

CROSS-CULTURAL MARKETING: STRATEGIES FOR EFFECTIVE GLOBAL BRANDING (CHINA AS AN EXAMPLE)

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This article analyzes cross-cultural marketing strategies in the Chinese market, and discusses the practical application of cross-cultural marketing in the Chinese market based on the case of ByteDance company. ByteDance has achieved rapid brand growth by deeply understanding the needs and cultural characteristics of Chinese consumers and formulating marketing strategies that are in line with the market.

Keywords: cross-cultural marketing; Chinese market; cultural characteristics; marketing strategy; globalization and localization; ByteDance; consumer demand; brand growth.

КРОСС-КУЛЬТУРНЫЙ МАРКЕТИНГ: СТРАТЕГИИ ЭФФЕКТИВНОГО ГЛОБАЛЬНОГО БРЕНДИНГА (НА ПРИМЕРЕ КИТАЯ)

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В статье анализируются стратегии кросс-культурного маркетинга на китайском рынке, и обсуждается практическое применение кросс-культурного маркетинга на китайском рынке на примере компании ByteDance. ByteDance добилась быстрого роста бренда благодаря глубокому пониманию потребностей и культурных особенностей китайских потребителей, а также разработке маркетинговых стратегий, соответствующих рынку.

Ключевые слова: кросс-культурный маркетинг, китайский рынок, культурные особенности, маркетинговая стратегия, глобализация и локализация, ByteDance, потребительский спрос, рост бренда.

Under the wave of globalization, marketing is facing unprecedented challenges. Consumers in different regions and countries have their own unique cultural backgrounds, values, and consumption habits. This requires companies to overcome cultural, legal, language and other obstacles when

promoting products or services globally. How to formulate effective marketing strategies to meet the needs of different consumers has become a key issue in global marketing.

As a marketing strategy for multicultural markets, cross-cultural marketing plays an important role. It requires companies to develop marketing strategies that meet the needs of local consumers based on an in-depth understanding of the cultural characteristics of the target market. Through cross-cultural marketing, companies can better integrate into the local market, enhance their brand image, and enhance consumer loyalty, thereby gaining a competitive advantage in the global market.

In recent years, with the continuous development of China's economy and the continuous improvement of consumption levels, the Chinese market has gradually become an important battlefield for global companies to compete. Therefore, studying cross-cultural marketing strategies in the Chinese market has important reference significance for companies to promote products or services on a global scale.

The application of cross-cultural marketing strategies in the Chinese market requires companies to have an in-depth understanding of Chinese culture, consumption habits and values, so as to formulate targeted product, price, promotion and distribution strategies. Below I will further analyze the specific application of these strategies in the Chinese market.

Theoretical Basis of Cross-Cultural Marketing

First of all, in terms of product strategy, companies must not only consider the practicality and cost-effectiveness of the product, but also pay attention to the cultural connotation and aesthetic value of the product. Chinese consumers have higher requirements for product appearance design, material selection and cultural significance. Therefore, companies need to incorporate Chinese elements into product design to meet the aesthetic and cultural needs of Chinese consumers. For example, when some international brands launch limited edition products for the Chinese market, they will pay special attention to the cultural characteristics of the products to attract the attention of Chinese consumers [1].

Secondly, price strategies need to be formulated with special caution in the Chinese market. Chinese consumers are generally price-sensitive, but that doesn't mean they only pursue low prices. On the contrary, they pay more attention to the product's cost-effectiveness. Therefore, companies need to ensure product quality while setting reasonable prices so that consumers feel value for money. In addition, with the development of China's economy and the improvement of consumer purchasing power, the high-end market has gradually emerged. Enterprises can formulate different

price strategies based on product positioning and target consumer groups to meet the needs of different consumption levels [2].

In terms of promotional strategies, using traditional Chinese festivals and activities for marketing is a very effective method. Chinese traditional festivals have profound cultural connotations and a broad mass base. They are an important opportunity for brands to carry out cultural marketing and emotional marketing. Companies can establish emotional connections with consumers and enhance brand awareness and reputation by launching holiday-limited products, holding special events, or participating in holiday celebrations. For example, some brands will launch advertisements and activities with Chinese characteristics during the Spring Festival to get closer to consumers.

Finally, the choice of distribution strategy is particularly critical in the Chinese market. Distribution channels in the Chinese market are diverse and complex, including online e-commerce platforms, offline physical stores, social media and other channels. Enterprises need to choose suitable distribution channels and partners based on their own product characteristics and target consumer groups. At the same time, with the development of digitalization and the Internet, online channels have become increasingly important in the Chinese market. Enterprises can achieve online and offline integration and improve product market coverage by establishing their own e-commerce platforms or cooperating with well-known e-commerce platforms.

In general, the application of cross-cultural marketing strategies in the Chinese market requires companies to comprehensively consider multiple aspects, including products, prices, promotions and distribution. By in-depth understanding of the culture, consumption habits and values of the Chinese market, formulating marketing strategies that are in line with the Chinese market will help companies stand out in the fierce market competition. At the same time, companies also need to constantly pay attention to market changes and changes in consumer demand, and promptly adjust and optimize marketing strategies to adapt to the changing market environment [3].

Analysis of the cultural characteristics of the Chinese market

1. The core values of Chinese culture and consumption concepts. Chinese culture emphasizes family values, harmonious coexistence and respect for traditions. These values are fully reflected in consumption concepts. Chinese consumers pay attention to the practicality and cost-effectiveness of products, while also pursuing quality and cultural connotation. During the consumption process, they tend to choose products that can reflect their identity, status and taste.

2. Chinese consumers' purchasing behavior and preferences. The purchasing behavior of Chinese consumers is affected by many factors, including personal needs, income level, cultural background and social environment. During the shopping process, they pay attention to product quality, price, brand and service. At the same time, with the popularity of the Internet and mobile payments, online shopping has gradually become the first choice for Chinese consumers. In terms of consumption preferences, Chinese consumers have shown strong interest in products with traditional Chinese cultural elements, such as national fashion clothing, traditional handicrafts, etc.

3. Laws, regulations and business environment of the Chinese market. The legal and regulatory system in the Chinese market is increasingly improving, providing companies with a good legal environment. In terms of business environment, the Chinese government actively promotes market-oriented reforms and strengthens intellectual property protection, providing a strong guarantee for corporate innovation. In addition, China also actively participates in international trade cooperation, promotes the process of globalization, and provides broad space for enterprises to expand the international market.

In summary, the cultural characteristics of the Chinese market have an important impact on the formulation of cross-cultural marketing strategies. Enterprises need to have an in-depth understanding of the cultural characteristics, consumer demands, and legal and regulatory environment of the Chinese market to formulate marketing strategies that are in line with the local market and enhance brand image and market competitiveness.

Combined with the case of ByteDance company, we can further analyze the application and practice of cross-cultural marketing strategies in the Chinese market.

First of all, from a global perspective, ByteDance, as a global technology company, faces the challenge of how to promote its products and services in different cultural backgrounds. Its success lies in its deep understanding of the importance of cross-cultural marketing and its adoption of effective strategies to deal with cultural differences in different markets.

In the Chinese market, ByteDance has successfully attracted a large number of users with its strong content distribution capabilities and precise data analysis capabilities. Its products, such as Douyin, Toutiao, etc., not only conform to the usage habits of Chinese consumers, but also incorporate rich Chinese cultural elements, thus winning the favor of users.

In terms of product strategy, ByteDance has a deep understanding of the needs and preferences of Chinese consumers and continues to launch products and features that meet market needs. For example, the short video

content on the Douyin platform covers music, dance, food, travel and other fields. These contents are both entertaining and can show the charm of Chinese culture.

For price strategy, ByteDance adopts basic services that are free to download and use, and realizes monetization through advertising, virtual gifts and other methods. This strategy is in line with Chinese consumers' preference for free or low-priced products, while also bringing considerable revenue to the company.

In promotional strategies, ByteDance makes full use of the marketing value of traditional Chinese festivals and events. For example, during the Spring Festival, the Douyin platform will launch activities with Chinese characteristics, such as red envelope rain, New Year greeting videos, etc., to attract users to participate and share, thereby increasing brand exposure and user activity.

For distribution strategy, ByteDance has achieved extensive channel coverage through cooperation with major application stores, social media platforms, etc. At the same time, it also actively cooperates with local companies to jointly develop products and services that meet the needs of the Chinese market, further expanding its market share.

In addition, ByteDance also pays attention to the balance between globalization and localization. While maintaining the global brand image and unity, it fully respects and integrates into local culture, allowing its products and services to better adapt to the needs of different markets.

Above all, ByteDance's cross-cultural marketing strategy in the Chinese market has achieved remarkable results. Through an in-depth understanding of the cultural characteristics, consumer needs, and legal and regulatory environment of the Chinese market, it has developed marketing strategies that are in line with the local market, successfully attracted a large number of users and achieved rapid growth. This case provides useful reference and inspiration for other companies to conduct cross-cultural marketing in the context of globalization.

In conclusion. Through in-depth research on cross-cultural marketing strategies in the Chinese market, combined with the analysis of the successful case of ByteDance, we can see that Cross-cultural marketing in China is strategically crucial in globalization. With diverse consumers, the company must adapt to cultural differences, like learning Chinese culture's core values, consumption patterns, and preferences affect marketing strategies. ByteDance's success provides inspiration. Balancing globalization and localization is key. Understanding different culture, formulating local-oriented strategies, and flexibly balancing global and local aspects can help firms compete and grow sustainably.

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