

Evaluation of Marketing Effectiveness of Chinese Brand Products on Overseas Social Media

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Keywords: Chinese brand product, cross border marketing, overseas social media, social media marketing

Abstract: In recent years, China's e-commerce industry has flourished. The emergence of China's e-commerce market inaugurated a new era in the country's economy. In 2021, the added value of the digital economy accounted for nearly 40 percent of the country's GDP. Occupying overseas markets for Chinese brand products has become the development goal of many Chinese enterprises. However, Chinese brand products face many problems in foreign marketing. Through a series of in-depth analysis of overseas audience reviews of Li Ziqi's video, this study proposes suggestions on how Chinese brand products can overcome different cultural backgrounds and achieve excellent marketing effects for Chinese brand products on overseas social media.

1. Introduction

China's economy has been deeply integrated into the global division of labor system. China's development cannot be separated from the world, and world development also requires China. In recent years, China's e-commerce industry has developed vigorously and has great potential [1,2]. According to the e-commerce development report released by iResearch Consulting, the past decade has been a high-speed period of e-commerce development in China [3,4]. In 2021, the scale of China's cross-border e-commerce SaaS market reached 7.3 billion yuan, with a growth rate of 75.8%. No matter how the international situation changes, China will unswervingly expand its opening up to the outside world, continue to improve the level of trade and investment liberalization and facilitation, steadily expand institutional openness, and strive to create a market-oriented, legalized, and internationalized first-class business environment [5]. At the end of 2019, the global outbreak of the COVID-19 has seriously affected the development of the global economy. Under such a severe situation, China is more eager to step out of the country, let Chinese brand products "go out", show the people of the world a true, friendly and harmonious national image, and explore a good and effective way to spread Chinese brand products is urgent [6].

2. The Status Quo of Chinese Brand Products Going Abroad

From the popularity of the TV drama version "Three Bodies" produced by Tencent Video on overseas platforms, to the online fantasy novels that have aroused the love of foreign netizens, China's cross-cultural communication products and related cultural industries have made significant achievements [7]. However, with the rapid development of the mobile internet, social media platforms have increasingly become an important position for international discourse competition and national image building [8,9]. Official mainstream media such as Xinhua News Agency, People's Daily, CCTV, and others have entered overseas social media platforms to actively voice their voices. Carefully crafted national image promotional films such as "See China" and "One Minute of China" have also been released, demonstrating the good style and features of China to the world. However, it is regrettable that these political and official Facebook based mainstream promotional content cannot truly meet the needs of overseas audiences. Relying on these platforms for product marketing often has poor results. At the same time, some depoliticized media content has begun to emerge, winning high influence and attention overseas with an approachable and gentle attitude and a micro humanistic narrative. Among them, the best representative, "Li Ziqi", has as many as 15.2 million fans on YouTube, with a staggering amount of video playback of more than 2 billion times, becoming a "cultural export ambassador" praised by Chinese people. Its video is based on traditional Chinese cuisine and mixed with traditional Chinese handicrafts. Its content, images, and music all contain a unique sense of oriental beauty, subtly conveying the rich and excellent traditional culture of China. It is undeniable that "Li Ziqi" has indeed become a representative figure of Chinese culture on international social media, achieving outstanding cross-cultural communication effects. However, facing overseas audiences with complex contextual backgrounds, how to overcome different cultural backgrounds and achieve excellent marketing effects of Chinese brand products on overseas social media has become the focus of this article.

2.1. Current Situation of Chinese Brands in the US Market

Take the US market as an example. The views of American consumers on goods from China vary depending on the product and individual opinions. Views on Chinese goods can vary among different social strata in the United States. Generally speaking, there are several factors that can influence these views, including economic status, political beliefs, and personal experiences. Some individuals, particularly those in lower-income brackets, may view Chinese goods as a more affordable option compared to domestically-produced items. However, others may view Chinese goods negatively due to concerns about job loss and the impact of imports on American industry.

Political beliefs can also play a role in how different social strata view Chinese goods. Some individuals who identify as conservative or nationalist may be more likely to view Chinese goods negatively, while those with more liberal or globalist leanings may be more open to purchasing products from China.

Personal experiences can also shape an individual's views on Chinese goods. For example, someone who has had negative experiences with a particular Chinese brand or product may be less likely to purchase items from China in the future.

Overall, it's difficult to make broad generalizations about how different social strata view Chinese goods, as this can vary significantly depending on a number of factors. However, there have been concerns about the quality and safety of some products manufactured in China, particularly food and toys. Additionally, there have been controversies surrounding labor practices and human rights violations in Chinese manufacturing facilities. These concerns have led to some consumers being hesitant to purchase products made in China. However, other consumers may prioritize factors such as price and availability over country of origin when making purchasing

decisions.

2.2. Current Situation of Chinese Brands in the European Market

European consumers generally have mixed views on goods from China. On one hand, they appreciate the competitive prices and variety of products available, especially in areas such as electronics and fashion. However, there are also concerns about the quality and safety standards of some products, as well as issues surrounding labor practices and environmental impact in the manufacturing process. Additionally, geopolitical tensions and conflicts over trade policies between China and Europe have also affected consumer attitudes towards Chinese goods. Overall, there is no single viewpoint among European consumers when it comes to goods from China, and opinions can vary widely depending on the product category, brand, and individual preferences.

Views on Chinese goods can vary significantly across different countries in Europe. Here are a few examples of how some European countries view goods from China:

Germany: German consumers generally appreciate the value and competitive prices of Chinese products, particularly in electronics and machinery. However, there are also concerns about quality control and product safety standards, and some German consumers prefer to buy locally-made products instead.

France: French consumers are known for their preference for high-end luxury goods, so while they may appreciate the low prices of Chinese products, many are skeptical of their quality and authenticity. There have also been concerns about labor practices and environmental impact in Chinese manufacturing processes.

United Kingdom: In the UK, there is a wide range of views on Chinese goods. Some consumers appreciate the lower prices and variety of products available, while others have concerns about quality and safety standards. Additionally, there has been an increasing focus on human rights abuses in China, which has led some UK consumers to boycott Chinese-made products.

Italy: Italian consumers tend to be more price-sensitive than those in other European countries, and as such, Chinese goods are often popular due to their affordability. However, there are also concerns about quality and safety standards, particularly with regard to food and drink products.

Sweden: Swedish consumers generally have a positive view of Chinese goods, and appreciate the low prices and wide range of products available. However, there has been increasing scrutiny of Chinese companies' labor practices, which has led some Swedish consumers to re-evaluate their purchasing habits.

Overall, views on Chinese goods in Europe can vary widely depending on factors such as consumer preferences, cultural values, and political climate.

3. Factors Impeding the Marketing Effectiveness of Chinese Brand on Overseas Social Media

3.1. Cross-cultural Information Dissemination

Marketing effectiveness is affected by barriers to cross-cultural information dissemination. To achieve maximum effective transmission, it is necessary to overcome the "noise" in the transmission process proposed in the "Shannon Weaver Model". The interference of environment on communication is certainly an important content of communication research, but as a cultural animal, the greatest noise may be caused by humans themselves. From the perspective of cross-cultural communication, this invisible "noise" that is easily overlooked is sometimes the biggest obstacle to effective communication. In a sense, all communication between countries, races, regions, organizations, and even individuals contains a certain degree of cultural differences. All human communication can be studied from the perspective of cross-cultural communication.

Therefore, conducting cross-cultural communication research is a necessary trend for cross-cultural marketing.

3.2. Impact of Social Media Platforms

The impact of social media platforms on marketing effectiveness. The concept of "Global Village" is now widely recognized and applied, especially in the Internet era of information explosion, where the distance between people's information dissemination has become zero, and social platforms such as Facebook, Twitter, and YouTube have become popular around the world. The phenomenon of cross-cultural communication between micro individuals can already be compared to the mainstream cross-cultural communication phenomenon between traditional national collectives, with even greater penetration and wider influence. In the future, cross-cultural communication will transform from the traditional "elephant formation" type to the "ant colony" type. Therefore, paying attention to the cross-cultural communication phenomenon of micro individuals is also a realistic demand in the era of social media.

3.3. Brand Product Characteristics

The impact of different product characteristics. By analyzing the Chinese brand products that have attracted attention on overseas social platforms, it can be found that the dazzling Chinese cuisine has become the most concerned Chinese material and cultural symbol for overseas audiences. Li Ziqi's video, featuring traditional Chinese cuisine, has become the most powerful Chinese symbol. If Chinese brand products that go abroad use food that foreign consumers are interested in as the main content of cross-cultural marketing in the past, the marketing effectiveness can often be significantly improved. This is because foreign characteristics have always been the focus of cross-cultural marketing, and foreign cultural symbols unfamiliar to foreign consumers are good carriers of cross-cultural marketing as new things.

3.4. Price of Brand Product

American consumers generally appreciate the low prices of Chinese goods and view them as an affordable option for a wide range of products, including clothing, electronics, and household items. The availability of low-cost goods from China has allowed many American consumers to stretch their budgets further and purchase items they might not be able to afford otherwise.

However, there are also concerns about quality control and product safety standards of some Chinese-made products, particularly in areas such as food, toys, and electronics. There have been numerous reports over the years of unsafe or defective products being imported from China, which has led some American consumers to be more cautious when purchasing certain items. Additionally, recent political tensions between the United States and China have caused some American consumers to question their reliance on Chinese goods. This has led to calls for increased domestic manufacturing and a focus on buying American-made products instead. Overall, while American consumers generally appreciate the low prices of Chinese goods, there are also concerns about quality, safety, and the broader economic implications of relying heavily on imports from China.

4. Evaluation of Marketing Effectiveness of Chinese Brand on Overseas Social Media

In recent years, Chinese products have become increasingly popular in overseas markets, and many Chinese companies have invested heavily in advertising their products through various media channels, including social media platforms, television, print, and outdoor advertising. Some Chinese

brands have been successful in building a strong brand image and gaining market share in overseas markets. For example, brands like Huawei, Xiaomi, and TikTok have seen significant growth in popularity and sales in many countries around the world.

However, there have also been challenges and controversies for Chinese brands operating in overseas markets. Some consumers may have concerns about the quality, safety, or authenticity of certain Chinese products, which can negatively affect the brand's reputation and sales. Additionally, political tensions and trade disputes between China and other countries may also impact the advertising results of Chinese products in overseas media. Overall, evaluating the current advertising results of Chinese products in overseas media requires a detailed analysis of each brand's marketing strategy, target audience, and market conditions.

5. Suggestions for Marketing Chinese Brand on Overseas Social Media

Through a series of in-depth analysis of overseas audience reviews of Li Ziqi's video, this study provides suggestions on how Chinese brand products can overcome different cultural backgrounds and achieve excellent marketing effects for Chinese brand products on overseas social media, which can be summarized as follows:

First, advertisers need to grasp the emotional bonds. Paying attention to consumers' emotional experience is an important prerequisite for further understanding users' media consumption needs and exploring effective communication methods. In the era of the Internet, where humans are moving from offline to online, the transfer of emotions between people is more convenient. Seeking cross-cultural emotional resonance is the most effective way for cross-cultural marketing.

Secondly, create a Chinese protagonist with Chinese cultural characteristics that can be understood by Western culture. Chinese protagonists are the best spokespersons for Chinese brand products. Nowadays, self media videos with individuals as the main body have become an important medium for cross-cultural marketing. Using social media to carry out "ant colony" communication is conducive to creating spokespersons for Chinese brand products.

6. Conclusions

In recent years, China's e-commerce industry has flourished. Chinese brand products face many problems in foreign marketing. Through a series of in-depth analysis of overseas audience reviews of Li Ziqi's video, this study proposes suggestions on how Chinese brand products can overcome different cultural backgrounds and achieve excellent marketing effects for Chinese brand products on overseas social media.

Acknowledgements

This work is partially supported by North Sichuan Medical College 2021 Doctoral Initiation Fund (CBY21-QD36), Project of Nanchong City and University Cooperation (22SXQT0259). The authors also gratefully acknowledge the helpful comments and suggestions of the reviewers, which have improved the presentation.

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