

# ***Market Expansion and Brand Building of Wheel Hub Enterprises in the Context of Globalization***

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**Keywords:** Globalization; Wheel hub enterprises; Market expansion; brand building

**Abstract:** This paper focuses on the brand building strategy of wheel hub enterprises under the background of globalization. Firstly, precise positioning of core values, high-end brands pursue ultimate performance and exquisite craftsmanship, and cooperate with supercars; Volkswagen brands prioritize cost-effectiveness and practical aesthetics, rooted in the household car market. The second is to carve visual symbols, including identification, color, packaging, and product appearance, to imprint brand memory. Thirdly, weaving brand stories to touch the hearts of the world through historical inheritance and social responsibility. The fourth is to build a diversified communication matrix, coordinate online digital marketing with offline car shows, events and other activities, enhance global visibility, and help wheel hub enterprises build brand strength.

## **1. Introduction**

In the current era of globalization, wheel hub enterprises feel like they are at a crossroads where opportunities and challenges intertwine. With the fluctuation of international trade barriers, the ever-changing consumer demand, and the continuous impact of technological innovation, its development path has attracted much attention. Exploring this field in depth has profound significance, as it can not only help companies find the right direction in the global market, break through the competition, achieve sustainable development, but also provide key support for the overall upgrading of the automotive industry. Although scholars at home and abroad have explored the market expansion and brand building of enterprises from multiple perspectives, there is still a gap in specialized research on the globalization process of wheel hub enterprises. This study intends to comprehensively use various methods to fill the gap and strive to contribute new wisdom to the development of the industry.

## **2. Driving factors for market expansion of wheel hub enterprises**

### **2.1 The booming automotive industry is driving up demand for wheel hubs**

As one of the pillar industries of modern economy, the automotive industry has shown a strong trend of vigorous development in recent years, which undoubtedly injects a continuous stream of power into the market expansion of wheel hub enterprises. The global automobile production has been increasing year by year, and the explosive growth of automobile consumption demand in

emerging markets, coupled with the continuous accumulation of automobile ownership, has woven into a huge demand network, tightly involving wheel hub enterprises. In emerging economies such as India in Asia, Southeast Asian countries, and Brazil in South America, with rapid economic development and significant improvement in residents' living standards, the automobile consumption market is expanding at an unprecedented speed. Taking India as an example, its large population base and growing middle class have led to a sharp increase in demand for automobiles<sup>[1]</sup>. Family sedans, SUVs and other vehicle models have become popular consumer choices, and in order to meet the assembly needs of these new vehicles, the scale of wheel hub matching supply has rapidly expanded. At the same time, in mature automotive markets such as Europe and America, although the saturation of the automotive market is high, the frequency of vehicle updates and replacements is accelerating. Consumers' pursuit of driving performance, fuel economy, and aesthetic appearance has prompted car manufacturers to constantly innovate<sup>[2]</sup>. High performance, lightweight, and personalized designed wheels have become standard for new car models, further stimulating the demand for high-end wheel products. Furthermore, the sustained growth in global car ownership implies broad prospects for the aftermarket replacement market. During daily use, the wheels of a car may inevitably need to be replaced due to wear, collision, or pursuit of personalized modification. According to relevant data, about a certain proportion of vehicles in developed regions undergo wheel hub replacement every year, and this proportion is also on the rise in developing regions with the increase of car ownership years. With this stable and continuously growing after-sales market, wheel hub enterprises are able to expand their business boundaries and develop replacement wheel hub products that are suitable for different vehicle models and meet diverse consumer needs. They have transformed from a simple new car supplier to a full lifecycle wheel hub service provider, greatly expanding their market space.

## **2.2 The wave of consumer upgrading is surging, giving rise to diverse demands for wheel hubs**

The continuous upgrading of the consumer market is like a global trend of change, profoundly reshaping the business environment in which wheel hub enterprises operate, and giving rise to a demand for diversified and refined wheel hub products. At present, consumers are no longer satisfied with the basic function of wheel hubs, but have turned their attention to further development, pursuing wheel hub products that integrate excellent performance, exquisite design, and extraordinary quality, opening up new market tracks for wheel hub enterprises. From a performance perspective, with the increasing emphasis on the driving experience of automobiles, consumers have put forward higher requirements for the handling, stability, and safety of wheel hubs. High performance wheels can significantly improve the turning response speed and driving smoothness of vehicles, ensuring driving safety in high-speed and complex road conditions. To meet such demands, wheel hub enterprises invest a large amount of R&D resources and adopt advanced manufacturing processes, such as forging technology, to make the wheel hub have a higher strength to weight ratio<sup>[3]</sup>. This can not only reduce the unsprung mass of the vehicle to optimize handling, but also withstand greater driving stress. Aluminum alloy forged wheels, with their excellent performance, have gradually become the preferred choice for mid to high end car models and consumers who pursue driving pleasure, driving wheel manufacturers to enter the high-performance product field and seize this high-end niche market. The aesthetic aspect of design cannot be ignored either. As a key decorative component of the car's exterior, the wheel hub carries the responsibility of showcasing the owner's personality, taste, and vehicle style. In today's consumer market, fashion trends are constantly changing, from simple and elegant modern minimalist styles to classic styles full of retro charm, and then to cool designs full of futuristic technology. The changes in wheel hub styles are as dazzling as a revolving lantern. Consumers are

keen to customize unique wheel hub appearances based on their own preferences and vehicle brand image, which prompts wheel hub companies to form professional design teams, closely track fashion trends, integrate diverse cultural elements, launch massive personalized design solutions, and use digital design and customized production technology to achieve a magnificent transformation from mass production to personalized customization, deeply embedded in the demand chain of consumer upgrading. The pursuit of quality runs through the entire consumption process. In the highly developed era of information dissemination, it is easy for consumers to obtain product quality information, and the quality indicators such as material selection, process accuracy, and durability of wheel hubs are becoming increasingly stringent. They are willing to pay a premium for wheels that have undergone strict quality testing, use high-quality materials, and have reliable after-sales support. In order to align with this quality orientation, wheel hub enterprises establish a sound quality management system, introduce high-end raw materials, strengthen production process monitoring, endorse brand image with high-quality products, and stand out in the fiercely competitive market by leveraging quality reputation to open the door to high-end and mainstream consumer markets.

### **3. Market Expansion Strategies of Wheel Hub Enterprises in the Context of Globalization**

#### **3.1 Deeply cultivate regional markets and customize localization strategies**

In the grand map of globalization, regional markets are like stars, each with its own characteristics and potential. If a wheel hub enterprise wants to establish a firm foothold and expand its territory, it is a key step to deeply cultivate regional markets and customize localization strategies that meet local needs. Focusing on emerging markets, taking Southeast Asia as an example, its economic takeoff has led to a booming automobile consumption market, with motorcycles as an important means of transportation having a large number of ownership and strong demand for updates. Wheel hub enterprises have keenly seized this business opportunity and developed sturdy, durable, and cost controllable wheel hub products suitable for motorcycles, taking into account the complex road conditions and consumers' emphasis on cost-effectiveness in the local area. In terms of material selection, improved steel with both strength and cost advantages is used; The design department should, in terms of design, optimize the wheel hub structure to better cope with bumpy roads while meeting local aesthetic preferences, incorporating popular color elements and distinctive decorative patterns. By establishing close cooperation with local dealers, building a wide sales network, and entering second - and third tier cities and rural markets, we aim to quickly open up the market with localized products and services, accumulate brand awareness and user reputation, and lay a solid foundation for expanding our product line and entering the automotive wheel hub market in the future. Looking at mature markets in Europe and America, consumers have a high demand for car quality, performance, and personalization. Wheel hub enterprises need to hold high the banner of high-end and customized layout here. On the one hand, a large amount of resources are invested in the research and development of high-performance wheels using advanced materials such as magnesium alloy and carbon fiber, meeting the stringent requirements of extreme handling and lightweight for sports cars and luxury sedans. On the other hand, by creating a personalized customization service system and utilizing digital design tools, consumers can independently design wheel hub styles online, from spoke shape, surface treatment technology to exclusive identification, fully satisfying personalized expression. The enterprise has deep cooperation with local high-end car modification stores and well-known car brand after-sales systems, participates in top-level car races, high-end car exhibitions and other activities, showcases brand strength and product charm, integrates into the local high-end car culture circle, accurately reaches the target customer group, enhances brand price overflow ability, and stabilizes its position in the high-end European and

American markets<sup>[4]</sup>.

### 3.2 Leveraging the power of e-commerce to expand the online marketing landscape

With the surging tide of the Internet, e-commerce platforms have become a super link for enterprises to connect with global consumers. With the help of e-commerce, hub enterprises can break through geographical restrictions and expand the vast online marketing landscape. Building an official e-commerce platform for enterprises is the core battlefield for controlling brand marketing discourse power. The development team should optimize website architecture to ensure high-definition and intuitive product display pages, with detailed parameters and technical advantages at a glance; They should also set up a convenient selection tool, where consumers can input information such as vehicle model and usage to accurately match and adapt wheel hubs. Introducing 3D virtual display and VR experience technology allows consumers to immerse themselves in the visual effect of the wheel hub installed behind their car without leaving their homes, enhancing their willingness to purchase. At the same time, we will create a comprehensive online customer service system, provide real-time answers to consumer inquiries, offer professional installation guidance and after-sales support solutions, eliminate consumer concerns about online purchases, and cultivate brand loyalty. Joining internationally renowned e-commerce platforms is a key measure to quickly increase brand exposure and expand traffic entry. By opening flagship stores on platforms such as Amazon and eBay, utilizing the platform's large user base, mature logistics and distribution system, and marketing resources, we can promote our products to every corner of the world. Research platform algorithm rules, optimize product keywords and detailed descriptions, participate in platform promotional activities, strive for recommended positions on the homepage, use platform big data analysis to accurately locate target markets and potential customer groups, push targeted advertisements and promotional information, and achieve maximum traffic conversion. Integrating online and offline resources, online orders can be picked up by offline stores or enjoy professional installation services. Offline stores guide consumers to repurchase and share reviews online, forming a marketing loop and expanding the global sales network in all aspects.

### 3.3 Strengthen industry university research cooperation and enhance innovation driving force

In the global competition track of accelerated technological iteration, innovation is the sharp edge for wheel hub enterprises to stand out, and strengthening industry university research cooperation is a powerful stone to sharpen this sharp edge. The designer should, in terms of design, optimize the wheel hub structure to better cope with bumpy roads while meeting local aesthetic preferences, incorporating popular color elements and distinctive decorative patterns. Universities gather top research talents and possess advanced experimental equipment, continuously achieving breakthrough research results in fields such as materials science and mechanical engineering. Wheel hub enterprises actively establish long-term cooperative relationships with universities, jointly carry out research and development projects such as new lightweight high-strength alloy materials, and transform scientific research theories into practical product applications. Enterprises provide industrial practice scenarios and financial support, while universities export scientific research wisdom to jointly overcome the challenges of low-cost and large-scale production processes such as carbon fiber wheel hubs, laying the foundation for enterprises to seize the high ground of new material applications. The company should establish enterprise scholarships and internship bases to attract outstanding talents to directly engage in the forefront of enterprise research and innovation after graduation, and maintain a continuous stream of innovation vitality in the enterprise. It should also participate in industry associations and industry alliances to organize industry university research exchange activities and build an open innovation ecosystem. On these platforms, wheel

hub companies gather with upstream and downstream enterprises, research institutes, testing institutions, and other forces to share the latest technological trends, market dynamics, and R&D experience in the industry. Through joint technological breakthroughs, co building laboratories, and other forms, we integrate the advantageous resources of all parties to accelerate the implementation of innovative achievements. For example, in the field of intelligent wheel hub research and development, we collaborate with electronic technology companies and software developers. We integrate sensor technology, IoT communication technology, and wheel hub manufacturing processes. We quickly launch multifunctional intelligent wheel hub products with tire pressure monitoring, vehicle posture perception, remote fault warning, etc., to meet the development needs of intelligent connected vehicles.

We drive market expansion through innovation and enhance the company's position in the global industrial chain<sup>[5]</sup>.

#### **4. Brand building strategies of wheel hub enterprises in the context of globalization**

##### **4.1 Accurately positioning the core values of the brand and anchoring the market coordinates**

In the globalized commercial ocean, hub enterprises are like sailing ships, and the core value of the brand is the compass that guides the direction. Accurate positioning is the key to breaking through the waves and moving forward. For high-end wheel hub enterprises, the brand core should focus on ultimate performance and exquisite craftsmanship. Starting from the matching wheels of supercars, rare materials such as aviation grade magnesium alloy and top-grade carbon fiber are selected, and complex processes such as precision forging and CNC machining are carried out to ensure that the wheels far exceed peers in strength, lightweight, dynamic balance and other performance indicators. Every product embodies the ultimate pursuit of mechanical aesthetics by engineers, from the streamlined design of spokes to the mirror finish on the surface, all of which showcase a luxurious texture. The brand story revolves around track legends, limited edition customization, and celebrity cars, making stunning appearances at top car events such as the Geneva Motor Show and the Goodwood Speed Festival. It has established deep partnerships with supercar brands such as Ferrari and Lamborghini, becoming synonymous with high-end speed and luxury taste, attracting high net worth consumers worldwide to pay for outstanding performance and exclusive glory. Wheel hub enterprises targeting the mass market should position their brand value as high cost-effectiveness and practical aesthetics. The manufacturer should conduct in-depth research on the needs of mainstream household car owners, develop wheels made of improved aluminum alloy materials, and optimize the cost structure while ensuring basic performance. The design style closely follows the fashion trend and is suitable for various car models. It is simple, versatile, and personalized, incorporating popular elements such as color stitching and dynamic textures. With the help of online e-commerce platforms and chain stores in the automotive aftermarket, we have won the favor of family consumers with affordable prices, reliable quality, and convenient purchasing experience. In terms of brand communication, we will collaborate with automotive media to carry out home car wheel hub evaluation activities, participate in community car shows and owner gatherings, share practical maintenance knowledge, establish a friendly and reliable brand image, root ourselves in the vast number of ordinary car owners, and establish a foothold in the fiercely competitive mass market with high cost-effectiveness advantages.

##### **4.2 Carving brand visual symbols and imprinting global memories**

The brand visual symbol is the stepping stone for wheel hub enterprises to knock on the door of the global market. Careful carving can make people unforgettable and leave a deep imprint in the

hearts of consumers. Logo design is of paramount importance, requiring simplicity and rich connotation. A well-known wheel hub enterprise, based on abstract wheel hub shapes and incorporating elements of flying wings, symbolizes speed and agility, with smooth and modern lines. Whether in products, packaging, advertising or offline stores, the eye-catching logo can quickly catch the eye and convey the brand's pursuit of excellence and trend leadership spirit. In terms of color matching, high-end brands often choose classic and dynamic tones such as mysterious black, cool silver, and passionate red to showcase quality and personality; Popular brands tend to use colors with strong affinity such as fresh blue, vibrant orange, and practical gray to bring consumers closer. Product packaging should also not be underestimated. For wheels exported overseas, packaging should not only be sturdy and collision resistant, but also incorporate brand elements. Using customized cardboard boxes with brand logos, core selling points, and global official website QR codes printed on them, opening the packaging instantly feels like opening a brand treasure. The appearance design of the product is the visual core, and high-end wheels showcase the charm of mechanical art through complex and delicate spoke structures and unique surface treatment processes such as electroplating and wire drawing; Volkswagen wheels focus on simplicity and aesthetics, achieving a smooth and integrated appearance through mold optimization. Combined with small accessories such as colored stickers and decorative covers, they meet consumers' personalized decoration needs, making the wheels a mobile brand billboard in the rolling wheels. No matter which country's road you are driving on, you can evoke consumers' brand memories with unique visual symbols.

#### **4.3 Weaving Brand Story Network, Touching Global Hearts**

In the era of emotional consumption, brand stories are the intangible threads that connect the hearts of global consumers for wheel hub enterprises, and clever weaving can evoke resonance. Tracing back history and inheritance is a classic narrative. A century old hub shop can dig deep into its archives, telling the story of how it started from a blacksmith shop, went through the industrial revolution and the wave of automotive development, and passed down exquisite skills from generation to generation to safeguard its original intention of quality. Like a well-established European enterprise, showcasing the first generation of handcrafted wheels and modern high-tech products from a century ago, telling the story of the persistence in craftsmanship accumulated over time, evoking nostalgia and respect, and attracting the attention of global car enthusiasts and antique car collectors. The brand has become a symbol of historical and cultural guardians. Social responsibility is a touching chapter. Wheel hub companies are committed to global environmental protection, researching and developing recyclable material wheels, optimizing production processes to save energy and reduce emissions, documenting the entire process from concept inception to problem-solving and mass production implementation, and sharing efforts to reduce the burden on the earth; Our company should carry out traffic safety education in underdeveloped areas, donate wheel hubs to assist public rescue teams, and demonstrate love through actions. By publishing stories on the company's official website, social media, and international public welfare platforms, accompanied by touching pictures and videos, and triggering global consumer likes and shares, the brand is no longer a cold commercial entity, but a warm and loving companion. The emotional bond becomes tighter and tighter, and the reputation spreads globally.

#### **5. Conclusion**

Overall, the path of brand building for wheel hub enterprises under the wave of globalization has become clear. Accurately anchoring the core values of the brand and distinguishing between high-end and mass markets is the foundation of our foothold; Carving unique visual symbols,

shaping everything from the logo to the product appearance, can imprint brand memory. Weaving touching brand stories, inheriting history, taking responsibility, and touching the hearts of global consumers; Build a diversified communication matrix, coordinate online digital marketing with offline car shows, events and other activities, and make the brand well-known. By comprehensively promoting this, wheel hub enterprises can build a solid brand power in the global market, ride the wind and waves, sail towards a broader commercial blue ocean, and achieve sustainable development.

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