

Analysis and Application of Cross-Border e-Commerce Network Marketing Strategy Based on Cultural Differences

Binghuan Wang

College of e-Commerce, Nanyang Institute of Science and Technology, Nanyang, Henan, China

Keywords: Cultural Difference, Cross-Border Electricity Supplier, Network Marketing Strategy, Analytic Sys

Abstract: the Degree of China's Foreign Development Has Been Continuously Expanded and Deepened, and More and More Chinese Enterprises Are Participating in the “Going out” Ranks. Cross Border e-Commerce Has Become One of the Main Ways for Small and Medium-Sized Enterprises to Realize the Strategy of “Going out”. However, in the Process of Overseas Online Marketing of Cross-Border e-Commerce Enterprises, Cultural Differences Seriously Affect the Formulation of Corporate Marketing Strategies. in This Regard, Based on the Background of Cultural Differences, This Paper Analyzes the Consumption Habits and Impacts Brought by Different Cultures, and Suggests That Cross-Border e-Commerce Network Strategy Marketing Strategies Should Be Developed from the Aspects of Target Market and Independent Brand, So as to Provide Useful Working Ideas for Cross-Border e-Commerce Overseas Marketing.

1. Research Background

1.1 Literature review

Cross level e-commerce has increasingly become one of the important ways to achieve multilateral international trade cooperation between countries. Song Jing, Hong Zhiyan and Zhou Aiguo think that in the development process of more and more cross-border e-commerce exports, due to cultural differences, they began to adjust their network marketing strategies, including adjusting products, prices, brands and other strategies. Therefore, based on the Internet marketing strategy and the connotation of cultural differences, song Jing and others elaborated the impact of cultural differences on cross-border e-commerce, and further put forward the development strategy of Internet marketing in the future(Song et al,2017).Han Xue also found that with the deepening of China's opening-up, Chinese enterprises are more involved in the “going out” development strategy, so cross-border e-commerce is also developing rapidly, participating in international competition, and further believed that cultural differences are of great significance for the re formulation of cross-border e-commerce network strategy(Han,2019).According to Cheng Dajun and Zhou Gexin, cultural differences are the main challenges facing China's cross-border e-commerce at present, which exist in all links, and then evolve into cultural risks, leading to market failure of products. In this regard, Cheng Dajun and others believe that there is a dual nature in solving cultural differences. Cross border e-commerce should incorporate cultural differences into the online marketing strategy, and start from creating a language environment and improving the use of data, so as to ultimately improve the product's overseas market share(Cheng and Zhou,2018).Zhang Fan said that cross-border e-commerce will face more and more consumption from all over the world. However, due to different environments in trade exchanges, there will be various problems of equal amount of communication and understanding, so he proposed solutions to the impact of cultural differences on cross-border e-commerce marketing(Zhang,2018).

1.2 Research purposes

In recent years, with the deepening of economic globalization and integration, China has close trade relations with other countries in the world, and cross-border e-commerce has gradually become a new mode of cooperation among countries(Shi,2016).Cross border e-commerce provides

many business opportunities for more small and medium-sized enterprises to participate in international trade, promotes enterprise profit growth, and also plays an important role in promoting Chinese culture(Qiu,2018).However, due to cultural differences such as race, system and values, cross-border e-commerce enterprises' overseas marketing strategies are seriously affected. Based on this, this paper summarizes the connotation and development status of cultural differences and cross-border e-commerce network marketing strategies, and finds that cultural differences have a greater impact on consumer purchase demand, purchase habits, purchase preferences and other aspects. Therefore, it is suggested that cross-border e-commerce should make full use of online marketing strategies, understand local culture and cater to local consumers' consumption habits and psychology, and adopt scientific and reasonable marketing strategies to provide more valuable marketing ideas for enterprises to enter e-commerce.

2. Cultural differences and the connotation of cross-border e-commerce network marketing strategy

Cultural differences refer to the differences between cultures of different countries. When different cultures meet, there will be fierce competition, impact and integration. Cultural differences involve differences in religion, language ability, cultural connotation, values, artistic cognition, social class, etc. The forms and measures of cultural differences mainly focus on five points: power distance, uncertainty avoidance, individualism and collectivism, masculinity and femininity, and long-term and short-term trends. Power distance refers to the degree of power concentration and leadership dictatorship in the organization, as well as the degree of inequality of power distribution accepted by people in the society. The power distance can be shown by the values of different power members in an organization. Uncertainty avoidance is a kind of defensive psychology produced by people's uncertain and fuzzy dangerous situation. Methods to prevent the occurrence of uncertain events, including the establishment of laws and regulations by the government and the provision of absolutely stable occupation. Under the situation of uncertainty avoidance, people will have the inner thoughts and sense of urgency to work hard. Individualism is a loose organizational structure in social organizations, in which individuals need to obtain their own interests and spiritual satisfaction through efforts. Collectivism is a close social organization made up of individuals. Compared with the members outside the group, the members inside the group want to be cared for more and make contributions in return. Masculinity and femininity are mainly reflected in the values of social status. The long-term orientation and short-term orientation are the results of students' research in 23 countries around the world, which shows that people's values focus on different contents. In the long run, we should pay attention to saving while in the short run, we should respect the tradition.

Cross border e-commerce is an international commercial activity through e-commerce platform to achieve transactions, online settlement, cross-border transportation of goods, and then complete transactions. In recent years, with the acceleration of economic globalization and integration, trade between countries has been increasing, and the level of cross-border e-commerce activities has been deepening. Network marketing strategy is an important marketing content to help enterprises to achieve better profits and take root in the market. The network marketing strategy includes product, price, promotion, channel and other strategies, and realizes the new marketing mode with the help of digital information and network media. As cross-border e-commerce is to achieve multilateral trade exchanges between countries, cultural differences will inevitably lead to various factors that are not conducive to the profitability of enterprises in the process of trade. Therefore, cross-border e-commerce enterprises should formulate reasonable network marketing strategies, promote the stability of commodity trading process, and reduce the friction caused by cultural differences in product trading process.

3. The influence of cultural differences on cross-border e-commerce network marketing

3.1 Affect user purchase demand

Cross border e-commerce network marketing is not only to sell its own products on cross-border e-commerce platforms. In the process of cross-border e-commerce network marketing, we should fully consider the influence of cultural differences on consumers' purchase demand. Due to different policies, systems, values and cultures, as well as different consumption levels, different countries have different consumer demands for commodities. For example, high-end goods cannot be sold in areas with lower consumption levels. Therefore, when carrying out online marketing, cross-border e-commerce should classify appropriate commodities according to the needs of target users. At the same time, language is also the key content for cross-border e-commerce to carry out online marketing. It is necessary to translate Chinese commodities into other countries' idioms accurately to avoid damaging the image of commodities themselves. In addition, in the process of cross-level e-commerce network business, to avoid product collision with local culture, we should fully integrate local cultural habits, scientifically classify consumer groups, and achieve accurate network marketing.

3.2 Influence consumers' buying habits

Consumption habits affect consumers' purchase behavior according to their own age, regional cultural differences, family environment and other factors. In most western countries, the concept of consumption is to consume ahead of time and advance future money, while in China, it is the opposite. When cross-border e-commerce network marketing sells goods, payment method is also an important content that affects consumers' consumption habits. Therefore, it is necessary to flexibly customize online payment means according to the purchase habits of local consumers, for example, to support credit card payment. At the same time, cross-border e-commerce network marketing should be combined with the local cultural background, timely carry out holiday promotion activities, cater to the purchase habits of local consumers, and achieve sales promotion.

3.3 Influence consumers' purchase preferences

There is a certain relationship between consumer's purchase preference and consumption aesthetics. Different cultures are funded by different consumer's cultural aesthetics and consumption preference are also different. For example, consumer products accepted by consumers in China will not necessarily be favored by foreign consumers in foreign countries, and will be selected according to the implied meaning of the product itself, such as color and symbol. Some western countries like black, so most of the external packaging design style and color will prefer dark series. Therefore, in the process of cross-border e-commerce network marketing, it is necessary to pay attention to different conformity and styles of the same products, so as to guide consumers' purchase preferences and enhance foreign consumers' purchase interests. Consumers will not change their purchase preferences for products they are not interested in because of the product itself or the price. Cross border e-commerce network marketing should fully consider the influence factors of cultural differences on foreign consumers' purchase preferences, so as to improve the quantity of goods sold.

4. Cross border e-commerce network marketing strategy based on cultural differences

4.1 Develop network marketing for the target market

In order to make profits and improve their own economic benefits, cross-border e-commerce network marketing should first clearly position the target market and accurately position the consumer group. The trend of cross-border e-commerce shows a good development trend, the technology keeps improving, and the products are gradually recognized by foreign consumers. Cross border e-commerce should combine the local cultural attributes and consumers' purchase preferences, scientifically and reasonably formulate products with local style, enhance product

influence, improve economic interests, expand sales channels, and avoid conflicts in the process of product sales. Secondly, we should carry out different channel sales and product launch forms according to the local consumption level and economic strength. For example, for the sales of high-end products, we should make more use of local financial websites to promote high-income people to better and faster understand the relevant content of products, and promote the formulation of more accurate marketing strategies. Cross border electricity providers should focus not only on developed countries in Europe and the United States, but also on China's "one belt and one road" economic belt. The consumption potential of the countries along the belt and road is huge, and they want to have large consumption groups.

4.2 Build independent brand and enhance core competitiveness

Brand is an important tool and core competitiveness to enhance the overseas marketing of cross-border e-commerce. Cross border e-commerce enterprises with their own brands have strong competitiveness in terms of commodity price and quality. In the process of manufacturing products, China should not only pay attention to product price and national nature, but also pay attention to product quality and brand building. Foreign consumers attach great importance to the environmental protection requirements of product outer packaging. Therefore, the cross-border e-commerce should also increase the spiritual added value of the commodity itself in the process of increasing the product's external sales promotion. Only when cross-border e-commerce products have excellent quality brands can they stand out from many e-commerce sales and network marketing strategies can be used properly. In addition, cross-border e-commerce should also improve its service awareness, establish and improve the after-sales service system, ensure that consumers have a good material and spiritual experience after purchasing products, which is conducive to the promotion and promotion of the brand value of cross-border e-commerce enterprises.

4.3 Enhance platform operation and user experience

Cultural differences and economic development affect consumers' personalized consumption. Cross border e-commerce enterprises should pay attention to consumers' personalized consumption experience to meet different consumer needs. Cross border e-commerce should strengthen its own platform construction and keep up with the speed of information flow and current consumer consumption trend. According to the local culture and consumption habits, cross-border e-commerce should collect, analyze and sort out user data, develop and sell featured products, so as to better satisfy consumers' purchase of novel goods. In the process of strengthening the construction of overseas and local platforms, cross-border e-commerce constantly improves its sales mode, puts its products on the more popular local platforms, and improves the user experience. The rational use of Internet marketing tools is also an important way to enhance the profits and popularity of cross-border e-commerce. For example, large well-known websites such as Google and Yahoo. Cross border e-commerce can also carry out personalized customized services, so as to realize the business risks brought by regional cultural differences, and realize the sale of products and enhance the user experience.

Acknowledgements

This research has been financed by Nan yang Institute of Science and Technology "The First Class Major and First Class Course Construction Project " (20190607) and Higher Education Department of Ministry of Education "the Construction and practice of Cross-border E-commerce Practical Teaching System based on Industry and University Education Integration" (201801067013)

References

[1] Song J., Hong Z.Y., Zhou A.G.(2017). Study on Cross-Border E-commerce Network Marketing Strategy under Cultural Differences. Journal of Shanghai Business School, 20(5), 81-87.

- [2] Han X.(2019). Cross-border E-commerce Network Marketing Strategy under Cultural Differences to Discuss the Business Marketing Strategy. *Mall Modernization*, 48(4), 80-81.
- [3] Cheng D.J., Zhou G.X.(2018). Cultural Differences and Management Strategies in Cross-border E-commerce B2C and B2B Exports. *Journal of Shenzhen Vocational and Technical College*, 18(2), 33-38.
- [4] Zhang F.(2018). The Impact and Strategy of Cultural Differences on Cross-border E-commerce marketing in China. *Chinese Business*, 28(7), 49-51.
- [5] Shi K.Y.(2016). Study on Cultural Differences in Cross-border E-commerce. *Mall Modernization*, 48(1), 27-28.
- [6] Qiu X.H.(2018). Based on the Study of Cross-border E-commerce Talent Training Strategy in the Background of “Internet plus” . *E-commerce*, 26(7), 57-58.