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DIGITAL MARKETING DEVELOPMENT TRENDS IN CHINA

Since China's reform and opening up, the country's economy has been expanding swiftly. In tandem with a substantial increase in per capita disposable income, the aggregate wealth of Chinese residents has been rapidly increasing. Against the backdrop of rapid economic growth and a rising standard of living, the scope of personal investment is also expanding. Nevertheless, the development of China's economic condition is uneven across regions. As a result of the advent of digital advertising, marketing strategies are constantly being improved. With the advent of 5G, the enterprise marketing environment has also entered a new era of the Internet of everything and the modification of everything. This article discusses the current state and content of China's digital marketing, as well as its future trajectory.

Keywords: digital marketing, internet marketing, China, digital advertising, trends

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ТЕНДЕНЦИИ РАЗВИТИЯ ЦИФРОВОГО МАРКЕТИНГА В КИТАЕ

После реформы и открытия Китая экономика страны стремительно растет. В сочетании с существенным увеличением располагаемого дохода на душу населения совокупное богатство жителей Китая быстро увеличивается. На фоне быстрого экономического роста и повышения уровня жизни масштабы личных инвестиций также растут. Тем не менее, развитие экономического состояния Китая неравномерно по регионам. В результате появления цифровой рекламы постоянно совершенствуются маркетинговые стратегии. С появлением 5G сфера корпоративного маркетинга также вступила в новую эру Интернета и глобальной модификации. В этой статье рассматривается текущее состояние и содержание цифрового маркетинга в Китае, а также его будущая траектория развития.

Ключевые слова: цифровой маркетинг, интернет-маркетинг, Китай, цифровая реклама, тенденции

The development of network technology can be traced back to the conception of digital marketing. With the advent of network technology and the Internet in the 1990s, online purchasing has emerged as a new method of consumption. Hotwired placed a succession of clickable banner ads on its website to promote its products in 1993, marking the beginning of digital advertising, online marketing, and the emergence of the Online Marketing Theory. With the popularization of communication technology, the rapid enhancement of mobile network speed, and the continued development of large data, artificial intelligence, and other technologies in the 21st century, the digital living state of consumers in life and communication is intensified. Big data-based modes of production and communication have permeated the marketing ecosystem. And spawned digital marketing and the digital marketing theory. As of now, digital marketing encompasses content marketing, scene marketing, community marketing, and other techniques; it has become the marketing communication theory of the modern era.

Baudrillard introduced the concept of consumer society in 1970 with the intention of revealing the social form of «symbolic consumption» under a capitalist economy, in which consumption behavior becomes solely symbolic [1, p.46]. He believes that what consumers purchase is not

the product itself, but rather its symbolic value. On the supply side, as economic development expands the market's capacity, the consumer society has become a wealthy society with an abundance of products, and the increase in commodity types and brands has intensified brand competition. Brand is willing to increase the advertising budget to increase sales, and many brand advertisers are using the Internet and digital marketing to improve advertising content creativity, optimize advertising and marketing methods, and increase the advertising budget to accomplish new brand development. Due to this, the market for digital marketing has always been able to maintain an upward trend.

On the demand side, the accelerated development of China's economy encourages residents to shop, and after Taobao and Tmall created the Double Eleven shopping Festival, a ritualized event, consumers' online shopping enthusiasm has reached an all-time high. Nielsen's 2022 Singles' Day Marketing Hot Report reveals that 90 percent of Chinese consumers intend to participate in Singles' Day purchasing this year, and 60 percent of them have increased their shopping budgets compared to the previous year. The consumption quantity in 2022 is 1 719 yuan, a slight increase from the previous year [2, p. 34]. Chinese consumers have stronger purchasing motivations and are more likely to make purchases within the context of a consumer society, thereby promoting the growth of the digital marketing market.

The «liquefied flux» of consumers alters the structure of the marketing market, and the Internet transcends temporal boundaries. The Internet's greatest contribution to social interaction and mass communication is disorganization, or decentralization, modulization, and individuation of the communication mode. Sociologist Bauman remarked «in the liquid modern society, there are no longer any eternal relationships, ties, individuals are linked, but no longer focus on tight, can be loosened at any moment» [2, p. 57].

Consumer liquefaction manifests primarily in two directions. Consumers and brands, brands and advertising agencies, and advertising agencies and media are no longer intimately connected from the perspective of horizontal market space. Brands can bypass advertising agencies and communicate directly with consumers. In turn, consumers can access products through media, and the consumer society's boundary is also expanding. Therefore, the advertising industry has extensively disseminated the current situation of eco-liquefaction using the metaphor «you never know where consumers purchase their milk» [1, p. 48]. For vertical time, consumer brand preference fluctuates continuously, and brand-loyal consumers become «nomadic consumers». In other words, the growth of brands and the increase in shopping options has led to the disappearance of consumers who were previously loyal to a particular brand or several brands. At the same time, brand advertisers focus on meeting consumer needs, innovate marketing methods, increase advertising investment, and encourage consumers to alter their purchase decisions.

Although the liquid flow of consumers is optimized for their own optimal purchasing experience, advertisers face increased pressure. Digital marketing with big data as the support, which is accurate and efficient, has emerged in order to reduce advertising budget waste and enhance advertising effectiveness.

Bao Fei argued that the era of big data marketing presents advertising with both opportunities and challenges. The new business model, which places data at the center of production, has enhanced the precision and profundity of marketing communication. However, it is also important to consider how to assure data authenticity and maximize marketing effectiveness. Only by continuously enhancing big data capabilities can we break the logjam and assist businesses in seizing market share [2, p. 59]. Wu Fan stated that the objective of digital advertising marketing is to establish a personal relationship with customers [1, p. 50]. Assist businesses in enhancing their market competitiveness, so that the input-output ratio has an impact on the advertising evaluation's influence on the company's value. It is

primarily comprised of five factors: customer trust, industry competitiveness, customer referrals, performance growth rate, and data evaluation value [2, p. 102]. Advertising is the most direct and effective method for attracting consumers' attention and influencing their purchasing behavior.

A thoughtful advertisement not only promotes products, increases product popularity, and boosts sales, but also guides people's consumption philosophy and modifies their lifestyle. Wu Jun proposed that media are vigorously developing digital technology, and that there is policy space and market space in the media environment of continuous competition and cooperation [3, p. 39]. Digital advertising marketing has become a new marketing force as a result of this opportunity. The most significant difference between digital marketing and traditional marketing is that marketing activities in the digital era, which have been developed by modern science and technology, are a brand-new marketing mode that includes a series of marketing channels, such as information collection, product development, production, sales, promotion, after-sales service, and after-sales evaluation. The new integrated Internet marketing media realize the marketing behavior of the entire enterprise and integrate information.

Internet commercial advertising production is disrupted by digital technology, and digitalization has become an inevitable trend. Big data permeates nearly every link of advertising content production, from the accurate accumulation of user portraits to the mass output of advertising text and creativity, the determination of the advertising delivery plan, and the advertising effect. In response to the global coronavirus pandemic, IDC predicts that organizations will accelerate their digital investment. This implies that by 2024, more than fifty percent of the global economy will be dependent on or influenced by digitization [3, p. 68]. Take the establishment of a user database as an example: In the era of integrated marketing, the foundation of user data must rely solely on human intervention to conduct qualitative or quantitative research in order to establish the database. And in the era of digital marketing, the data platform can be used to improve the user database, while private domain traffic can be used to promote the development and update of the user database. In addition to directing the flow of private data, we can use data corporations to conduct centralized data opening. With the technical value of large data sets, we can execute precise market positioning and accurately predict the likelihood of consumers purchasing products. Big data logarithmic marketing's significance is self-evident. In the era of digital marketing, there will be no commercial advertising content production without big data.

Second, the Internet has provided an abundance of data. Different from Big data technology, huge amount of information refers to the wealth of information, which includes not only user information and copywriting information that is highly relevant to content production, but also hot information, news events that can be used for event marketing, and scenario-based information. It is anticipated that this wealth and diversity of information will greatly facilitate the topic selection process for advertising.

In recent years, our digital marketing proficiency has increased in tandem with the Internet and consumer economy's accelerated growth. Despite the fact that the introduction of the pandemic in 2019 had an impact on the global digital marketing market, resulting in a slowed growth of advertising revenue, digital marketing has maintained an overall growth trend in recent years. The marketing budgets of corporations will revert to pre-pandemic levels.

In particular, the evolution of Internet commercial advertising against the backdrop of digital marketing reveals the following concrete characteristics. In recent years, advertisers' budgets for digital marketing have increased gradually from the advertising main body; domestic independent digital marketing companies continue to develop and expand. Blue Cursor, Huayang Lianzhong, and Leo Digital are among the local businesses that have expanded their operations [4, p. 26]. The production of advertising content is increasingly dependent on digital marketing. In terms of marketing

strategies, advertisers have shifted their attention to digital marketing, with social marketing and self-owned traffic pools being the most concerned forms of digital marketing by advertisers nowadays, followed by video advertising and social e-commerce [4, p. 18].

With the construction of private traffic e-commerce advertisers strengthen the construction of their own media matrix and establish Douyin and Kuaishou enterprises for live streaming and delivery of goods; establish a user community and transfer traffic from the public traffic pool to the internal private traffic pool; maintain official Weibo for topic marketing and KOL marketing [5, p. 72]. Simultaneously, a large number of advertisers, who are focusing on the development of technology, may employ AI intelligence for marketing iteration. In general, advertisers demonstrate favorable media purchase intent. In terms of content expression, technology-based information flow advertising, micro program advertising, and programmatic advertising appear successively, while media-mediated native advertising and creative interlacement advertising gain popularity.

Under the technology-driven digital marketing environment, the content production mode and expression form of Internet commercial advertising are becoming increasingly diverse, but the technical rationality has not been sufficient to better the current state of Chinese advertising text creativity. There is still a large disparity between the text and creativity of Chinese advertising and that of Europe, the United States, Japan, Southeast Asia, and other markets. Consider the Cannes Advertising Awards, the most prestigious award for creative advertising in the world; there are almost no Chinese mainland victors. At the same time, the quality of advertising in China is inconsistent, and high-budget advertisers rely primarily on influential firms or local outstanding marketing firms to generate creative brand concepts. And a scarcity of advertising budget makes it challenging for advertisers to produce high-quality advertising work. In the near future, the above aspects will continue to become domestic digital marketing content production issues.

1. Digital Darwinism, survival of the finest.

Wang Hongpeng proposes digital Darwinism: as consumers become more connected and intelligent, technology will disrupt business models that fail to keep up with customers [3, p. 56]. Since the advent of digital advertising marketing 20 years ago, businesses have continuously enhanced their marketing tools and knowledge reserves, but they have been repeatedly subverted. The true representation of this trend is the continued decline of Procter & Gamble and Unilever and the rapid growth of Internet brands.

2. Click rate will leave the effect evaluation phase.

The effectiveness of conventional advertising is measured by the click-through rate, but the conversion rate is very low. It is not difficult to create advertising concepts with a high click-through rate, but it is challenging for users to complete the transaction. Many Internet companies and ad agencies have abandoned click-through rates as an indicator of ad delivery quality, contending that the emphasis should be on creative content and that it is essential for users to view the entire ad.

3. Advertising firms and technology firms consolidate to create a boom.

Google, an American Internet company, made a proposal to acquire Admeld, an online-advertising firm, in June 2011 [4, p. 73]. It has become popular to merge digital marketing technology firms with advertising firms. The combination of the two will enhance understanding of digital advertising marketing technology, enabling advertisers to access controlled and traceable advertising concepts.

4. The worth of expert content continues to rise.

SQAD, an Internet advertising research firm, discovered that advertisers' CPM (cost per thousand impressions) was relatively stable. However, with distinct dimensions to compare and analyze, and not identical [5, p. 84]. The CPM grew by more than 50 percent in terms of financial and educational content, but declined by a comparable amount in terms of furniture, life, real estate, and automobiles [5, p. 86]. Valuable professional content keeps users engaged, and its advertising value continues to grow.

In conclusion, the overall development of the content production of Internet commercial advertising is positive, regardless of whether it is the marketing philosophy of advertisers, channels, or forms of advertising that are fostering the scientific and efficient growth of advertising content. However, the effects of anachronism are also evident. In conclusion, the growth of both the international advertising market and the Chinese advertising market is not only directly influenced by technical factors, but is also constrained by economic and social hazards. Therefore, the production of commercial advertising content must adapt to the alterations of the current times and promote its own constant new development.

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