles, focusing on the impact of digital technologies on consumer behavior. The majority of the studies examined functional products or services, such as food, tourism, retail, and organic exports, while only four focused on emotional products, specifically in studies involving luxury brands or UNIQLO clothing (Figure 4). This indicates a dominant research trend towards practical applications of digital technologies in sectors aimed at broader, everyday consumer needs. Emotional dimensions of consumer experience, such as brand attachment or perceived authenticity, have been less frequently explored.

The most commonly used methodology across the studies was quantitative, with nine papers using tools such as surveys, structural equation modeling (SEM), and path

analysis (Figure 5). Other methods included qualitative approaches, mixed methods, literature reviews, and empirical studies. Theoretical framework inclusion was found to be a strong reliance on quantitative evidence, particularly models like SEM, which provide statistically robust insights into consumer behavior (Figure 6).

Only three articles explicitly focused on younger generations, indicating an underrepresentation of generational analysis in the current body of research. This oversight represents a potential research gap that future studies could address to better understand generational differences in digital consumer behavior (Figure 7).

To enhance the research, it would be valuable to conduct a deeper comparison between emotional product studies and those focusing on functional products, especially in terms of how digital technologies influence consumer loyalty and perceived authenticity versus satisfaction with practical purchases. Strengthening the paper's theoretical foundation using established models can provide deeper analytical depth. Emphasizing advanced quantitative techniques like SEM and highlighting the limited focus on younger generations could frame a strong research gap and positioning strategy for the study.

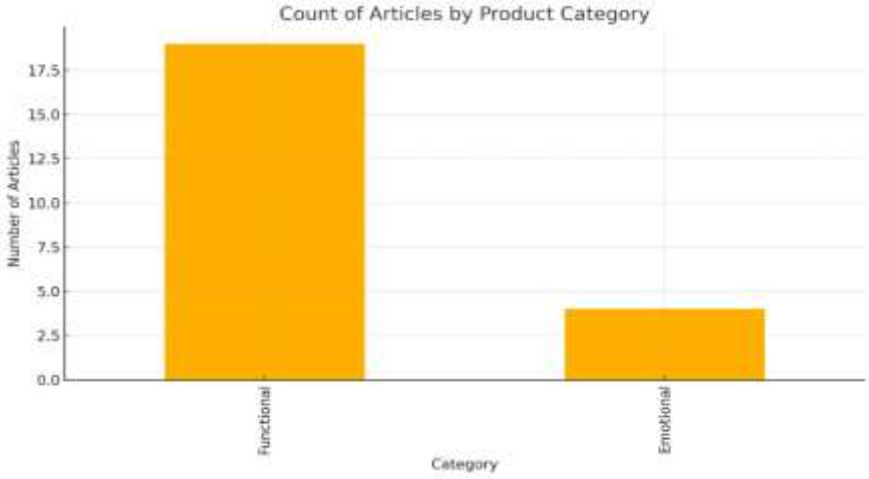


**Figure 4.** Functional vs. Emotional Products

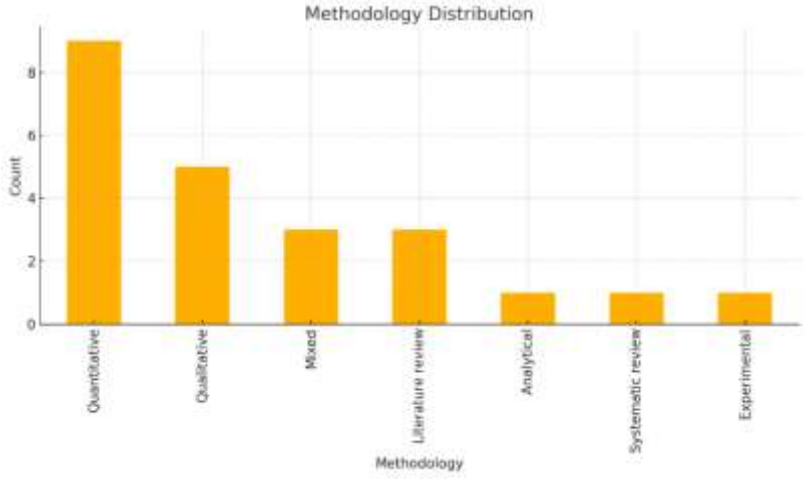


**Figure 5.** Methodological Approaches

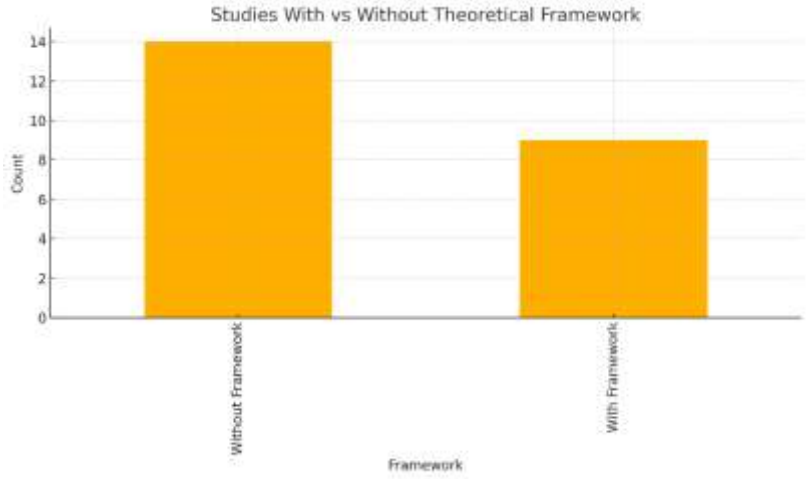


**Figure 6.** Theoretical Framework Inclusion

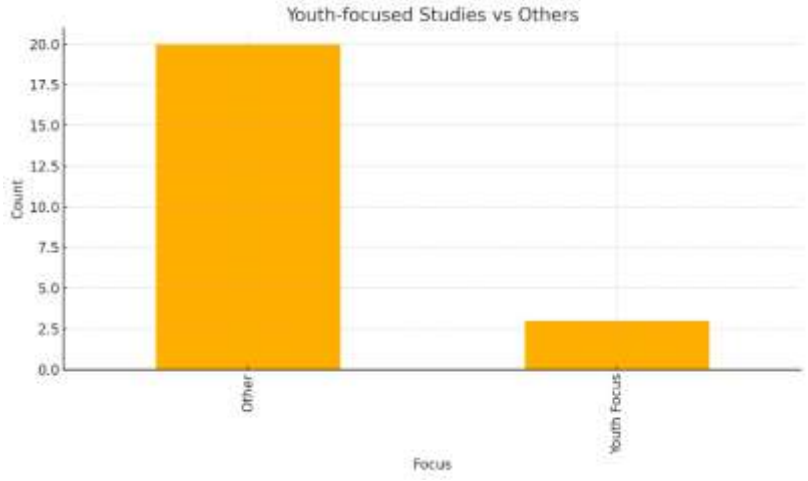


**Figure 7.** Focus on Younger Generations

The study reviewed 23 studies, with 43% using a theoretical framework, while 57% did not. The study found that theoretically grounded studies were more focused and analytically oriented, while most without frameworks followed descriptive or exploratory approaches (Figure 8). This suggests that theoretical anchoring plays a key role in shaping research design and deepening the analytical value of findings.

The positive influence of digital technologies on consumer attitudes was consistently observed across the reviewed articles, with 98% reporting enhancements in trust, satisfaction, loyalty, or purchase intention. No articles reported a decline in consumer sentiment or a clearly negative impact due to digitalization, highlighting the transformative potential of digital technologies in shaping modern consumer experiences.

Studies that incorporated a theoretical framework were assessed as high-quality, while those lacking a theoretical basis were deemed medium quality. This correlation suggests that the use of theoretical models significantly contributes to the overall methodological rigor and coherence of research findings (Figure 9).

The findings emphasize three key points: 1) The role of theoretical frameworks: Employing a clear theoretical model enhances analytical rigor and correlates strongly with higher study quality. Future research should prioritize grounding in well-established frameworks like Consumer Psychology, the Customer Journey Map, or Hofstede's Cultural Dimensions to ensure stronger methodological alignment and result reliability. 2) Positive consumer attitudes towards digitalization indicate that digital technologies, when implemented thoughtfully, can significantly enhance consumer trust, satisfaction, and loyalty. Future research directions should integrate theoretical models to interpret findings more effectively, particularly in cross-cultural contexts or generational comparisons.

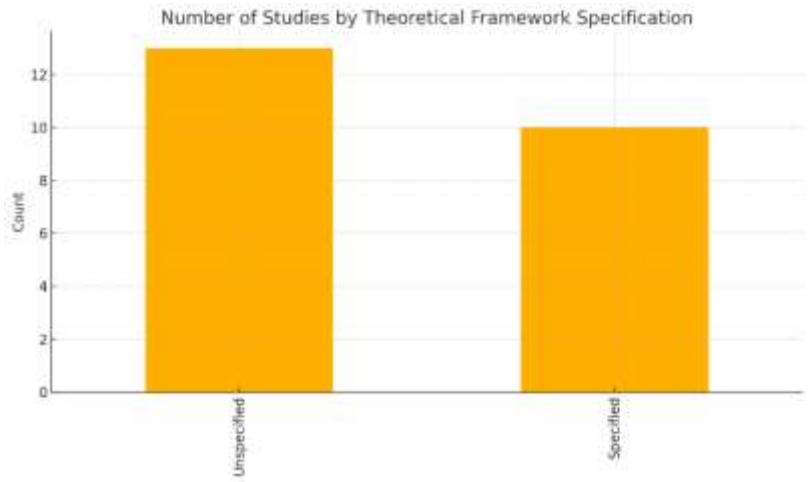


**Figure 8.** Theoretical Frameworks

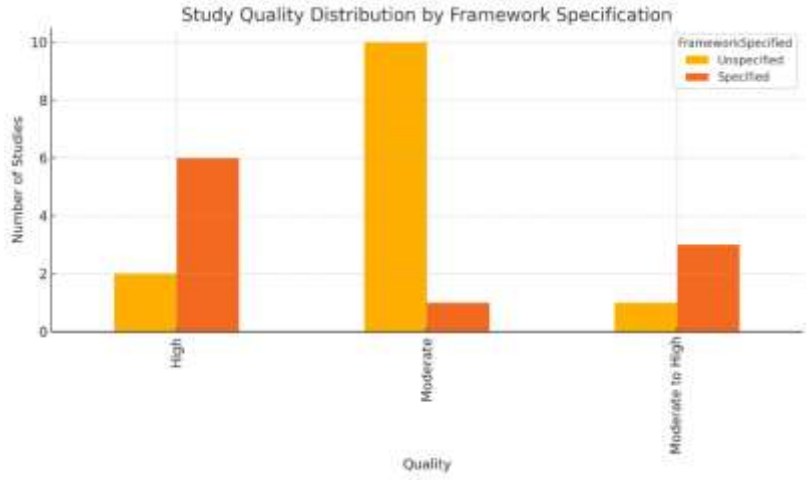


**Figure 9.** Study Quality and Alignment with Theoretical Frameworks

## 4. Discussion and Conclusion

The present systematic review synthesized 23 studies examining how digital technologies shape consumer attitudes toward foreign cultures and products and revealed a generally consistent pattern of favorable consumer responses to digitalization. The reviewed studies covered different geographical contexts, particularly Asian and European markets, and employed a heterogeneous range of methodologies, including quantitative surveys, qualitative designs, mixed-method approaches, literature reviews, systematic reviews, and experimental research. The technologies examined were similarly diverse and included social media, e-commerce platforms, digital marketing, artificial intelligence-based personalization, mobile shopping applications, omnichannel systems, blockchain, traceability technologies, Google Ads, and related digital tools. Across these studies, digital technologies were generally associated with stronger trust, satisfaction, loyalty, perceived accessibility, and purchase intentions, with the study reporting that 98% of the reviewed studies identified improvements in one or more dimensions of consumer attitudes and that none documented an unequivocal decline in consumer sentiment resulting from digitalization. This overall pattern suggests that digital technologies increasingly function not only as commercial instruments but also as sociocultural intermediaries through which consumers encounter, interpret, evaluate, and become familiar with foreign brands and cultural products.

One of the most important findings was the prominent role of digital marketing and e-commerce in shaping consumer attitudes. Digital marketing appeared among the most frequently examined technological domains in the review, while e-commerce was also repeatedly represented across the included studies. This pattern is understandable because both technologies operate directly at the point where

consumers receive information, compare alternatives, form impressions, and make purchasing decisions. The findings are consistent with Silva, who emphasized that e-commerce has fundamentally transformed contemporary consumer behavior by making product search, comparison, and purchase increasingly independent of physical geography [8]. Similarly, Wahdiniawati et al. identified digital transformation and e-commerce growth as important forces reshaping consumer behavior and the competitive environment of firms [10]. Taher also explained that e-commerce provides significant advantages in accessibility, convenience, market expansion, and information availability, even though issues such as security and trust remain important constraints [9]. In the particular context of foreign products, these mechanisms are especially influential because e-commerce reduces barriers that historically limited exposure to international goods. Canover and Kartikasari showed that online marketplaces can increase the penetration of imported products and intensify competition between foreign and domestic offerings [11]. The present review therefore supports the argument that e-commerce does more than facilitate transactions; it increases the everyday visibility and perceived attainability of foreign products, which may gradually normalize international consumption.

The influence of social media identified across the reviewed literature can likewise be interpreted through its ability to combine commercial communication with social interaction and cultural exposure. Social media allows consumers to encounter products in contexts that include peer recommendations, influencer content, user reviews, cultural narratives, and brand communities rather than through conventional advertising alone. Previous research has shown that social media can alter consumer purchasing behavior across multiple stages of the decision process [14]. Palalic et al. similarly demonstrated the significance of social media in consumer buying decisions and emphasized its strategic importance for firms attempting to understand contemporary market behavior [15]. The findings also correspond with Chu and Chen, who reported that social-media-based corporate activities can influence brand attitudes, electronic word-of-mouth intentions, and purchase intentions [16]. Importantly, the relationship between social media and foreign cultures extends beyond direct product promotion. Hazzam et al. showed that social media technologies can enhance cultural intelligence and contribute to international new-product development [17]. These findings support the interpretation that repeated digital exposure to foreign brands, lifestyles, symbols, and cultural practices may decrease psychological distance between consumers and international markets.

Another important result was the growing role of artificial intelligence and personalization technologies. Although AI was less frequently represented than conventional digital marketing in the reviewed corpus, the studies addressing it showed that recommendation systems, automated personalization, and virtual assistance can influence both consumer behavior and brand perception. This observation is consistent with Alkudah and Almomani, who found that integrating AI techniques into e-commerce can improve online shopping experiences through personalization and enhanced interaction [26]. Hashemi and Bosnjak likewise argued that AI can strengthen consumer satisfaction by providing more responsive and individually relevant experiences [27]. Among younger consumers, Samsukha et al. reported that AI and digital technologies influence both consumer behavior and perceptions of brands [28]. These results are especially relevant to foreign-product consumption because personalization algorithms may repeatedly expose consumers to international products that match their prior searches, interests, and behavioral profiles. In this way, AI can potentially increase familiarity with previously unknown foreign brands and reduce the cognitive effort required to discover products originating from other cultural contexts.

Blockchain-related findings also provide an important explanation for the positive relationship between digital technologies and consumer attitudes, especially in markets where product authenticity, provenance, or exclusivity are central to purchasing decisions. The review included several studies examining blockchain in luxury and international commercial contexts, and the overall evidence suggested that transparency and traceability can strengthen trust and purchase-related attitudes. This interpretation is aligned with de Boissieu et al., who showed that blockchain applications in the luxury industry can enhance supply-chain traceability and verification of goods [40]. Coita and Trip similarly linked blockchain technology to branding practices in luxury markets, particularly where authenticity and credibility are essential elements of perceived brand value [41]. Mami also examined blockchain within digital transformation of luxury consumer behavior, demonstrating the relevance of the technology to purchasing processes in premium markets [42]. Jaafoura likewise showed that digital transformation has affected consumer buying behavior in the European luxury market [43]. Beyond luxury goods, Christodoulou et

al. demonstrated the broader capacity of blockchain to transform trust-intensive industries through transparency and transaction verification [44]. Taken together, these studies help explain why blockchain can be particularly influential in foreign-product markets, where consumers may have limited direct access to sellers and may therefore depend heavily on credible verification mechanisms.

The findings also indicated substantial variation according to economic-development context. The findings showed that studies conducted in developing countries more frequently reported a high impact of digital technologies on consumer attitudes, whereas studies from developed countries were more evenly distributed between high and medium impact levels. One possible interpretation is that digital transformation may generate more visible behavioral change in markets undergoing rapid expansion of internet penetration, online retailing, mobile commerce, and platform-based consumption. Consumers in such environments may experience digital technologies as relatively new mechanisms that dramatically expand access to products and information previously constrained by local availability. The relevance of foreign versus domestic products in developing-market contexts has already been demonstrated by Rahmawati and Muflikhati, who found that ethnocentrism and perceived product quality influence purchasing behavior toward domestic and foreign food products [20]. Sulhaini similarly emphasized that foreign-versus-local product choices in developing countries require attention to social identity, cultural identity, and consumer culture [23]. Evidence from Vietnam further indicates that cultural factors remain influential in consumer responses to foreign goods [19], while Arif documented distinctive patterns of foreign-product purchasing behavior in Pakistan [22]. Thus, the stronger technological effect found in developing contexts should not be interpreted as technological determinism; rather, technology appears to interact with existing cultural, economic, and market conditions.

The review further showed that most included studies focused on functional rather than emotional products. Nineteen studies examined functional products or services, including food, tourism, ordinary retail, and organic exports, whereas only four concentrated primarily on more emotionally or symbolically loaded products such as luxury goods and fashion. This imbalance is theoretically important because the mechanisms driving acceptance of functional products may differ substantially from those influencing symbolic or identity-related consumption. Functional purchases may depend more strongly on convenience, accessibility, price, perceived quality, and service performance, while luxury and culturally expressive products may depend more heavily on authenticity, prestige, identity congruence, exclusivity, and emotional attachment. Li et al. showed that perceived consumer value can substantially influence purchase intentions toward culturally creative products [25]. Similarly, Sadeghi et al. demonstrated that nationalism and consumer hostility affect consumption behavior toward foreign products, while product characteristics can moderate those effects [21]. Hoang et al. further showed that animosity and country-of-origin perceptions remain important in explaining foreign-product purchase behavior [24]. These findings imply that future interpretations of digital influence should distinguish between products purchased primarily for utility and products used for identity construction or cultural expression.

The predominance of quantitative studies was another notable finding. Nine studies used quantitative designs, while qualitative, mixed-method, literature-based, analytical, systematic-review, and experimental approaches were less frequently represented. Quantitative methods are valuable because they allow researchers to estimate relationships among technology use, trust, attitudes, and purchasing behavior across relatively large samples. However, exclusive reliance on quantitative measurement may underrepresent the interpretive dimensions of cross-cultural consumption. Digital encounters with foreign cultures involve meanings, emotions, identity negotiation, and culturally situated interpretations that may not be fully captured through standardized questionnaires. De Mooij emphasizes that cultural differences continue to structure consumer behavior and marketing responses across societies [1]. Enriquez and Archila-Godinez likewise demonstrate that social and cultural influences deeply shape consumer choices, particularly where consumption is embedded in traditions and social norms [18]. Consequently, the current methodological pattern suggests that more qualitative and mixed-method research is needed to explain not only whether digital technologies influence attitudes but also how consumers culturally interpret such influence.

Another major finding concerned theoretical grounding. Only 43% of the reviewed studies explicitly incorporated a theoretical framework, whereas 57% lacked an identified theoretical basis. The study further found that theoretically grounded studies tended to be more analytically focused and were generally assessed as having higher methodological

quality, while studies without explicit frameworks were more frequently descriptive or exploratory. This is a critical issue because the relationship between technology and foreign-product attitudes is inherently multidimensional. It involves not only technology adoption but also cultural identity, consumer value, trust, ethnocentrism, social influence, perceived risk, and country-of-origin perceptions. Studies such as Chetioui et al. demonstrate the explanatory value of theoretically structured models by identifying trust as a mediator of attitudes toward online shopping [12]. Likewise, culturally oriented explanations of foreign-product purchasing have benefited from constructs such as nationalism, hostility, consumer ethnocentrism, and animosity [21, 24]. The finding therefore indicates that future research would benefit from integrating technological and cultural theories rather than treating digitalization merely as an independent external stimulus.

The limited attention given to younger generations also emerged as a significant research gap. Only three studies explicitly focused on younger consumers, despite the fact that younger cohorts are among the most intensive users of social media, mobile technologies, e-commerce, algorithmic recommendations, and digitally mediated cultural content. Jusuf's investigation of millennials demonstrated that digital technology has changed information searching, interaction, and purchasing behavior among younger consumers [29]. Samsukha et al. similarly showed that young consumers respond to AI-driven technologies in ways that affect both behavior and brand perception [28]. Earlier research by Yasav had already demonstrated that digital technologies were reshaping consumer purchase behavior as mobile and online shopping tools became more prominent [30]. At the same time, Shanmugarajah et al. cautioned that the integration of digital technologies into shopping contexts may produce paradoxical reactions, particularly where consumers must balance technological efficiency against human interaction [31]. Generational research is therefore important not because younger consumers should automatically be considered more accepting of technology, but because their consumption practices may reveal distinctive forms of digital-cultural integration.

Finally, the near-uniformly positive pattern observed in the review should be interpreted carefully. Digital technologies can increase access, convenience, personalization, transparency, and intercultural exposure, but digitalization can also introduce risks and resistance. Kaun's analysis of digital disconnection demonstrates that individuals may deliberately distance themselves from digital environments in response to the intensity of digital culture [39]. Lee et al. further demonstrate that increased online activity may expose consumers to new forms of cybercrime and victimization [45]. Moreover, the influence of modern communication technologies does not necessarily eliminate the continued importance of traditional communication or interpersonal interaction [38]. Digital technologies should therefore be understood as enabling structures whose effects depend on trust, cultural background, product type, technological literacy, perceived risk, and institutional context. The present review nevertheless provides substantial evidence that, under favorable conditions, digital technologies can reduce cultural and commercial distance, enhance familiarity with foreign products, and facilitate more positive orientations toward international consumption.

The main limitations of this review arise from the composition and heterogeneity of the available evidence. Only 23 studies were retained, and the geographical distribution was concentrated predominantly in Asian and European contexts, limiting the extent to which conclusions can be generalized globally. The included studies differed substantially in research design, sample size, product categories, technologies examined, theoretical foundations, and outcome variables, preventing direct statistical comparison across all studies. The dominance of functional products and the relatively limited number of studies examining emotional or symbolic consumption also restricted the ability to compare different psychological mechanisms of consumer response. Furthermore, some included studies did not specify a theoretical framework, while others used descriptive or exploratory approaches, which reduced consistency in the interpretation of findings. The review also depended on studies published within the selected search period and databases; consequently, relevant evidence from other databases, languages, unpublished research, or emerging technological contexts may not have been represented.

Future research should broaden the geographical and cultural scope of investigation by including underrepresented regions such as Africa, Latin America, Central Asia, and the Middle East and by conducting direct cross-national comparisons. Greater attention should be paid to generational differences, particularly among Generation Z and emerging younger consumer groups whose cultural exposure is increasingly mediated by algorithmic platforms. Future studies should also compare functional and emotional products explicitly and investigate whether technologies

affect utilitarian outcomes, cultural identification, authenticity, prestige, and emotional attachment differently. Longitudinal and experimental designs would help establish how repeated exposure to foreign products through digital platforms changes attitudes over time and whether such changes persist outside digital environments. Researchers should examine emerging technologies such as virtual reality, augmented reality, generative artificial intelligence, immersive commerce, digital identities, and advanced blockchain applications. More theory-driven mixed-method research is also needed to integrate technological acceptance with constructs such as cultural identity, ethnocentrism, country-of-origin image, trust, perceived risk, and consumer value.

For practice, international marketers and platform managers should design digital strategies that combine technological sophistication with cultural sensitivity. E-commerce systems should make foreign products easier to discover while providing transparent product information, reliable reviews, secure payment systems, and credible origin verification. AI-driven personalization should be used to improve relevance without creating intrusive or excessively narrow recommendation environments. Social-media strategies should emphasize authentic cultural storytelling and meaningful interaction rather than relying solely on promotional frequency. Firms marketing foreign products should adapt messages to local cultural expectations while preserving the distinctive characteristics that give international brands their symbolic value. Blockchain and traceability systems can be particularly useful for products in which authenticity, provenance, or ethical sourcing are central concerns. Managers should also differentiate strategies by product type, consumer generation, and market-development level, recognizing that technological acceptance, cultural openness, trust, and perceived risk may vary considerably across consumer segments.

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Authors equally contributed to this article.

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## Declaration of Interest

The authors report no conflict of interest.

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## Ethical Considerations

All procedures performed in this study were under the ethical standards.

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