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BELARUSIAN STATE UNIVERSITY  
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**CROSS-CULTURAL ASPECTS OF CONSUMER DECISION-MAKING  
AS A FACTOR IN COMMERCIAL COMMUNICATION  
OF INTERNATIONAL BRANDS ON ONLINE PLATFORMS**

Master's Thesis  
ANNOTATION  
Speciality 7-06-0321-02 Communications

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## ANNOTATION

The structure of the master's thesis consists of two chapters. The first chapter discusses theoretical research on cross-cultural factors. The second chapter incorporates international branding cases and analyses success and failure factors.

*The structure of the master's thesis* includes an introduction, two chapters, a conclusion, and a list of references. The master's thesis consists of 63 pages. The thesis contains 45 sources.

*Keywords:* cross-cultural consumer decision-making, international brands, digital platforms, cultural adaptation strategies, communication effectiveness.

*Relevance of the research topic:* Cultural differences in how consumers make decisions directly impact how effective brands can be when delivering messages. Building on the cultural frameworks developed by G.H. Hofstede and E.T. Hall, we can see these cultural patterns shape not only online risk assessment but also the entire decision-making process. While digital platforms connect people across borders, their unique cultural-platform interactions create new layers of complexity. To succeed in this environment, brands must customize their approaches by recognizing both cultural differences and the specific characteristics of each digital platform.

*Object of research:* Consumer decision-making.

*Subject of research:* Cross-cultural aspects of consumer decision-making as a factor in commercial communication of International brands on online platforms.

*The purpose of the master's thesis:* To identify cross-cultural aspects of consumer decision-making as a factor in commercial communication of International brands on online platforms.

*Research objectives:*

1. To determine the characteristics of consumer decision-making in different cultures;
2. To clarify the impact of consumer decision-making patterns in different cultures on the online commercial communication of international brands.
3. To identify ways to adapt commercial communication strategy to different cultures of international brands on online platforms.
4. To identify the key factors of cultural differences in consumers' perception, evaluation and choice of international brands.
5. To analyze the interaction between the characteristics of online platforms and cross-cultural factors in order to optimize the effectiveness of international brand communication.
6. To develop practical recommendations for international brands to develop sustainable business communications planning in the multicultural environment of online platforms.

*Methods of research:* Analysis, synthesis, deduction, description, analogy, comparison, case-studies.

This research combines four key theoretical perspectives: G.H.Hofstede cultural dimensions theory, E.T. Hall high-context/low-context cultural framework, J.A. Howard and J.N. Sheth consumer decision-making model, and the theory of cross-cultural adaptation. Together, these form the «Cultural Dimensions - Decision Pathways - Communication Outcomes» analytical framework. This model tested through empirical research, examining how cultural factors influence consumer behavior on digital platforms. The findings was translated into actionable recommendations, helping brands develop communication strategies that are both culturally sensitive and platform-appropriate.