

Research on Cross-Border e-Commerce Selection Strategy Based on Cultural Differences

Du Weihua, Weng Chuanfang

Science and Technology College of Nchu, Gongqingcheng, Jiangxi, China

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Abstract: Export cross-border e-commerce has become a very popular form of operation. In the actual network marketing, most cross-border e-commerce enterprises are affected by cultural differences. The difference between the target customer group and culture is the biggest difference between the domestic network operation form and the cross-border e-commerce enterprises. Based on the premise of the cross-border e-commerce product selection strategy, this article starts from the aspects of e-commerce product selection, price channel strategy, and brand strategy, and implements strategic adjustments. It includes 4C and 4P network marketing strategies and theories, and from the perspective of cultural differences, it discusses some cross-border e-commerce strategies for selecting products.

1. Introduction

With the popularity of cross-border e-commerce platforms, more and more business opportunities are being provided to companies that participate in cross-border e-commerce transactions. In the context of cultural differences, in order to meet the consumer psychology and consumption habits of local consumers, companies should adopt different business strategies. This paper analyzes cross-border e-commerce enterprises in different cultural backgrounds, and then puts forward the countermeasures that should be taken in the market sales, hoping to provide new ideas for e-commerce selection, and promote enterprises to carry out cross-border e-commerce business.

2. The Basic Connotation of Network Marketing

2.1 P Network Marketing Theory

In 1960, Jerome McCarthy put forward the 4P network marketing theory, that is, at the right time and place, with the right price as the target customer (promotion) to sell the right products.

2.2 C Network Marketing Theory

Lauteborn put forward 4C network marketing theory in 1990, which takes different cultural relations as value orientation, including four aspects, namely convenience, communication, cost and consumer needs.

2.3 Network Marketing Strategy

The so-called network sales strategic decision-making, that is, enterprises can according to their own market position and development needs. Then combine the form of network sales, connect 4C, 4P network marketing theory, and deeply understand the limited factors in the operation process of e-commerce network. From the perspective of vertical development, the strategic forms of online marketing can be divided into the following aspects: marketing approaches, prices, online brands, customer service strategies, and products.

3. The Impact of Cultural Differences on Cross-Border e-Commerce Selection

The form of human life in a region is collectively known as culture and has undergone a long-term evolution of social life. Culture contains many parts, including aesthetic taste, thinking mode,

literature and art, lifestyle, local customs, values, legal norms, religious beliefs, traditional customs and historical culture. In different countries and regions, there are very significant cultural differences. In short, the difference of language is a kind of cultural difference. At the same time, it will also directly affect online marketing, cultural differences to a large extent affect different levels of online marketing, all cross-border e-commerce enterprises should pay enough attention to cultural differences. The following is a detailed analysis of the important impact of cultural differences.

3.1 The Influence of Cultural Differences on Users' Needs

Launching cross-border e-commerce online sales is not just as simple as publishing products on websites and cross-border e-commerce platforms. When developing online marketing, we should fully consider the impact of cultural differences on user needs. Based on different cultural background, different users will have different needs. At the same time, different countries have different consumption levels. For example, it is difficult for high-end goods to open up markets in areas with low economic level. Therefore, we should first classify the types of users, and then carry out cross-border e-commerce network marketing, according to the different needs of the target users, select appropriate products for them. In addition, when promoting cross-border e-commerce network marketing, there is also a core problem, that is, how to accurately translate Chinese goods into other languages, so that they can be consistent with the local language habits and avoid losing their brand image due to translation errors.

3.2 The Influence of Cultural Differences on Consumption Habits

Under the influence of cultural differences, people have different consumption habits, and the differences of age class also lead to different consumption psychology. By contrast, Americans have developed the habits of credit consumption and early consumption. With the rapid development of social market economy, network marketing also needs to consider the payment issues related to credit card payment, online payment and local consumption habits. In the process of online marketing, it is necessary to flexibly use promotion methods such as buy one get one free or discount methods according to the consumption habits of local residents. In particular, some products have strong seasonality and should be contacted with the actual local conditions when promoting. Black Friday and Christmas are the days when shopping sprees are concentrated abroad, which is different from China 's Double 11 and the Spring Festival. Therefore, cross-border e-commerce companies should fully understand foreign consumption habits and launch promotions during foreign shopping festivals.

3.3 The Impact of Cultural Differences on Consumer Preferences

Culture indirectly affects the aesthetic level of consumers. Under the influence of different cultures, consumers have formed very different preferences. Different animals, symbols and colors have their own meanings. If consumers are pursuing a certain product at home, foreign consumers may not be interested in it. For example, Chinese people think that dragon is a symbol of auspiciousness, status and power, but in many foreign countries, dragon means ferocity and darkness. Therefore, in the packaging and design of products, we should give full consideration to these cultural differences, so as to avoid unnecessary negative effects and greatly reduce the image of the brand in the hearts of consumers. In addition, full attention should be paid to the differences in measurement units.

4. Marketing Strategies of Cross-Border e-Commerce Selection under the Background of Cultural Differences

4.1 Brand Output

In cross-border e-commerce network marketing, cooperative brands need to form a visual symbol, that is, after ensuring their own text content, they should also coordinate cultural background, such as color, image and composition. From the point of view of national culture,

brand naming is not only an interpretation of culture, but also a kind of symbol. The process of information transmission from enterprises to consumers, and then from consumers to enterprises is called “information feedback”. For example: In the North American market, a key point for local companies to promote online marketing is to understand that Americans value packaging performance. Most Americans feel that packaging is as important as a product, and they are of the same level in the sales relationship. They should be packaged in good packaging or they will affect the consumer shopping experience. Based on this, cross-border e-commerce online sales should pay attention to product packaging, and cross-border enterprises should properly integrate cultural elements in packaging.

4.2 Product Sales Strategy

Cross-border e-commerce online marketing platforms must not only consider all aspects of cultural differences, but also comprehensively consider the advantages of online platforms, that is, consumer lifestyle and behavior habits. The production level of local production enterprises is relatively high, but in the process of selecting target products and product sales, we should pay attention to the commodities selected by cross-border e-commerce enterprises, and can not directly compare the domestic and foreign demand. Through the analysis and positioning of the target customer group of the products sold, we should focus on the characteristics of the target consumer group when choosing the output products, and put forward the plan of network marketing at the same time.

4.3 Product Pricing Strategy

The key to the operation of online stores is the pricing of online marketing products by cross-border e-commerce. If the price is too high, the output of products will be reduced. If the price is too low, the sales subject will bear a lot of losses. Even if “price competition” can make low-cost goods have profits and advantages in the short term. However, the components of product cost include foreign transportation expenses, foreign expenses, product itself, network platform operating expenses and publicity expenses. After a comprehensive consideration of the cost price, pricing can effectively avoid losses. At the same time, in the process of selling products, if cross-border e-commerce online marketing entities want to attract buyers to purchase, they must demonstrate the advantages of prices and comprehensively consider the price competition among non-essential, alternative and complementary products. In addition, the sales concept and operation form of the online store should be contacted before pricing the product. For example, in a certain online marketing platform, an online store wants to use different products as a style for rush sales. These products can be individually priced, or the high price can be set first and then discounted to cooperate with normal discounted products.

At the same time, the activities and policy orientation of cross-border e-commerce platforms should be fully utilized, and a variety of marketing activities should be used to increase revenue. It should be noted that cross-border e-commerce online marketing should make full contact with the production lifestyle and purchasing habits of the target market customer group when choosing a product pricing method. For example, from the perspective of the textile industry, the purchasing groups in the United States, India, Bangladesh, the United States and other countries are more interested in the form of “yard price”. However, buyers in Canada prefer the way of “rice price”. Due to different cultural differences, the price is also different, which brings different consumer experience to consumers of different cultural backgrounds.

5. Conclusion

To sum up, different cultural backgrounds will have an impact on cross-border e-commerce network marketing strategies, which are also fully reflected in customer service, web strategy, channel strategy and product marketing. In order to realize the export of goods by relevant enterprises, it is necessary to comprehensively consider the choice of goods, and then effectively avoid the negative effects of cultural differences.

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