

Cross-Cultural Perspectives on the Communication Strategies of Silver Fox KOLs in International E-Commerce Campaigns

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ABSTRACT

Cross-cultural communication in influencer marketing is essential in influencing audience interaction and trust in international e-commerce campaigns. This research investigates how Silver Fox KOLs, aged 50 and older, modify their communication strategies in Western, Asian, and Middle Eastern markets to maximize consumer interaction and persuasion. Applying a Systematic Literature Review (SLR) according to the PRISMA guidelines, the research examines current studies on storytelling methods, linguistic adaptation, and cultural symbolism in influencer marketing. The results indicate that Western consumers are receptive to direct, personal narratives and humor, whereas Asian consumers are more attuned to collective, tradition-based stories, and Middle Eastern consumers are receptive to religious and ethical storytelling styles. In addition, mechanisms for building trust differ geographically, with Western consumers appreciating transparency, Asian consumers preferring hierarchical credibility, and Middle Eastern consumers preferring cultural and family integrity. The research identifies the need for localization over standardization, where high-context cultures prefer culturally adapted messaging and low-context cultures like direct, universal communication. The study offers great insights for brands that seek to use Silver Fox KOLs in cross-border marketing strategies. Future studies need to investigate AI-powered influencer marketing, the role of new digital platforms, and evolving consumer attitudes towards older influencers in international e-commerce. The research provides real-world implications for companies looking to maximize age-inclusive influencer marketing campaigns in online commerce.

Keywords: Silver Fox KOLs, Cross-Cultural Marketing, Audience Engagement, Persuasion Techniques, Trust-Building.

INTRODUCTION

Digital marketing evolves rapidly through Key Opinion Leaders (KOLs) who actively control consumer choices and maintain brands' public images and drive customer purchase behavior. A new subcategory among influencers which has gained prominence during recent years includes older creators who can be called "Silver Fox KOLs." People aged 50 or older are now commonly used by global e-commerce marketers in their promotional efforts. Older consumers accounted for minimal interest to marketers until societal changes and rising consumer spending potential brought about marked growth in their digital marketing roles (Hu, 2023). This text uses "Silver Fox KOLs" to designate digital influencers above age 50 throughout the entire paper because they have recently gained authority in online marketing activities.

Silver Fox KOLs gain their popularity because of multiple motivating elements. Older people engage increasingly with social media sites TikTok Instagram WeChat YouTube and Amazon Live. The higher levels of digital participation in society have generated demand for lifestyle content that appeals to older consumers. Brands have identified that Silver Fox KOLs create exclusive value for promoting their content to older customers while reaching out to younger generations simultaneously. Users view Silver Fox KOLs as authentic sources who share reliable information which enables them to achieve successful influence across both age-specific and multi-generational product promotion (Nurhasanah & Djuniardi, 2024).

The success of Silver Fox KOLs in global e-commerce demands appropriate adaptation of their communication methods to various Western Asian and Middle Eastern audience groups. Older influencers adapt their message creation according to the unique cultural characteristics which exist within Western Asian and Middle Eastern regions. Western consumers respond well to individual-oriented honest communication yet Asian consumers alongside those in the Middle East expect collective-focused communications which avoid obvious directness according to Wang (2023). The effective communication of Silver Fox KOLs requires main knowledge of cross-cultural distinctions to establish credibility and engage audiences between international markets.

Research papers analyzing Silver Fox KOLs within cross-cultural environments are scarce due to insufficient academic focus on this area. These influencers share their content through diverse methods than youthful influencers through storytelling and nostalgic appeals and humorous narratives combined with proven expertise for audience connection. Literature lacks evidence about the cultural adaptation strategies of these techniques alongside an analysis of the technology constraints that affect their potential usage in Metaverse and AI-powered marketing.

Older influencers encounter multiple technological obstacles that negatively impact their performance as social media ambassadors. Older influencers who build their influence face challenges when working with changing digital trends and evolving online platforms. The rapid changes in social media algorithms alongside new content formats such as short videos and live-streaming and growing AI presence in personalized marketing create substantial hurdles for Silver Fox KOLs. The technological challenges faced by elderly influencers regarding newer online platforms restrict their ability to maximize their promotional capabilities in contemporary digital marketing initiatives. The full range of potential for cross-cultural marketing involves older influencers requires complete understanding of how their approaches and adaptation to modern digital trends face technological obstacles.

The research investigates Silver Fox KOL communication techniques across diverse cultures combined with their strategy adjustment to market-specific demands while they navigate technological challenges to stay innovative in digital marketing. An examination of these factors through research will reveal optimal methods for employing older influencers across international e-commerce initiatives alongside solutions for cultural communication and technological modifications.

Research Problem & Objectives

Notwithstanding the increasing visibility of Silver Fox KOLs in online marketing, few research studies have evaluated their communication tactics, especially in international and cross-cultural contexts. In contrast to young influencers, who tend to employ trends and viral videos, older influencers might use storytelling, nostalgia, humor, or expertise-based influence to engage with viewers. Yet, how and to what extent these tactics can be applied across various cultures is a non-developed area of research.

Here are the three generalized research objectives for your study:

To explore the communication strategies utilized by older influencers in engaging diverse cultural audiences in digital marketing.

To identify and evaluate cross-cultural adaptation techniques employed by older influencers in global digital marketing campaigns.

To investigate audience engagement patterns and trust-building mechanisms in response to older influencers across different cultural contexts.

This study seeks to address the following key research questions:

1. How do Silver Fox KOLs communicate effectively across cultures?
2. What cross-cultural adaptation strategies do they use?
3. How do audiences from different cultures engage with their content?

By exploring these questions, the study aims to uncover the best practices Silver Fox KOLs employ in cross-cultural marketing, thereby informing both academic and industry.

Research Significance

This study contributes to cross-cultural digital marketing by examining how older influencers manage global e-commerce. Theoretically, it extends age-inclusive influencer marketing by applying Hofstede's Cultural Dimensions, Hall's High-Context vs. Low-Context Communication, and Semiotics to emphasize cultural influences on influencer performance. Practically, it offers brands to maximize influencer partnerships to ensure culturally relevant messaging. Knowledge of persuasion, engagement, and trust establishment across cultures will

enable brands to leverage Silver Fox KOLs' influence in global markets to the fullest. As influencer marketing goes global, content adapting to various target audiences becomes indispensable. This research provides useful advice for both business and academia within the changing digital market.

LITERATURE REVIEW

With the digital economy growing increasingly around the world, influencer marketing has become a potent means of brand interaction in various cultural contexts. Although most of the current literature has concentrated on young influences, the emergence of older influencers, commonly known as Silver Fox KOLs, offers a distinct dynamic in online marketing. These influences rely on their credibility, experience, and relatability to influence audiences, mainly in health, finance, lifestyle, and luxury branding. Still, how successful their communication styles are, what cross-cultural adaptation strategies they apply, and through which other audiences engage and trust them have been neglected aspects of scholarly works. Based on the cultural differences in digital communication norms, consumer expectations, and influencer authenticity, it is important to explore the engagement trends and trust creation mechanisms of mature influencers in overseas markets. Through this literature review, three pivotal dimensions are scrutinized critically: (1) the communication strategies used by older influencers to engage culturally diverse audiences, (2) the cross-cultural adaptation techniques they employ in global digital marketing campaigns, and (3) the audience engagement and trust-building mechanisms that shape their influence across different regions. By integrating theories from cross-cultural communication, influencer marketing, and digital consumer behavior, this review aims to provide a comprehensive understanding of how older influencers navigate the complex and evolving landscape of global social commerce.

Communication Strategies of Older Influencers in Engaging Diverse Cultural Audiences

Influencer marketing has long been led by younger creators who fit within the digital-native generations. As digital engagement now reaches all demographics, though, there has been a large push toward age-diverse influencer marketing (Nurhasanah & Djuniardi, 2024). The emergence of older influencers, or the so-called Silver Fox KOLs, demonstrates shifting consumer sentiment and increased market inclusivity. The older influencers are increasingly being seen as offering special value propositions, including credibility, experience in life, and high intergenerational draw.

The growing online engagement of aging groups has further intensified the trend. Influencer-based content on social commerce websites like TikTok, Instagram, WeChat, Amazon Live, YouTube, and Facebook Live has witnessed a rise in the number of middle-aged and older consumers engaging with influencer-based content. This change defies conventional marketing stereotypes that focus mainly on younger consumers and reiterates the fact that older people can be opinion leaders (KOLs) with significant commercial power (Meng, 2023). Older influencers are seen as reliable, informed, and genuine in social commerce and online branding and are thus especially effective in promoting lifestyle, wellness, financial, and luxury products. Their growing embracing heralds a change in online marketing, with varied age groups now playing an active role in crafting brand stories.

Theoretical Perspectives on Digital Communication Strategies

Grasping how elderly influencers interact within multicultural settings necessitates analyzing basic concepts in cross-cultural communication and internet marketing. Hofstede's Cultural Dimensions Theory and Hall's High-Context vs. Low-Context Communication Model are two commonly used models.

Hofstede's theory suggests the existence of culture dimensions like individualism vs. collectivism, power distance, uncertainty avoidance, and long-term orientation that dictate communication styles. For instance, in individualistic cultures (for instance, America, Germany), older influencers are likely to rely on direct, personal narratives in which they introduce themselves as stand-alone thought leaders (Gao, 2024). Whereas in collectivistic cultures (for instance, China, Japan), they may stress family-related narratives, value sharing, and intergenerational knowledge to be able to tap into stronger bonds with the audience.

Hall's High-Context vs. Low-Context Communication model also describes how the messaging of influencers is modified. In high-context cultures (such as China, Korea, the Middle East), communication is often implicit, symbolic, and highly nonverbal. Influencers in older generations in these areas might use culturally significant imagery, metaphorical narration, and historic references to encode messages. Conversely, low-context cultures (for example, U.S., Germany, U.K.) prefer transparent, direct communications, wherein influencers can avail themselves of blatant, straightforward message and personal experiences (Alshboul, Nowlin, & Glasgow, 2019). These recognitions enable the influencers to set their strategy dependent on cultural beliefs and audience sensibilities.

Communication Techniques of Older Influencers Across Cultures

Silver Fox KOLs utilize varied communication methods to reach culturally diverse audiences. One of the major strategies involves storytelling where influencers tell personal stories, success stories, and life lessons. This strategy increases authenticity and creates strong emotional bonds across generations and cultures (Pant, 2024).

Besides, nostalgia and humor are potent weapons in influencer marketing. Most older influencers use humor characteristic of their generation and cultural jokes to make their messages engaging. Nostalgia, especially in Asian and Middle Eastern cultures, rings loud because cultural continuity and tradition value is placed highly upon (Stack Influence, 2024). By referencing previous trends, conventions, or historic happenings, influencers establish emotional connection with followers (Gao, 2024).

Linguistic approaches also differ between cultures. In Western markets, informal and conversational language is used by influencers, who usually address audiences through first-person accounts. In Asian and Middle Eastern markets, however, a respectful and formal tone works better, especially when addressing senior audiences (Ting-Toomey & Dorjee, 2018). Others use bilingual content and localized terms to increase accessibility and cultural relevance.

The second is authenticity and personal branding. Silver Fox influencers tend to brand themselves as knowledgeable, mature, and relatable personalities, leveraging their credibility to build brand trust. In contrast to young influencers who tend to emphasize aspirational looks and fashion-forward content, Silver Fox KOLs aim for consistency, authenticity, and long-term connection with their audience (Fiveable, 2017). Through comprehension of cross-cultural communication patterns, Silver Fox KOLs are able to connect well with global audiences, solidifying their influence in disparate digital spaces.

Challenges and Barriers in Cross-Cultural Communication for Older Influencers

Even with their growing power, Silver Fox KOLs encounter a number of challenges in cross-cultural communication. Stereotypes based on age continue to exist in online media, where older people are viewed as less technologically savvy or less effective than younger content creators (Nunan & Di Domenico, 2019). To counter these prejudices, older influencers need to prove digital literacy, flexibility, and cultural sensitivity in their content strategies (Miranda, Antunes, & Gama, 2022).

In addition, tech constraints and online literacy are sources of challenge. Although there are some elderly influencers who are technologically savvy about social media resources, others grapple with changes in algorithms, platforms, and formats of new content (Hsieh & Shannon, 2005). Contrary to the digital-born counterparts who are influencers of a younger generation, Silver Fox KOLs tend to take longer periods to transition into new trends like short video promotion, livestream shopping, and AI-powered crowd engagement (Adebafa, 2024).

Cultural flexibility is another key challenge. Certain influencers might not pick up on cultural subtleties, causing misunderstandings or unintentional insensitivity in international campaigns. This is especially important in high-context cultures, where indirect communication and symbolic messaging are the norm (Wang, 2020). Disconnection with cultural norms can undermine audience interaction and diminish influencer credibility across international markets (Retnowati, 2016).

As online marketing keeps advancing, mature influencers are in a pivotal position to break down cultural and generational divides. They are best positioned to adapt communication patterns, integrate narratives, and ride on personal credibility, which positions them to communicate effectively with multicultural audiences (Gao, 2024). Yet, there are pitfalls such as age-based prejudice, technological familiarity, and sensitivity to culture, which have to be addressed prudently. Through the use of cross-cultural communication theories and strategic linguistic, narrative, and semiotic practices, older influencers are able to effectively navigate global digital markets and facilitate effective brand engagement.

Cross-Cultural Adaptation Techniques Employed by Older Influencers in Global Digital Marketing Campaigns

In the globalized digital economy, aging influencers are evolving to connect with global audiences of varied cultures on multinational platforms. Global digital marketing increasingly involves cross-cultural adaptation, calling on influencers to customize their content, visual frames, and connectivity strategies to respond to cultural sensitivities in varied markets (Judijanto, Putra, & Muhtadi, 2024). The argument between localization and standardization is central in influencing these strategies of adaptation. Localization entails making content fit specific linguistic, symbolic, and affective tastes within a region, while standardization uses a universal style of content in all markets (Pagani, Goldsmith, & Perracchio, 2015). Studies confirm that localization presents better engagement metrics, as crowds respond more strongly to culturally contextual messaging. Older influencers, especially, gain from localization since their believability is frequently tied to the extent to which they blend into

the cultural identity of their audience (Singh, Chun, & Benmamoun, 2015).

The success of cross-cultural adaptation is significantly driven by consumer behavior, traditions, and cultural values. Hofstede's dimensions of culture present a lens to view differences, especially in the areas of individualism versus collectivism, power distance, and uncertainty avoidance. Influencers in individualist cultures focus on individual branding, success stories, and straightforward communication, frequently telling personal stories, sharing money tips, or sharing their fitness journeys to establish autonomy and authority. In contrast, influencers in collectivist cultures take on a community-centric role, involving family-based themes, group storytelling, and honoring tradition. Silver Fox KOLs in such regions encourage inter-generational unity, cultural preservation, and preservation of tradition and values, engaging in an affective connection with their public (Annushkina & Regazzo, 2020).

Linguistic and cultural localization is one of the most important adaptation tactics for elderly influencers, which entails adjusting language use, humor, and gestures to suit regional conventions. Language is essential in audience participation since consumers will be more inclined to trust and engage with content expressed in their language (Le, 2024). Most elderly influencers use bilingual content, subtitles, and culturally specific jargon to reach multilingual audiences. Humor also differs considerably between cultures—whereas Western audiences enjoy sarcasm and overt humor, Asian and Middle Eastern audiences tend to enjoy subtler, context-based humor (Retnowati, 2017). Likewise, nonverbal communication and gestures must be similarly adapted, as some hand gestures or facial expressions can carry different connotations between cultures.

Visual and semiotic adjustments are also important in cross-cultural influencer marketing. The application of color psychology, traditional clothing, symbols, and visual elements in online content has a significant influence on audience perception (Bekri, 2024). For instance, studies in semiotics indicate that colors have varying meanings based on the cultural context—red represents prosperity and happiness in China but danger or urgency in Western nations. Older influencers use culturally relevant imagery like traditional dress, religious iconography, or geography-specific backdrops to build a sense of identification. This methodology is in accord with high-context communication paradigms in which visual and suggestive messaging is pivotal in connection-building and meaning-crafting.

Emotional and narrative adaptation is another key adaptation strategy. Storytelling is effective as it relies on cultural standards for narrative organization, emotional valence, and values communicated. Western influencers tend to use individual achievement stories and inspirational content, while in Asian and Middle Eastern societies, storytelling may take the form of moral tales, historical allusions, or shared experiences (Checchinato & Lala, 2018). Emotional appeal is also different—Western audiences are sensitive to authenticity and personal struggles, while Asian audiences like content that is more focused on social harmony, wisdom, and family togetherness.

Social media platform choices also affect cross-cultural adaptation techniques. Various social media platforms address different audience habits, and each demands that the influencer calibrate their content and engagement based on the needs of the given platform. Social media platforms geared towards short-form, trend-centric content are optimal for reaching youth audiences, but others are suited for long-form content and interactivity, with these being preferable for influencers engaging in product suggestions, educational exchanges, or storytelling about culture (Tone, 2023). YouTube, for example, is a platform that features flexible presentation opportunities through which older influencers can create lengthy, drawn-out, and informative content formats, focusing on wellness, financial planning, and cultural heritage. Adaptation to each platform allows messaging to be maximally effective among varying audience segments (Xu & Shi, 2024).

A number of case studies showcase the success of elderly influencers in cross-cultural adaptation. For instance, Chinese Silver Fox KOLs like Grandpa Amu, a master woodcrafter, have been able to adapt their content by incorporating traditional craftsmanship, historical context, and culturally relevant storytelling, which makes their videos extremely popular both within and outside their country. Equally, Western influencers have also adapted their content for international markets through the inclusion of universal health themes, graceful aging, and survival against adversity. These examples highlight that strong comprehension of cultural values, linguistic preferences, and platform-specific tactics are essential to help older influencers broaden their presence in international digital spaces (Judijanto et al., 2024).

To wrap it up, older influencers' ability to make their content authentic but localize at the same time is what has kept them global winners. Digital marketing cross-cultural adaptation takes elements of linguistic ease, semiotic insight, emotional savvy, and platform malleability. Adhering to all these can be crucial as it will ensure the Silver Fox KOLs become relevant with diversified people and builds confidence along with maximizing its reach within global landscapes. As globalization continues to define digital consumption, more research on how elderly influencers manage rising trends like AI-powered personalization and interactive online shopping will be crucial in learning about the future of cross-cultural influencer marketing (Bekri, 2024).

Audience Engagement Patterns and Trust-Building Mechanisms in Response to Older Influencers Across Different Cultural Contexts

The success of mature influencers in online marketing depends greatly on how they are able to build trust and interaction with heterogeneous audiences. Trust is the most important element in influencer marketing because customers tend to believe in influencers, they feel are real, trustworthy, and understandable (Aldi & Adisaputra, 2024). Silver Fox KOLs, with their life experience, maturity, and stability, are able to resonate with audiences that other younger influencers cannot. A number of models of consumer trust account for audience interaction with seasoned influencers. A source credibility model posits that trust, skill, and desirability will have a wide-ranging impact upon audience perception of an influencer's credibility (Alessandro, Widyarani, & Handayani, 2024). Likewise, influencer marketing's authenticity model reinforces the significance of perceived sincerity as well as transparency for influencer-to-follower bonds. Older influencers tend to be seen as being more authentic and seasoned, so they are best at trust marketing, especially for wellness, financial, and lifestyle brands.

Another important perspective is parasocial interaction theory, which accounts for the ways in which audiences form one-sided but intensely personal connections with media personalities, such as influencers. Silver Fox KOLs, through the constant releasing of life experiences, tips, and nostalgia about their lives, build a sense of identification and rapport with their fans. Research indicates that parasocial relationships are more intense in collectivist cultures where interpersonal bonding and long-term attachment to figures of authority are especially prized (Broeder & Crijns, 2019). In contrast, self-expression and straightforward communication are of prime importance in individualistic cultures and create a varying dynamic of influencer-audience relationship.

Cultural variations have a profound influence on patterns of audience engagement with older influencers. High-engagement cultures like China, India, and Brazil see audience members engaging actively by commenting, sharing, and showing emotional responses to influencer content. Community-oriented discourse is essential in these cultures, where older influencers are considered, wisdom figures whose views carry important weight. On the other hand, within low-engagement cultures like Germany, Japan, and Scandinavian nations, audiences are more likely to passively engage, mainly through watching and liking rather than active interaction (Faraoni, Hu, Rialti, & Zollo, 2021).

The influence of family values and perception of age plays an added role in affecting audience engagement. In Asian and Middle Eastern cultures, where respect for the elderly and filiality are ingrained in cultural mores, older influencers tend to command automatic credibility and acceptance. Their promotion of healthy-related, financial planning, and cultural heritage products is especially welcome (Hua, Sun, & Ya, 2023). Conversely, Western audiences prefer to see older influencers in terms of personal ability and individual transformation, so trust is established by proven expertise and shared narrative as opposed to authority based on hierarchy.

In order to build trust in multicultural settings, elderly influencers use several strategies specific to audience demands. Transparency and credibility are the most critical elements in influencer marketing (Prasanth & Priyan, 2024). Silver Fox KOLs tend to use real-life storytelling, long-term brand collaborations, and raw content to build credibility. Nostalgia marketing is another useful technique, especially in cultures emphasizing tradition and historical continuity. By drawing upon previous cultural currents, iconic events, or cross-generational knowledge, elder influences establish an emotional connection between themselves and the audience. Wisdom-based branding and personal experience additionally enhance trust because followers tend to seek advice, mentorship, and reassurance from elder influencers.

Relatability and authenticity also influence consumers' perception of older influencers. Consumers are most likely to listen to influencers with whom they relate on a personal level, from sharing common battles, daily activities, and sincere moments (Jahns, 2023). Silver Fox KOLs who speak confidently about their journeys with aging, career changes, or self-actualization often establish stronger parasocial relationships with their audience. Yet authenticity is understood differently in different cultures—whereas Western audiences will enjoy self-deprecation and relaxed storytelling, Asian audiences tend to appreciate a respectful and dignified style of communication.

Even though these strategies are effective, older influencers are challenged to gain trust and participation across cultures. One of the major challenges is the variation in influence-follower expectations in accordance with regional digital marketing norms. In Western markets, influencers are expected to express strong views and have a clear personal brand, while in Asian markets, influencers are anticipated to work cohesively with brands and not discuss controversial issues (Sinha, 2015). The manner in which older influencers navigate personal authenticity and commercial sponsorships affects how they are received in various cultural contexts.

The second issue is the visibility generated by algorithm-driven exposure and influencer reputation. Engagement-driven algorithms determine content promoted on social media platforms, usually favoring trending

topics that have gone viral and younger demographics as opposed to aged influencers. This tends to render Silver Fox KOLs' exposure less visible unless they join in with platform-specific trend patterns and participative content modalities. Moreover, reputation management comes into play since trust may be easily lost if an influencer is seen as overly commercialized or out of touch with the cultural values of their audience (Bari, Angguna, Izzati, & Anindea, 2024).

Research Gap

In spite of increased numbers of elderly influencers (Silver Fox KOLs) involved in international online marketing, studies have predominantly concerned themselves with youth influencers, while there is much to be discovered about age-inclusive influencer marketing across cultural divides. Prior research on influencer marketing and cross-cultural communication tends to delve into youth-centric engagement strategies, content virality, and digital consumer behavior (Faraoni, Hu, Rialti, & Zollo, 2021). Yet, scant attention has been devoted to how senior influencers manage cultural adaptation, establish trust, and interact with various international audiences. Additionally, though theories like Hofstede's Cultural Dimensions and Parasocial Interaction shed light on online communication, their extension to elderly influencers is still an uncharted area of study. Comparative studies on the reception and reaction of various cultural groups to senior influences in international e-commerce promotions are also scarce. This research seeks to fill these gaps by examining the strategic communication, cultural adaptation, and trust-building processes of older influencers in cross-cultural online marketing.

METHODOLOGY

Research Design: Systematic Literature Review (SLR)

This research undertakes a Systematic Literature Review (SLR) method under the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) structure to obtain a systematic, transparent, and reproducible study process. SLR methodology can be used here for the meta-analysis of present literature on communication tactics, influence strategies, and audience reach behavior of Silver Fox KOLs across online commerce campaigns. Systematic synthesis of published papers using this review discovers central topics, theoretical extensions, and information gaps within the field.

Search Strategy and Data Sources

A broad academic research of peer-reviewed content, journal articles, conference materials and industry reports took place. The following databases were used:

- Scopus
- The Web of Science
- Google Scholar
- IEEE Xplore
- ScienceDirect

The research field utilized Boolean operators "AND" "OR" to search this information along with certain specified keywords:

- "Silver Fox KOLs" OR "Older influencers" OR "Senior KOLs"
- "Cross-cultural marketing" OR "Digital influence strategies" OR "International influencer marketing"
- "Audience engagement" OR "Persuasion techniques" OR "Trust-building mechanisms"
- "Systematic review" OR "PRISMA framework" as shown in **Table 2**.

Eligibility Criteria

Researchers used inclusion and exclusion criteria to limit the selection process of relevant studies, as shown in **Table 1**.

Table 1. Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Publication Type	Peer-reviewed journal articles, conference papers, industry reports	Opinion pieces, non-peer-reviewed sources, editorials
Time Frame	2015–2025	Studies before 2015
Language	English	Non-English publications
Relevance	Studies focusing on older influencers, cross-cultural marketing, audience engagement	Studies unrelated to influencer marketing or cross-cultural adaptation
Research Methodology	Empirical studies, qualitative/quantitative research, systematic reviews	Theoretical papers without empirical evidence

Data Extraction and Categorization

Total search results amounted to 156 articles within each database. The authors reviewed the title and abstract sections of available literature to determine research suitability. Eligibility validation of articles proceeded by full-text inspection after duplicate elimination from the screened results.

The eligibility assessment process produced 11 studies that met the criteria thus they became candidates for review. The studies fit into three categories which support research objectives:

1. Communication Strategies of Silver Fox KOLs in Engaging Diverse Cultural Audiences
2. Cross-Cultural Adaptation Techniques in Global Digital Marketing Campaigns
3. Audience Engagement Patterns and Trust-Building Mechanisms

Researchers performed additional evaluations of these three categories to expose repeated patterns within the published works as well as missing topics. The researchers applied thematic analysis to synthesize their data which exposed the main strategies along with challenges and effective practices of Silver Fox KOLs operating in cross-cultural influencer marketing.

Study Selection Process (PRISMA Flow Diagram)

Table 2. PRISMA Framework

PRISMA Stage	Description
Identification	Conducted a comprehensive search across Scopus, Web of Science, Google Scholar, IEEE Xplore, and ScienceDirect using predefined keywords (e.g., "Silver Fox KOLs," "cross-cultural marketing," "digital influence strategies," "audience engagement," "persuasion techniques"). Retrieved a total of 156 articles.
Screening	Removed duplicate records. Titles and abstracts were screened for relevance to older influencers, cross-cultural communication, and digital marketing strategies. Studies unrelated to influencer marketing or cross-cultural adaptation were excluded.
Eligibility	Full-text articles were assessed based on methodological rigor, theoretical contribution, and empirical evidence. Articles that lacked clear research methods, had insufficient data, or were not peer-reviewed were excluded.
Inclusion	Final selection of 11 studies that met all eligibility criteria. These studies were categorized and synthesized using thematic analysis to derive key insights on communication strategies, persuasion techniques, and audience engagement in cross-cultural influencer marketing.

A PRISMA flow diagram as shown in **Figure 1** illustrates the number of records identified, screened, excluded, and included in the final synthesis.

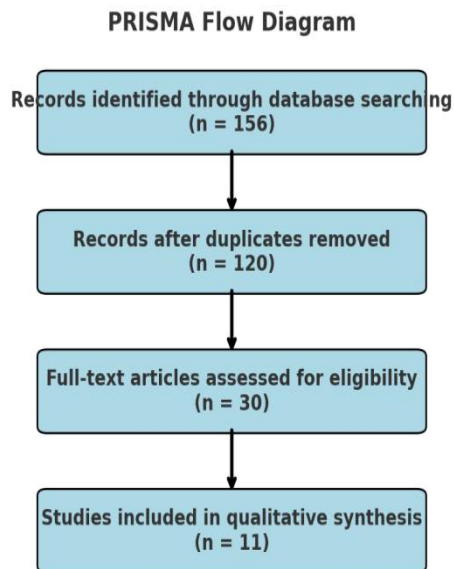


Figure 1. PRISMA Framework

Data Extraction and Synthesis

The researchers employed thematic analysis to identify essential information contained within the reviewed studies:

Communication strategies of Silver Fox KOLs in different cultural contexts

Persuasion and audience engagement techniques in international e-commerce

Cultural adaptation and trust-building mechanisms in influencing marketing

A specific coding system helped sort findings into principal themes. The analysis of existing literature used thematic synthesis to discover similarities along with contradictory findings and missing research areas.

Ethical Considerations

The study depends on secondary data from published literature because it does not require direct human participation. The research implemented ethical conduct for its procedures throughout the process:

Proper citation and acknowledgment of sources

Transparent reporting of findings

Adherence to academic integrity and research ethics guidelines

This paper evaluates research studies on Silver Fox KOLs in cross-cultural marketing using an SLR approach guided by PRISMA. These findings enhance both academic knowledge and industry practice by presenting complete strategies about how older influencers can effectively communicate and persuade consumers in international electronic commerce.

RESULTS

This part discusses the findings of the systematic literature review (SLR) on the communication tactics, persuasive methods, and audience participation tendencies of Silver Fox KOLs in cross-border e-commerce marketing campaigns. The findings were generated through thematic synthesis of scholarly papers, organized by the core research aims.

Overview of Selected Studies

The synthesis included 11 studies for analysis in accordance with PRISMA guidelines. The research analysis

proceeded based on the contributions made to three essential themes within these studies:

Communication strategies of Silver Fox KOLs in engaging diverse cultural audiences

Cross-cultural adaptation techniques in global digital marketing

Audience engagement patterns and trust-building mechanisms

Table 3 below summarizes the selected sources and their thematic relevance:

Table 3. Summary of Selected Sources and Their Thematic Relevance

Author(s) & Year	Study Focus	Relevant Themes
Hu (2023)	Digital marketing strategies of senior influencers	Communication strategies, audience engagement
Meng (2023)	Key opinion leader (KOL) marketing models	Cross-cultural adaptation, engagement techniques
Nurhasanah & Djuniardi (2024)	Influencer marketing in social commerce	Communication strategies, persuasion techniques
Wang (2023)	Social e-commerce and cultural dimensions in marketing	Cross-cultural adaptation
Adebafa (2024)	Consumer behavior and digital persuasion	Engagement patterns, trust-building
Jahns (2023)	Authenticity in influencer marketing	Trust-building, persuasion techniques
Miranda, Antunes, & Gama (2022)	Older influences on Instagram and their communication styles	Communication strategies
Nunan & Di Domenico (2019)	Age-related biases in digital marketing	Audience engagement, challenges
Retnowati (2017)	Challenges in cross-cultural advertising	Cross-cultural adaptation
Chen & Yang (2023)	Role of influences in live-stream e-commerce	Engagement patterns, persuasion strategies
Faraoni, Hu, Rialti, & Zollo (2021)	Cultural dimensions in online purchase behavior	Trust-building, audience engagement

Theme 1: Communication Strategies of Silver Fox KOLs in Engaging Diverse Cultural Audiences

Cultural context determines the different communication strategies that emerge according to published literature. Older influencers who are known as Silver Fox KOLs communicate with international audiences by telling stories and adapting their language along with their body movements.

Storytelling as a Persuasion Tool

Table 4 illustrates that the primary approach of Western Silver Fox KOLs to engage audiences through their marketing content consists of personal narrative combined with self-evaluation and comedic elements. Influencers present their life stories and success pivots to their followers through real-life accounts which builds authentic connections (Jahns 2023). The Asian market focuses on heritage beliefs combined with familial practices and ancestral wisdom that KOLs use to cultivate deep relationships between their social network constituents (Wang, 2023). The Middle Eastern market receives content from influencers which integrates religious and cultural elements that follow societal beliefs emphasizing faith alongside ethics and communal identification (Retnowati, 2017). Different storytelling approaches between cultural groups need tailored communication strategies to reach audiences effectively in intercultural influencer marketing.

Table 4. Storytelling Styles in Different Cultural Contexts

Region	Storytelling Approach	Example Strategies
Western (U.S., U.K., Germany)	Personal, direct, humorous	First-person narratives, casual language, humor
Asian (China, Japan, South Korea)	Collective, family-oriented	Ancestral wisdom, historical references, cultural traditions
Middle Eastern (Saudi Arabia, UAE)	Religious, community-driven	Integration of Islamic values, family honor, social harmony

Linguistic and Visual Adaptation

Table 5 shows that language and visual symbolism are essential elements of influencer communication, conditioning audience engagement within cultural contexts. Silver Fox KOLs tailor their tone, humor, and messaging style to cultural inclinations to become relatable and trusted (Nurhasanah & Djuniardi, 2024). Western influencers most often use an informal, first-person mode of speech, sometimes including humor and colloquial language to build authenticity and immediate engagement. By comparison, Asian influencers employ formal and polite language, incorporating culturally important symbols like red for good luck and gold for wealth (Gao, 2024). On the other hand, Middle Eastern influencers prefer a humble and formal tone, incorporating religious symbolism and moral branding, consistent with the region's cultural and moral values (Bekri, 2024).

Table 5. Linguistic and Visual Adaptation Across Cultures

Region	Linguistic Style	Visual Elements
Western	Informal, first-person, humor	Minimalist aesthetics, high-contrast branding
Asian	Formal, collectivist messaging	Bright colors (red, gold), symbolic imagery
Middle Eastern	Modest, religious undertones	Traditional clothing, Islamic symbols

Theme 2: Cross-Cultural Adaptation Techniques in Global Digital Marketing

Silver Fox KOLs modify their promotional approaches following Hofstede's cultural dimensions standards for increasing regional audience participation (Chen & Yang, 2023).

Cultural Localization vs. Standardization

Localization is the preferred strategy in high-context societies like China, Japan, and the Middle East, as shown in **Table 6**, where the influencers make cultural norms, symbolic communication, and audience expectations work for them by tailoring messages accordingly (Le, 2024). They use formal tones, conventional images, and communal storytelling, which ensures that the content is culturally and socially appropriate. Conversely, standardization is prevalent in Western markets, with audiences preferring personal, direct communication and universal messages (Nurhasanah & Djuniardi, 2024). Western influencers use a simple, casual tone of voice, highlighting individual branding, openness, and authenticity. Whereas localization boosts regional interaction, standardization facilitates efficient scalability, hence the importance of balancing these approaches when marketing diverse international markets.

Table 6. Localization vs. Standardization in Influencer Marketing

Marketing Approach	High-Context Cultures (Asia, Middle East)	Low-Context Cultures (West)
Localization	Culturally tailored visuals, native language captions, collective storytelling	Less emphasis on cultural cues

Marketing Approach	High-Context Cultures (Asia, Middle East)	Low-Context Cultures (West)
Standardization	Limited to universal themes (e.g., health, wellness)	Direct messaging, personal branding

Theme 3: Audience Engagement Patterns and Trust-Building Mechanisms

The trust and engagement creation of Silver Fox KOLs emerges from their combination of credible authenticity with genuine real-life stories (Aldi & Adisaputra, 2024).

Trust-Building Strategies

Audiences from Western regions, as shown in **Table 7**, demand openness from their influencers because they require honest sponsorships for creating authenticity which builds trust (Pagani, Goldsmith, & Perracchio, 2015). The Asian audience tends to trust influencers who are promoted by authority figures or well-known brands or respected personalities according to the research of Checchinato and Lala (2018). Middle Eastern customers value family traditions and religious beliefs so they choose brand influencers who uphold ethical branding standards and cultural conventions (Hua, Sun, & Ya, 2023).

Table 7. Trust-Building Strategies in Different Cultures

Region	Trust-Building Approach	Key Factors
Western	Transparency, authenticity	Open sponsorship disclosure, personal struggles
Asian	Hierarchical credibility	Expert endorsements, family connections
Middle Eastern	Cultural and religious integrity	Ethical positioning, family-oriented branding

Comparative Analysis: Silver Fox KOLs vs. Younger Influencers

Research gaps exist regarding the comparison of Silver Fox KOLs against standard influencers who work within similar cultural settings. Comparison of strategic approaches between senior influencers and their younger counterparts provides crucial knowledge regarding the influence age has on influencer marketing outcomes.

Western markets accept influencers who are younger to develop personal brands through humorous content featuring aspirations that let them exploit current trends alongside relatable material. Silver Fox KOLs are primarily known for their authenticity combined with knowledgeable and trustworthy qualities and their strategic use of real-life experiences and storytelling and credibility. Studies have not established if the separate engagement methods utilized by creators lead to significant changes in audience participation and sales performance.

The cultural value system in Japan and South Korea brings advantages to older influencers because of their respect for experienced wisdom. Young influencers normally face greater challenges when they attempt to establish equal levels of respect among their audience base. In Western societies with emphasis on individualism and personal branding younger influencers prove better able to establish personal interactions with viewers through trendy contemporary strategies.

Studies using parallel campaigns involving various age-based and follower-type influencers in different cultural environments would generate more precise results. This type of study would expose if selecting influencers depending on age or other elements affects trust levels and engagement metrics as well as conversion numbers which helps brands improve their strategies.

Conclusion

This systematic literature review shows the manner in which Silver Fox KOLs customize communication tactics to target worldwide e-commerce markets. Narrative and linguistic modification are paramount, where Western influencers tend towards personal and explicit accounts and Asian and Middle Eastern audiences emphasize heritage and family values. Localization and standardization are conditioned by cultural dimensions with bespoke tactics necessary. Trust-building differs regionally, with Western consumers placing more emphasis

on transparency, whereas Asian and Middle Eastern customers prefer hierarchical credibility and ethical branding. Future studies can investigate AI-fueled influencer marketing, new social platforms, and shifting consumer attitudes, specifically around personalization, technological savviness, and the use of older influencers.

DISCUSSION

The research discoveries demonstrate how Silver Fox KOLs power cross-cultural influencer marketing by uniting trustful relationships with multicultural audience groups. It remains necessary to examine the ethical concerns facing the deployment of senior influencers during digital marketing promotions even though research on communication approaches and cultural adaptation and engagement methods provides value.

A vital ethical problem exists because older influencers are at risk of becoming exploited. Brands seek to exploit Silver Fox KOLs when these influencers promote health wellness and lifestyle products and services because of the beliefs surrounding their expert status and trustworthiness. These influencers face situations where brands request them to support products which may damage their viewers particularly since elderly audiences are more susceptible to influence due to their trust in the influencers. Respecting ethical marketing principles demands older influencers must partner with products honestly reflecting their genuine beliefs and meeting the welfare needs of their followers according to Chen & Yang (2023) and Nurhasanah & Djuniardi (2024).

Age-based stereotypes in marketing advertising create substantial problems regarding corporate ethics. When KOLs represent Silver Foxes in marketing content they display knowledgeable and dependable traits to audiences but this may lead to reducing older people to basic age-related stereotypes. Such stereotypes reinforce the misconception that older people have no value outside of their perceived wisdom and wisdom-based contributions to society. Brands need to handle older influencers carefully since they should avoid placing them in role assignments that perpetuate typical stereotypes about aging. Brands ought to embrace the multiple interests and knowledge domains that Silver Fox KOLs contribute while showing them in their complete spectrum of expertise (Adebafa, 2024; Prasanth & Priyan, 2024).

An important ethical factor involves the digital competence of older influencers. The adaptation to social media by older adults comes with specific difficulties for those who experience barriers to understanding digital marketing trends and new platforms. Ethical marketing practices must protect older influencers against mandatory digital tool or platform commitments even when they remain unfamiliar with such technology because of the fast development of social media. Brands must provide sufficient support and training to both older and younger influencers so they can perform ethical and effective digital marketing tasks (Chandra, Li, Tay, & Ungar, 2019).

Businesses must focus on ethical standards because Silver Fox KOLs continue to become more prevalent in international marketing. Brands should handle potential exploitation risks through proper age stereotype mitigation while supporting Silver Fox KOLs in digital marketing activities to build ethical and respectful influencer marketing practices (Annushkina & Regazzo, 2020; Bari, Angguna, Izzati, & Anindea, 2024).

Practical Implications for Brands & Marketers

For marketers and brands, the research offers practical strategies for how to use Silver Fox KOLs in cross-border marketing. Older influencers present a unique strength in building credibility, trustworthiness, and emotional connection, especially in those markets where age is linked to wisdom and reliability. Brands need to:

1. Customize influencer campaigns to cultural preferences, ensuring that messaging aligns with regional values (e.g., personal storytelling in the U.S., collectivist narratives in China, and modest, trust-based endorsements in the Middle East).
2. Leverage platform-specific engagement techniques, utilizing live Q&A sessions for Asian markets, direct product reviews for Western consumers, and interactive, community-driven storytelling for Middle Eastern audiences.
3. Prioritize authenticity and transparency, as consumers across cultures value influencers who maintain genuine interactions, disclose sponsorships ethically, and integrate real-life experiences into marketing campaigns.

By integrating these strategies, brands can effectively engage diverse consumer bases and enhance cross-border e-commerce success.

Limitations & Future Research Directions

The study is limited by certain factors, which are mostly in terms of scope of the platform and temporal boundaries. The study is carried out on a small set of social media sites (TikTok, Instagram, WeChat, Amazon Live, YouTube, Facebook Live) and considers campaigns in the last 12–18 months. Though these channels are significant online marketing channels, it would be worthwhile for subsequent studies to examine novel platforms (such as AI-influencer marketplaces, metaverse advertising, and voice-mediated social media experiences).

Further, the research does not consider influencer marketing powered by AI, which is increasingly defining audience targeting and content personalization. Future studies ought to explore ways through which artificial intelligence (AI) improves influencer communication personalization, especially for aging influencers who might experience technological adoption lags. Also, as Silver Fox KOLs develop in novel markets, later research could tap into the developments of consumer perceptual change, inter-generational divergence of engagement, and the involvement of hybrid influencer models (humans-AI partnerships) within the formulation of influencer marketing trends.

Overall, the research re-affirms that Silver Fox KOLs are effective in cross-cultural e-commerce promotion, able to effectively convert communication approaches, methods of persuasion, and techniques for building trust, in order to connect with diversified audiences. The results bear theoretical and practical importance, as it highlights the criticality of cultural intelligence for maximum influence-rhythm-based brand interactions. In the future, studies of AI-based influencer marketing, emerging social media platforms, and changing audience perceptions will further enlighten us regarding how older influencers continue to influence global digital business.

CONCLUSION

This research investigated the use of Silver Fox KOLs in global e-commerce marketing campaigns, highlighting their communication tactics, cross-cultural adaptation strategies, and audience interactive mechanisms. The research outcomes identify that ageing influencers are more and more bridging the cultural and age gaps in online marketing through using localized communication, trust-based branding, and culture-specific persuasion strategies. Their capacity to translate linguistic, visual, and engagement practices into a given cultural context makes them successful in international influencer marketing, especially in areas where age is linked with wisdom, credibility, and social esteem.

One of the most important findings of this research is that persuasion strategies differ dramatically between cultures. Western audiences prefer authenticity, humor, and explicit storytelling, whereas Asian and Middle Eastern audiences are more receptive to collectivist stories, symbolic communication, and hierarchical models of engagement. The semiotic analysis identified the use of color symbolism, aesthetic presentation, and formal and informal linguistic styles as important in influencing audience perception. Also, the engagement behaviors of commenting, use of emojis, and content sharing patterns vary geographically, affirming the need for culturally attuned marketing efforts.

Practically speaking, marketers and brands are able to utilize Silver Fox KOLs to advance cross-cultural consumer interaction, as long as campaigns are tailored to suit regional expectations. Best practices entail platform-centric interaction, clear sponsorship revelation, and audience-centric storytelling. Challenges still exist, specifically in the area of age-based stereotypes, algorithmic visibility, and tech adaptation.

The research examines this phenomenon and finds that Silver Fox KOLs offer a potent, untapped force in worldwide e-commerce. Instead of being limited by their age, Silver Fox KOLs are a unique value proposition in digital influence. This research identifies the increasing popularity of age-inclusive influencer marketing and cross-cultural branding. Future studies must investigate AI-powered influencer marketing, metaverse campaigns, and new social platforms to uncover how older influencers are constantly changing in their contribution to the digital economy.

LIMITATIONS

This study is limited by its reliance on secondary data and the exclusion of non-English publications, which may have excluded valuable insights from non-Western contexts. Additionally, the review focused primarily on established platforms (e.g., TikTok, YouTube), excluding emerging digital environments like the metaverse. The temporal range (2015–2025) may also have omitted earlier foundational studies. Further empirical research with direct participant engagement and real-time data is needed to validate and expand upon these findings.

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CONFLICT OF INTEREST

The authors declare that there are no known financial, professional, or personal conflicts of interest that could have influenced the research findings or interpretations presented in this article. The study was conducted with full adherence to academic integrity and ethical guidelines, and no commercial affiliations or third-party relationships affected the objectivity of the research. All sources were properly cited, and conclusions were drawn based solely on the systematic analysis of the literature.

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