

Problems and Strategies of International Marketing Copywriting of Intangible Cultural Heritage Products in the Era of Cross-border E-commerce—— Take the Southwest Region of Sichuan Province as an Example

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Abstract: The arrival and development of the era of cross-border e-commerce has played a positive role in promoting international trade, and the international marketing copywriting based on the era of cross-border e-commerce has gradually become the focus of people's attention. Intangible cultural heritage is an important part of China's excellent traditional culture. The topic of how to protect and make good use of China's intangible cultural heritage and promote Chinese civilization to the world has also attracted increasing people's concern. Taking the southwest region of Sichuan province as an example, this paper aims to study the international marketing copywriting related to intangible cultural heritage products, discuss and find out the existing problems and put forward corresponding strategies to promote the improvement of its copywriting quality. At the same time, through the improvement of copywriting quality, the publicity and promotion of intangible cultural heritage products will be promoted, and finally the international sales of intangible cultural heritage products in the southwest of Sichuan province and the external dissemination of Chinese culture will be better promoted.

1. Introduction

As the technological basis for promoting economic integration and trade globalization, cross-border e-commerce is of great strategic significance to international economic development. With the continuous development of cross-border e-commerce, higher requirements have been put forward for international marketing copywriting. Relevant copywriting must keep pace with the times and maintain an international vision, so as to adapt to the continuous development and innovation of cross-border e-commerce trade. At present, we have entered the era of big data. The application of big data in all aspects of our production and life fully demonstrates its significance as a basic strategic resource of the country. The southwest region of Sichuan has abundant intangible cultural heritage, and the colorful intangible cultural heritage resources are a huge wealth for its development. However, how to promote the international dissemination of its intangible cultural heritage is an urgent problem to be solved. With the help of e-commerce platform, big data and data integration and analysis, relevant staff can improve the copywriting related to intangible cultural heritage products. This can greatly broaden the vision and path of the sales of intangible cultural heritage products, promote the international dissemination of intangible cultural heritage products, and enhance the international influence of intangible cultural heritage culture. It is of far-reaching significance to take the inheritance and innovation construction of "cross-border e-commerce big data + international marketing of intangible cultural heritage" as the research object. It aims to give full play to the leading role of big data and explore ways to integrate cross-border e-commerce with international marketing and publicity copywriting of intangible cultural heritage, so as to promote the inheritance of intangible cultural heritage and product marketing in Southwest China and the whole country.

2. Intangible Cultural Heritage in Southwest Sichuan and its Development Status

The southwest region of Sichuan has a variety of abundant intangible cultural heritage resources, such as Shu embroidery, Shu brocade weaving skills, Sichuan Opera, Chuanjiang haozi (labour songs), bamboo weaving, grass weaving, Gulin festive lanterns, Luzhou Fenshui oiled paper umbrella making technology, etc. These intangible cultural heritages are loved by people in Sichuan region and the whole country with their unique cultural connotation and the long historical heritage. Its products are also popular with consumers in the domestic market. However, there is still a long way to go for them to open the international market and explore a new development path.

The Sichuan government also attaches great importance to the protection of intangible cultural heritage. In 2007, Chengdu successfully held the first International Intangible Cultural Heritage Festival, and promulgated the world's first Declaration on the Protection of the International Intangible Cultural Heritage---the Chengdu Declaration. In 2009, the second International Intangible Cultural Heritage Festival was held again in Chengdu, which has shown the world that the International Intangible Cultural Heritage Festival is an important platform for China to promote the protection, inheritance and development of the international intangible cultural heritage.

With the advent of the era of big data, cross-border e-commerce provides opportunities and platforms for the further international sales of intangible cultural heritage products. However, its related international marketing copywriting has not yet matured. So, how to promote the international sales of intangible cultural heritage products through standardized marketing copywriting has become an important topic.

3. Problems Existing in International Marketing Copywriting at Present

3.1 Lack of the Historical and Cultural Connotation

In international trade websites, such as Alibaba, Amazon, eBay, TradeKey, etc., most of the international marketing copywriting of related intangible cultural heritage products only focus on the product itself, lacking the introduction of the deep historical and cultural connotation of the products. It makes the foreign consumers' understanding of the products only stay on the surface, and it's difficult for them to understand the profound significance behind the intangible cultural heritage products. First of all, intangible cultural heritage refers to the various forms of traditional culture passed down from generation to generation which is regarded as part of their cultural heritage, as well as the physical objects and places related to the forms of traditional cultural expression. It's an important symbol of the historical and cultural achievements of a country and a nation, and is an important part of the excellent traditional culture. The historical and cultural connotation contained in the intangible cultural heritage products is extremely profound and meaningful. Second, through the improvement of copywriting quality, making foreign consumers better understand the historical and cultural connotation of intangible products, is not only benefit to enhance consumers' buying desire, but also to show foreign consumers our excellent intangible culture, enhance their understanding of related intangible culture, reflect the deep charm of intangible culture, so as to further promote Chinese intangible culture spread and enhance its international influence. For example, Shu embroidery has a history of development of more than 3,000 years. It has gradually faded its luster due to the rapid development of the times, but at the same time, it also brings more opportunities for its development. How to show its historical and cultural connotation and expand the cultural charm of Shu embroidery through copywriting is an important challenge at present. Therefore, how to improve the copywriting to show the historical and cultural connotation of its products is a problem that can not be ignored.

3.2 Lack of Integration with Modernization

In recent years, the number of intangible cultural heritage consumers and per capita consumption expenditure of e-commerce platforms have increased continuously, which has become an unstoppable consumption trend. However, among international trade websites, many copywriting on intangible cultural heritage products lack of integration with modernization, and it is in an

urgent need of updating. In addition, when talking about the intangible cultural heritage, there may be such a stereotype in the public's mind that it is ancient, historical, far away from us and difficult to deeply understand. In such a case, it is necessary to make timely improvements. Integrating the related product copywriting with modern elements, to give it the significance of the times and stimulate vitality, so as to adapt to the current consumption trend and get closer to consumers. Through integrating modern elements to make the relevant copywriting constantly keep innovation, keep pace with the times, in line with the modern social development trend, keep international vision, to some extent is conducive to changing people's stereotypes of intangible cultural heritage, enhancing their love and interest in its products, to stimulate consumption desire, promote the international sales of intangible cultural heritage products. At the same time, it is also conducive to promoting the international dissemination and publicity of intangible cultural heritage, and better showing the profound heritage and deep charm of China's traditional excellent intangible cultural heritage. Therefore, how to integrate modern elements into the copywriting related to intangible cultural heritage products is also a problem worthy of attention.

3.3 Lack of Diversified Expression

Shu embroidery, which originated from the region of western Sichuan, has formed its own unique style through continuous development, and is an intangible cultural heritage that can not be copied. [1] During the journey of tourists, Shu embroidery can be presented by different carriers and has strong adaptability. Shu embroidery also has a long history of more than 3,000 years. Shu embroidery has formed a unique history and culture during the development process, selected as a national intangible cultural heritage, Chinese national geographical indication products, and one of the four famous embroideries. It has a profound cultural heritage and has a high learning value. Shu embroidery is the most famous folk handicraft in Sichuan province, which often appears in various major conferences of political, culture and economic exchanges. In this day and age, Shu embroidery mainly relies on manual production, and the production mode is low-carbon and environmentally friendly, in line with the requirements of the national environmental protection law. And in China, Shu embroidery can be applied in various places and in various ways. However, Shu embroidery is far from enough in the international popularity. Nowadays, the publicity of Shu embroidery culture and related products in the market are still at a relatively low level. Except for the western Sichuan, people in other areas know very little about Shu embroidery. In some cross-border e-commerce platforms, the introduction of Shu embroidery is similar and simple, which has not achieved the purpose of effective publicity and cultural promotion. Shu embroidery is only one of the examples. In fact, there are many other excellent intangible cultural heritages trapped in such dilemma in the cross-border international marketing. In a word, the lack of diversified expression is an important problem.

3.4 Lack of Attraction

Compared with Peking Opera, Sichuan opera seems to be far from famous. At present, various platforms mainly provide the following information of Sichuan opera: firstly, the introduction of the troupe, including the evolution of the troupe, the recent creation and performance, foreign exchange in Sichuan opera and so on. Secondly, the introduction and video appreciation of classic Sichuan Opera plays. For example, the official account of Chengdu Opera Troupe introduced the operas of "Chenailuoding", "Maqianposhui", "Xue Baochai", "Noble Love", and Sichuan Opera Troupe introduced the award-winning plays "Yidanda", " Bashanxiucai" and other representative plays, "The tale of the white snake ", "Embroidery", "Xizhaoqishan" and so on. Thirdly, some Sichuan opera performance recommendation and opera ticket ordering. But this information is only expressed in boring and monotonous words.

Advertising psychology tells us that the role of advertising to readers is realized in five steps. That is: attention, interest, memory, need and action. And we should also pay attention to this idea in the international marketing copywriting. The marketing copywriting of Sichuan Opera leaves information to consumers, and has less processing, so it is less attractive to consumers.

4. Strategies to Improve International Marketing Copywriting

4.1 Excavate the Historical and Cultural Connotation of Products

Intangible cultural heritage products have profound historical and cultural connotation. In general, however, consumers lack a deep understanding of the historical and cultural connotation behind the intangible cultural heritage products, especially for foreign consumers. Through the improvement of copywriting to add the introduction of products' historical and cultural connotation, letting consumers know about the connotation behind the products. After Felt the high quality and high cost of intangible cultural heritage products, they will be more willing to pay higher prices to buy them.[2] For example, Shu embroidery, as one of the four famous embroideries, has a history of more than 3,000 years. It has been documented as early as the Western Han Dynasty. With the change of dynasties, in the long process of development, Shu embroidery has constantly integrated the embroidery style of various places, the craft is becoming more and more sophisticated, and the types of stitching are also increasing. To date, there are 122 needles in 12 categories. Shu embroidery not only has a long history, but also has rich cultural connotation. It has rich aesthetic education value, and a variety of beautiful things are contained in the patterns, which has an auspicious and beautiful meaning. For example, the auspicious dragon represents authority and dignity, magpie means happiness and beauty, peony means wealth and bamboo means rising. [3]It can be seen that the pattern of Shu embroidery is full of people's love for the natural environment and the yearning for a happy life, and the artistic beauty of Shu embroidery is also admired by many people. Some excellent Shu embroidery works have been exhibited at home and abroad and won good reputation. Shu embroidery, with complicated techniques, vast themes and profound meaning, is an indelible part of the excellent traditional culture of the Chinese nation, and plays an important role in the improvement of people's aesthetic level and the abundance of life. Exploring the historical and cultural value of Shu embroidery can highlight its unique charm. When consumers perceive the deep historical and cultural connotation of a product, they will form a higher value judgment on it and are more willing to pay for it. This will not only promote the international sales of intangible cultural products, but also help customers to know more about the products and promote the dissemination of intangible cultural heritage. For the excellent intangible cultural heritage such as Shu embroidery, we should deeply explore its value, and add the introduction of its historical and cultural connotation in the product marketing copywriting, so as to reflect its historical and cultural significance.

4.2 Integration of Modern Elements

The development of the times is constantly changing and innovating, and the copywriting of products should also keep up with the pace of the times and combine with modern elements, so that it can keep pace with social development, in line with the current consumption trend and consumer demand. In the fast-paced modern life, people are less patient to read lengthy product introductions. At the same time, the monotonous copywriting fails to reflect the characteristics of the times is difficult to attract consumers' attention. Under the circumstances, in the relevant copywriting, the active exploration, in-depth research, and the integration of modern elements, can effectively inject new vitality into the development of intangible cultural heritage products. There is no doubt that short and "eye-catching" copywriting is conducive to triggering consumers' desire to buy, thus promoting consumers' purchasing behavior. For example, for intangible cultural heritage products such as bamboo weaving, straw weaving and Gulin festive lanterns, the current Internet buzzwords and some popular jokes can be added when editing copywriting. Through the integration of copywriting and modern elements, the characteristics of the times can be reflected and the interest of product copywriting can be enhanced. Unique copywriting can effectively attract the attention of consumers, increase the reading volume of product introduction, and increase the sales. In order to stand out in the fierce competition, the copywriting of related intangible cultural heritage products must skillfully integrate the modern elements into the product copywriting, so as to make copywriting language closer to the public, to enhance the products' appeal to consumers. This is not only conducive to promoting international sales, but also can effectively promote the publicity of

intangible cultural heritage and enhance the international influence of intangible cultural heritage[4].

4.3 Promote Diversity

With the rapid development of the Internet, more and more tourists purchase travel products and write travel notes for evaluation on the Internet, generated a large amount of data. These data provide a convenient way for tourists to quickly know about the image of the tourist destination. At the same time, it also provides a new direction for the marketing copywriting of intangible cultural heritage products. In the cross-border e-commerce platforms, the copywriting of Sichuan intangible cultural heritage products emphasizes mainly on its historical significance and it is more ethnic and cultural. However, it lacks details which consumers are focused on. All platforms should take the comprehensive data aggregation, data storage, data processing, data mining, data analysis, and data display as the starting point, and support the public cultural publicity work through multidimensional aspects. By comparing different platforms and different ways for personalized design, cross-border e-commerce platforms should realize the differentiation of commodity demand, and take big data analysis as a support to promote the diversification of copywriting.[5]

4.4 Increase Attraction

In recent years, the proportion of young consumers of intangible cultural products has been increasing, but there is still much room for improvement. Therefore, making good use of new media to let intangible cultural heritage into young people's lives now is much more important. At present, the Internet has become an important source of information and social communication platform for young people. For young people, we should make full use of various new media forms, such as short videos, VR, live broadcasting and so on, to respect the discourse system of young people, produce lively and novel new media products, and conduct efficient platforms to launch on them, so that the intangible cultural heritage can ignite social media. In this regard, the successful experience of the previous highly successful cultural programs, "National Treasure," and "Every Treasure Tells a Story," is worth seriously summarizing and vigorously learning from. On the basis of the expansion of publicity, the historical connotation of copywriting can be better so that domestic and foreign consumers can better absorb and understand. More importantly, Chinese youth need to know more, so as to better attract more consumers and give stronger appeal in the copy.

5. Conclusion

At present, China's cross-border e-commerce scale continues to expand. The model is constantly enriched, and the development momentum is strong. Standardizing the international marketing copywriting of Chinese products is conducive to promoting the steady development of the e-commerce industry. By broadening the sales vision and path of intangible cultural heritage products, displaying the cultural heritage is conducive to the continuation, dissemination of the development of intangible cultural heritage. By analyzing and solving the existing problems of international marketing copywriting, such as language simplification and lack of attraction of intangible cultural heritage products marketing copywriting, this paper improves the professionalism of international marketing copywriting, enabling it to attract the majority of foreign consumers, so as to promote the sales of intangible cultural heritage products in southwest Sichuan. This practice provides a reference for the international marketing copywriting of other kinds of products, and has been of great significance to the long-term development of China's cross-border e-commerce trade. It is also conducive to promoting the progress and development of China's foreign economy and trade.

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