Cross-Cultural Differences in Social Media
(Mandy Pick)

Sprache/Language: German/ English

Social media has become an important tool for influencing consumer decision-making. Due to the positive effects, companies are investing large amounts of money in their social media presence. Previous studies have shown that there are intercultural differences in the social media context that need to be considered.

The aim of this thesis is to provide a research overview on the role of culture in social media marketing. In addition, an empirical research should be conducted to examine the differences between two countries. Therefore, an existing study can be replicated for another country or a new research approach can be carried out for two countries. To expand the comparatively limited amount of research that deals with the cultural impact on the acceptance or use of social media.

Introductory Literature:

