Digital Marketing Strategies Across Culture: Future Research of Cross Cultural, Algorithm Bias, Local Media, and Digital Literacy

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Abstract **– The purpose of this study is to examine the research findings on algorithmic bias against cultural relevance in digital marketing. The significance of local media in affecting consumer views examined, as well as determining the impact of digital literacy on MSMEs' acceptance of culturally relevant marketing messages. The method utilized is systematic literature review (SLR) using Vos Viewer, which aims to identify and summarize the analysis of findings from relevant literature on this topic. This study reviews literature covering the concepts of algorithmic bias in marketing, the role of local media in culture-based marketing, and the relationship between digital literacy and the acceptance of marketing messages. Findings from the literature analysis indicate that algorithmic bias can affect the relevance of digital marketing for consumers from different cultural backgrounds. In addition, the level of consumer digital literacy also affects the understanding and acceptance of culture-based digital marketing messages.**

The contribution in this study to the development of culture-based digital marketing theory and provide practical insights for MSMEs in designing more effective and relevant marketing strategies.

Keywords **– Algorithmic bias, digital marketing, local media, digital literacy, culture-based marketing.**

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1. Introduction

The digital era continues to develop, and digital marketing has become essential in business strategies worldwide, including MSMEs in Indonesia and Malaysia [1], [2], [3]. These two countries have many cultural similarities but significant differences that influence how consumers receive and respond to marketing [4], [5], [6]. One of the main challenges in cross-cultural digital marketing is algorithm bias and digital literacy. Algorithms used to target and deliver marketing messages are often influenced by unrepresentative data and design assumptions that need to consider cultural differences [7], [8]. This results in messages not being in line with local values and norms. The influence of local media and digital literacy cannot be ignored either. Local media plays an essential role in shaping consumer perceptions and preferences.

In the ever-evolving digital era, digital marketing, has become one of the main strategies for improving business performance, especially for micro, small, and medium enterprises (MSMEs). In Indonesia and Malaysia, as countries with significant MSME growth rates, digital marketing has great potential to expand the market and increase competitiveness.

However, algorithm bias, local media, and digital literacy are significant factors in the success of implementing digital marketing, which is greatly influenced by such factors.

Algorithmic bias often occurs because the data used does not adequately represent cultural diversity, making the resulting messages irrelevant to local values. On the other hand, local media plays an important role in shaping consumer perceptions. However, little research has highlighted how this media can be optimally utilized in culture-based digital marketing strategies. In addition, the community's digital literacy is an additional challenge due to the low of understanding of digital technology, so culturally based marketing messages are not always received or understood as intended.

Previous research emphasizes the importance of cultural dimensions and digital literacy [9], [10] when designing a global marketing strategy [11], [13]. The research results show that content integrating specific cultural elements such as symbols, language, and local values can increase customer engagement and marketing results [11], [14]. Previous research [15], [16], [17], [18] reveals that social media algorithms can influence the content shown to users and how algorithm bias can lead to inaccurate or less diverse representations of specific cultures. Although there is research on culture in digital marketing and marketing performance measurement, there still needs to be a gap in understanding how algorithm bias, local media, and digital literacy influence how culture interacts or influences each other to marketing performance. Culture in digital marketing is a research that has been done before, but how culture influences marketing performance is still minimal; There are still gaps in how algorithm bias, local media, and digital literacy influence cultural interactions.

1.1. Research Objectives

Main research objectives are:

- To analyze and summarize the existing literature on the impact of algorithmic bias on cultural relevance in digital marketing in the MSME sector.
- To develop recommendations for adaptive and contextual culture-based digital marketing for MSMEs in Indonesia and Malaysia based on literature findings.

This study aims to identify and analyze gaps in the existing literature using the SLR approach, examine relevant concepts, and generate a deeper understanding of the factors influencing culture-based digital marketing for MSMEs.

2. Methodology

The research method used is a Systematic Literature Review (SLR) implementing the Vos Viewer analysis tool. SLR aims to identify, assess, and summarize key findings from literature relevant to the studied topic, namely the influence of algorithm bias, the role of local media, and digital literacy on culture-based digital marketing in MSMEs in Indonesia and Malaysia. The research gap in this study is provided by using this approach towards evidence-based recommendations for more effective and contextual digital.

The SLR Procedures and steps in the study are as follows.

2.1. Identification of Research Objectives and Questions

The purpose of this study is to review the literature related to the impact of algorithm bias on cultural relevance in MSME digital marketing, the role of local media in shaping consumer perceptions, and the influence of digital literacy on the acceptance of culture-based marketing messages.

The research questions to be answered through SLR are:

- How does algorithm bias impact cultural relevance in MSME digital marketing?
- What is the role of local media in shaping consumer perceptions and preferences for culture-based marketing messages?
- How does consumer digital literacy affect the understanding and acceptance of culture-based marketing messages?

2.2. Inclusion and Exclusion Criteria

To ensure the quality and relevance of the literature to be analyzed, the inclusion and exclusion criteria are set as follows:

Inclusion:

- Articles published in indexed scientific journals (Scopus, Google Scholar, Web of Science, etc.).
- Articles discussing digital marketing, marketing algorithms, local media's role, and consumer digital literacy.
- Research published in the last 10 years selected to ensure data relevance and up-to-date.

Exclusion:

- Articles that cannot be fully accessed (e.g., abstract only).
- Research that does not focus on culture-based digital marketing or MSMEs.

2.3. Literature Search Strategy of the Study

The literature search used major academic databases such as Google Scholar, Scopus, and Science Direct by keywords in the search include:

- "Algorithmic bias in digital marketing"
- "Cultural relevance in MSME marketing"
- "Local media influence on consumer perception"
- "Digital literacy and marketing acceptance"

2.4. Selection and Screening of Articles

Relevant articles were screened after an initial search was conducted based on abstracts and compliance with inclusion criteria.

2.5. Data Analysis and Synthesis of Findings

Data is analyzed and grouped based on the main themes that emerge, such as:

- The role of local media in culture-based marketing.
- The influence of consumer digital literacy.
- Culture-based digital marketing strategies for MSMEs.

The analysis method used is the "thematic synthesis" technique, where the main themes from relevant literature will be compiled and analyzed to provide a deeper understanding of the phenomenon being studied.

Through this SLR method, this study can produce the following:

- Identifying the main patterns in research related to culture-based digital marketing in MSMEs.
- Compiling recommendations for adaptive and relevant culture-based digital marketing for MSMEs in Indonesia and Malaysia.
- Filling the research gap in the literature related to digital marketing, algorithm bias, and digital literacy in the Southeast Asian region.

This method is expected to provide a strong theoretical basis and valuable insights for further research in culture-based digital marketing.

3. Results

This research draws on research trends showing that marketing messages appropriate to local culture significantly increase engagement and the effectiveness of marketing strategies. Culturally relevant content, including local symbols and language, is better accepted and shared by consumers [14], [19], [20]. However, previous research has yet to fully explore how algorithm bias in digital platforms can influence the visibility and impact of culturally adapted content and digital literacy on marketing performance as a marketing strategy. The theory of algorithmic bias as an independent variable in this research in digital marketing focuses on how algorithms can lead to unfair or inaccurate results, which then influence marketing strategies [7], [8], [21]. Algorithmic bias can influence how marketing messages are disseminated, who sees them, and how they respond. This bias can arise from various sources, including unrepresentative data, algorithms designed with inappropriate assumptions, or the influence of existing social and cultural systems [8], [19].

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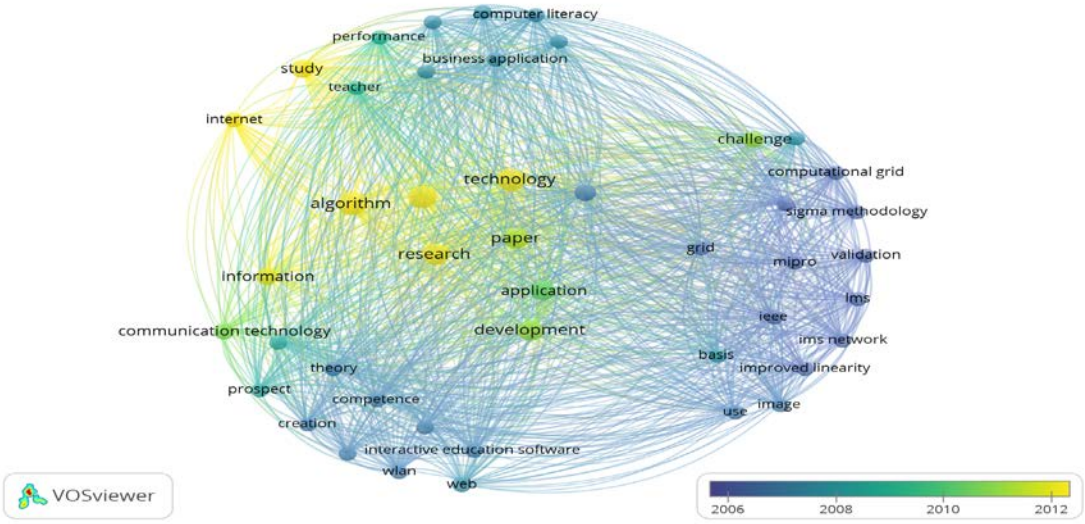

Figure 1. Literature review Vos Viewer

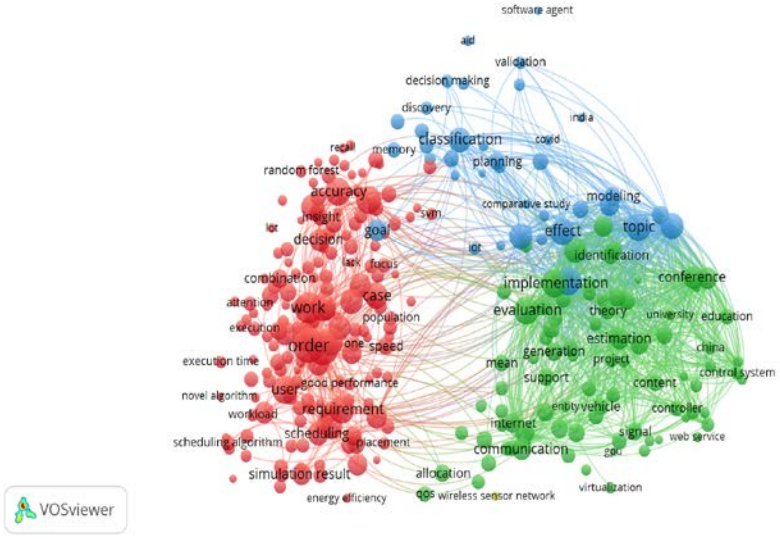

Figure 2. Literature review Vos Viewer

Content tailored to local cultural values and technology results in higher engagement and better marketing strategies [26], [27], [28], [29].

Although local media is essential in shaping cultural perceptions [23], [24], [25], only a few studies have investigated how local media and specific cultural contexts can interact to influence digital marketing performance.

Unrepresentative data and design assumptions that ignore cultural differences frequently impact the algorithms used to convey marketing messages. The messages provided by the algorithm can sometimes conflict with regional norms and values as found in this study, thus reducing the effectiveness of advertising campaigns. Local symbols or preferences in this study can increase customer engagement which is usually overlooked in writing aimed at a global audience.

According to this study, marketing tactics that disregard the function of local media have difficulty successfully reaching their target audiences. As a result of disparities in media consumption and digital literacy among their respective populations, local media's influence also differs across the two nations.

Consumers' digital literacy in both countries influences how they understand and respond to digital marketing [9]. According to this study, consumers lacking digital literacy may find it more challenging to understand communications presented through digital media, mainly when such messages include culturally sensitive content [9], [30]. Higher levels of digital literacy, on the other hand, empower customers to evaluate marketing communications critically.

Incorporating cultural elements such as local language, symbols, and beliefs can increase consumer engagement and marketing outcomes can be improved by. This is in line with other research showing that more engaging content is more culturally relevant. Cultural adaptation in this study explains the deep understanding of local context, especially how local media and algorithms influence message distribution.

The SLR results provide insights into the intricate relationships between algorithm bias, digital literacy, local media, and cultural integration in digital marketing over the past two decades. Below is a rephrased analysis based on the trends, gaps, and contributions identified in the reviewed literature.

3.1. Algorithm Bias in Cross-Cultural Digital Marketing

Algorithm bias is a recurring concern in the studies reviewed, particularly regarding its influence on cultural representation and marketing effectiveness.

a. Algorithms not trained on diverse datasets often reinforce stereotypes or marginalize minority cultural identities.
b. This issue is compounded by platform algorithms favoring popular content, which frequently sidelines culturally specific but less mainstream narratives.
c. Highlights solutions such as utilizing culturally diverse datasets and designing algorithms considering contextual nuances. However, these solutions rarely explore integration with local media or the role of digital literacy.

Algorithmic bias is critical to address by ensuring digital marketing appeals to culturally diverse audiences especially in multicultural contexts such as the cases in Indonesia and Malaysia. As a result, a comprehensive framework that blends cultural representation with algorithmic purity is crucial.

3.2. The Impact of Local Media on Consumer Behavior

The impact of local media on consumer behavior contributes to the relevance of material and influences the tastes of customers [31]. Despite its importance, little research explores the synergy between local media and algorithm-driven content delivery. For instance, while local media amplifies cultural narratives, algorithms prioritize global or widely recognized trends. For instance, algorithms prioritize global or well-known trends while local media enhance cultural narratives. However, more research is needed to explore how local media can effectively collaborate with algorithms to deliver culturally appropriate content. For example, algorithms favor global or well-known trends, but local media emphasizes cultural tales. Local media can help MSMEs perform better in marketing [32], [33]. To properly produce culturally relevant material, local media and algorithms must work together, however this requires further investigation. The success of marketing campaigns and consumer involvement are both strongly impacted by digital literacy.

Higher levels of digital literacy improve customer interaction and navigation on digital platforms, which improves marketing results. Nevertheless, little is known about how algorithm bias, cultural diversity, and digital literacy interact to affect marketing outcomes.

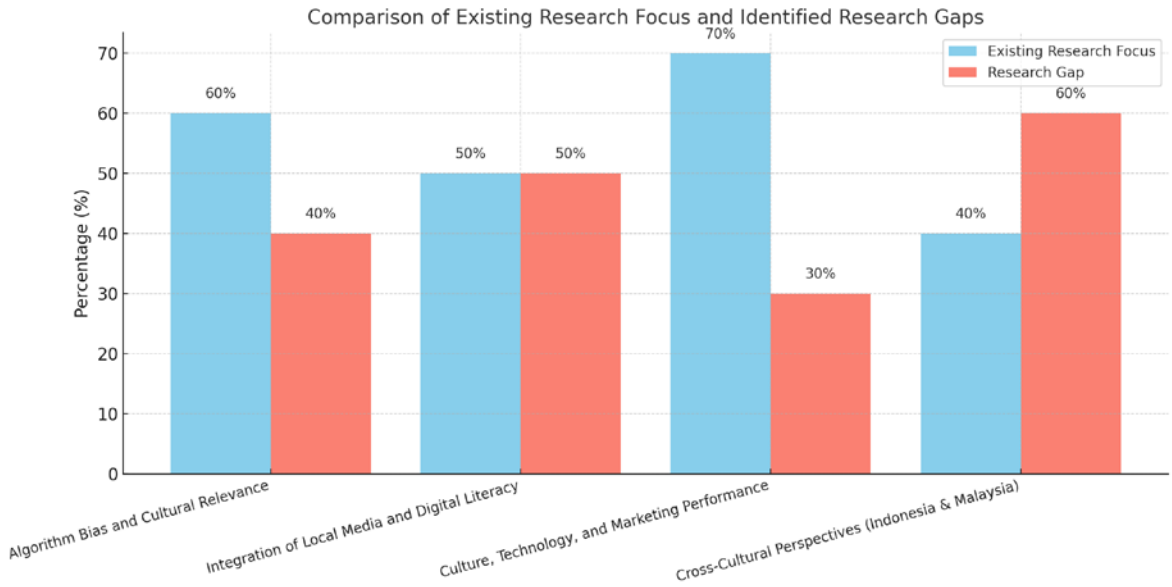

Figure 3. Comparison of existing research focus and identified research gap

Figure 3 illustrates a comparison of existing research focus and identified research gaps across four key areas:

1. Algorithm Bias and Cultural Relevance: Existing research focuses 60% on this area, leaving a 40% research gap.
2. Integration of Local Media and Digital Literacy: Research in this area is split evenly, with 50% already covered and 50% representing a gap.
3. Culture, Technology, and Marketing Performance: This area has the highest existing research focus at 70%, with a smaller gap of 30%.
4. Cross-Cultural Perspectives (Indonesia and Malaysia): The least researched area, with only 40% coverage and a significant 60% gap.

This visual emphasizes the need to address the gaps, particularly in cross-cultural perspectives and the integration of local media with digital literacy.

Analysis of Figure 3 - Figure 3 provides a comparative overview of the existing research focus and identified research gaps across four critical areas related to digital marketing for MSMEs in cross-cultural contexts. Below is an analysis of each area:

Algorithmic Bias and Cultural Relevance:

Existing Research Focus (60%). Much study has been performed to better understand algorithm bias, including its impact on cultural representation.

Research Gap (40%): However, there is a huge vacuum in understanding how these biases especially affect marketing success in local contexts. This emphasizes the additional research that is needed to make algorithms more culturally appropriate.

Key Takeaway: Although progress has been made, further research is needed to bridge the gap between algorithmic design and cultural identity.

Research Gap (50%): An equally high gap implies a lack of studies investigating the interactions of these two components. The impact of varying levels of digital literacy on understanding culturally embedded messages, in particular, has gotten little consideration.

Key Takeaway: Bridging this gap is critical for developing contextually informed marketing strategies that appeal to a diverse audience.

Culture, Technology, and Marketing Performance:

Existing Research Focus (70%): Scholarly attention is still needed. Particularly on how cultural aspects affect marketing techniques and outcomes.

Research Gap (30%): Despite extensive coverage it is still lacking a thorough grasp of how technology, particularly algorithms, influence the delivery and interpretation of culturally designed marketing messages.

Key takeaway: The dynamic interaction of cultural material and algorithmic delivery methods in order to enhance marketing can be to future research.

General Observations: Most enormous Research Gap - The cross-cultural perspectives between Indonesia and Malaysia have the highest gap (60%), signaling the need for more comparative studies. Most Researched Area: Culture, technology, and marketing performance have the most attention (70% coverage), but technology's role in cultural adaptation remains underexplored.

Balanced Area: Integrating local media and digital literacy presents an even split between research focus and gaps, indicating a transitional phase in academic coverage.

This study uses a Systematic Literature Review (SLR) approach to explore the influence of algorithm bias, the role of local media, and digital literacy on culture-based digital marketing. There are some theoretical implications that can be generated from this study: This study can enrich the literature on algorithm bias in the context of digital marketing. Algorithmic bias that does not consider cultural diversity can affect the relevance of marketing to consumers from different cultural backgrounds [12], [8]. Developing a more inclusive digital marketing model that takes cultural differences into account in algorithms to achieve fairer and more relevant marketing results is an implication of the theory produced in this study. This study is expected to provide a deeper understanding of the "role of local media" in shaping consumer perceptions and preferences for culture-based marketing messages. Local media is often important for building more personal and contextual relationships between companies and consumers. The theoretical implication is that digital marketing should consider the influence of local media in culture-based marketing strategies to increase consumer engagement and acceptance.

This study can also deepen the theory of "digital literacy" and its impact on the understanding and acceptance of culture-based marketing messages. Higher digital literacy can improve consumers' understanding and responding critically to digital marketing. The theoretical implication is the importance of considering consumers' digital literacy levels in designing marketing messages and designing strategies that support increased digital literacy to improve the reception of culture-based marketing messages. This study can also develop a "culture-based marketing theory," especially in the context of Southeast Asian MSMEs. Factors influencing the success of culture-based marketing that are identified in this study, contribute to developing a marketing theory that integrates local cultural uniqueness into digital strategies.

The theoretical implication is that culture-based marketing should reflect cultural values and be adaptive to the ever-evolving digital dynamics. Implication For Researchers: The findings call for a more integrated approach that addresses the intersections of culture, technology, and media in cross-cultural digital marketing.

Policy Recommendations: Initiatives to improve digital literacy and encourage the development of culturally sensitive algorithms to support MSME growth in the digital era should consider as policymakers.

This analysis underscores the importance of bridging the identified gaps to advance academic understanding and practical applications in cross-cultural digital marketing.

4. Conclusion

Algorithm bias, local media, and digital literacy in this study interact and influence the performance of culturally-based digital marketing. The study also emphasizes the need for additional research to understand better the complex interaction of culture, technology, and marketing in a cross-cultural setting. This study adds to the literature on cross-cultural digital marketing by underlining the significance of a culturally-based strategy to optimizing algorithms, employing local media, and increasing consumer digital literacy.

This study identifies significant gaps in the existing literature regarding the interaction between algorithm bias, local media, and digital literacy in influencing cultural acceptance and digital marketing performance. These gaps arise because most previous studies have focused on one aspect in isolation—such as the relationship between culture and algorithms or the impact of local media on consumer preferences—without exploring how these three factors interact synergistically.

Below is a deeper explanation of the identified gaps:

Limitations of research on algorithm bias and cultural relevance show that social media algorithms affect the content shown to users. However, most researches address algorithm bias in general terms, such as inaccurate or underrepresented cultural representations, without delving into how this bias affects marketing performance in local markets. Furthermore, no studies have explored mitigating this bias to ensure that algorithm-generated content aligns with local values and norms, particularly in highly diverse countries like Indonesia and Malaysia. Lack of integration between local media and digital literacy local media influences customer perceptions significantly.

However, previous research has frequently neglected how digital literacy affects consumers' ability to comprehend content provided by local media. The digital literacy in this study influences not only how consumers consume content but also how they assess its cultural importance. For example, culturally complex messages may not be well-received in regions with low digital literacy, even if they are distributed through local media.

Dynamic interaction between culture, technology, and marketing performance - Many studies have discussed integrating cultural elements into marketing. However, most of these studies concentrate on content design or marketing techniques, ignoring the impact of technology, such as algorithms, on information distribution. Algorithm bias in this study frequently affects cultural components designed to boost consumer interaction. As a result, there is a research gap in understanding how culture, technology, and marketing performance influence one another in cross-cultural contexts.

Cross-cultural perspective in the context of Indonesia and Malaysia – Both countries share many cultural similarities but differ in technology use, digital literacy, and media consumption. However, few studies have explored how these differences affect the effectiveness of culturally-based digital marketing strategies. For instance, a marketing strategy that succeeds in Indonesia may not be effective in Malaysia due to differences in consumer preferences shaped by local media and digital literacy. Indonesia and Malaysia are two countries with cultural similarities. The implementation of culturally-based digital marketing strategies can differ. This is due to differences in digital literacy levels, technology use, and media consumption patterns.

Consumer preferences in each country are shaped by exposure to local media and their understanding of digital technology.

Marketing messages can have different impacts when received and interpreted. Marketing messages can have different impacts when received and interpreted. Therefore, planning a marketing strategy requires considering cultural differences more contextually without neglecting local dynamics.

Implications for practitioners in this study:

Despite their apparent cultural similarities, more in-depth segmentation and strategy adaptation is necessary based on differences in media consumption and digital literacy levels in Indonesia and Malaysia. Furthermore, the implication for policymakers is that the government and relevant institutions can encourage increased digital literacy among the public so that culture-based marketing strategies can be more inclusive and effective in supporting the growth of digital MSMEs.

Implications for future research include opportunities for further research into the influence of media convergence, algorithmic personalization, and the role of new technologies (such as AI and AR) on cross-cultural marketing strategies in the Southeast Asian region.

The limitations of empirical data in this study are a weakness. This study is primarily conceptual or exploratory and is not supported by in-depth quantitative or qualitative data from both countries. While discussing cultural similarities and differences, this study does not explicitly identify the cultural elements influencing consumer behavior in each country.

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