



A Study on the Impact of Cross-Border Marketing on Potential Users' Purchase Intention - Mediating Effect Based on Brand Perception

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Abstract. Cross-border marketing systems are a typical type of complex adaptive system, consisting of corporate subjects and customer subjects involved in cross-border marketing. In order to break out of the market bottleneck, in order to obtain a more sustainable competitive advantage, enterprises from different industries gather with each other and become the main participants of cross-border marketing. The enterprises involved in cross-border marketing use Internet technology to realize online interaction between customers and enterprises, which not only effectively transmits cross-border marketing-related information to customers, but also enables cross-border marketing to be diffused through the word-of-mouth communication mechanism, in the process of which customers will also continue to modify their original attitudes towards the brand, i.e. the enterprise subjects and customer subjects involved in cross-border marketing complete the value co-creation through mutual collaboration. Process. In the end, the cross-border marketing effect is realized. Guided by CAS theory, this chapter explains the characteristics and system components of cross-border marketing systems, and establishes a conceptual model of cross-border marketing systems and company-led customer interactions online.

Keywords: Cross-border marketing · online interaction · CAS theory · computational experiments

1 Introduction

Online interaction refers to a range of behaviors that users engage in to communicate, such as browsing, the commenting and retweeting. Academics have explored the relationship between online interactions and purchase intentions, customer trust, and customer attitudes from a customer perspective for a wide range of marketing contexts. Online interaction has a significant impact on the cross-border marketing effect, not only greatly enhancing the closeness between the customer and the company, but also enabling the

customer to become a promoter and buyer of the cross-border product while gaining practical and emotional value during the interaction [1]. Some scholars have begun to explore the relationship between online interaction and cross-border marketing effects from the perspective of communication and value co-creation, but there are few studies that examine the impact of online interaction on cross-border marketing effects from the perspective of corporate guidance [2].

2 Complex Adaptive Characteristics of Cross-Border Marketing Systems

Based on CAS theory, a cross-border marketing system can be seen as a dynamic, the evolving and complex adaptive system. The four properties of aggregation, flow, the diversity and non-linearity, and the three mechanisms of identification, internal models and building blocks, are interpreted according to the seven fundamental points of complex systems as follows:

- 1) Aggregation: Based on a business perspective, this aggregation phenomenon is reflected in the choice of heterogeneous businesses to cooperate with each other in order to achieve their respective goals. Companies follow certain rules and procedures in their operations, similar the DNA in living things, which is hereditary and stable [3].
- 2) Flow: A cross-border marketing system is a collection of nodes, connectors and resources. In this regard, companies and customers are the nodes, various communication paths are the connectors, and information, products, technology and capital are the resources. For business entities, the flow of resources between enterprises in different sectors enhances mutual learning and exchange; For the customer subject, the observation of the domain customer provides access to a flow of information about the companies/border products involved in cross-border marketing, which can inform their decision to purchase the cross-border product. Affects the operation of cross-border marketing systems [4].
- 3) Diversity: In cross-border marketing systems, diversity of subjects is formed not only between subjects and the environment and between subjects in the process of interaction, but also diversity of structures and rules [5].
- 4) Non-linearity: The characteristics of cross-border marketing systems are not simply the sum of the properties of the members of the system itself, but are the product of non-linear interactions between members and between members and the environment. Non-linear interactions and interactions give rise to characteristics that are not otherwise present in cross-border marketing systems [6].
- 5) Identity: In this system, both corporate subjects and customer subjects involved in cross-border marketing have a unique identity. Customer subjects have identifiers such as knowledge and online presence related to the cross-border product/company involved in cross-border marketing, and these identifiers can assist customers in revising their subjective evaluation of the cross-border product.
- 6) Internal models: From a business perspective, internal models are mechanisms for anticipation by business entities and guidelines for the actions of members of a heterogeneous alliance over the period of times [7].

7) Blocks: Blocks are the basic building blocks of the internal model. Technology, knowledge, management systems, information, people, capital and operational mechanisms are all building blocks of a cross-border marketing system. The permutations of building blocks produce multiple internal models and behavioral outcomes that affect the complexity and adaptability of the system.

3 Components of a Cross Border Marketing System

A system is an organic whole made up of a collection of interconnected elements, consisting of three parts: system behavior, system structure and system environment.

- 1) System behavior: System behavior is both the way in which the system exchanges information and resources with the external environment and the internal mechanism by which the system operates. The behavior of the system is expressed in the form of a ‘stimulus-response’, which includes input, processing and transformation, and output processes [8].
- 2) System structure: The sum of the order and manner in the elements of a system are interconnected, act and are constrained. The adaptive subject learns, the renews and regulates itself in response to changes in the external environment, thereby increasing its adaptability to the environment [9].
- 3) The system environment: the system establishes channels to exchange energy, the material and information with the environment, obtains resources for the development of living space from the interaction with the environment, and forms boundaries [10].

The conceptual model of a cross border marketing system is shown in Fig. 1.

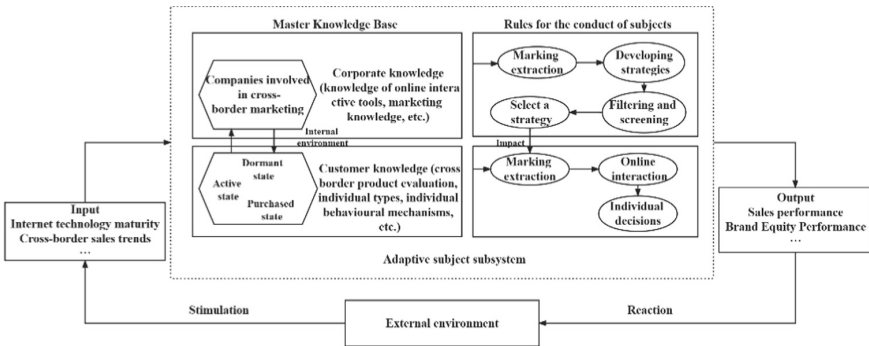


Fig. 1. Conceptual model of a cross-border marketing system

4 Behavioral Mechanisms for Companies to Guide Customer Interaction Online

4.1 The Behavioral Process by Which Companies Guide Customer Interaction Online

In a cross-border marketing context, a multi-subject network is formed by the aggregation of companies involved in cross-border marketing and their respective consumer groups. Companies involved in cross-border marketing will indirectly trigger online interactions between customers after leading them to participate in online interactions, through the following process:

Step1: Implement a guidance strategy. After taking in account the commonalities between cross-border marketing participants, brand image and market environment, companies will guide customers to actively participate in online interactions by adopting matching guidance strategies.

Step2: Online interaction. When the customer perceives the guidance strategy adopted by the firm, the following processes take place:

Step3: Get the cross-border marketing effect. The online interaction increases both customer loyalty to the company and the respective brand equity performance of the companies involved in cross-border marketing, as well as transaction performance.

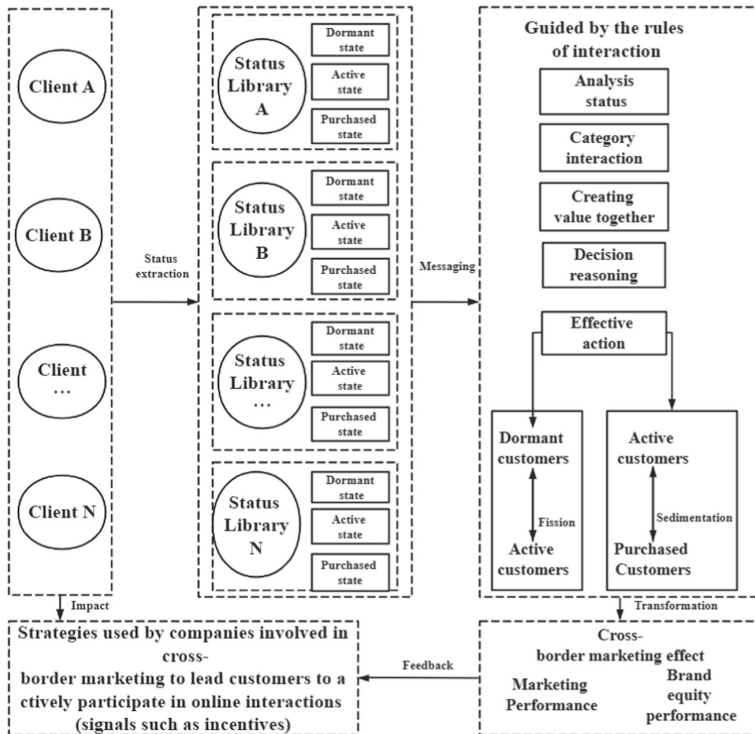


Fig. 2. Conceptual model of a company guiding customer interaction online

4.2 A Conceptual Model of Business-Led Customer Interaction Online

As shown in Fig. 2. When customers perceive the strategies adopted by companies participating in cross-border marketing to guide customers to actively participate in online interactions, they will extract their own and domain customers' status signs, and under the guidance of interaction rules, they will go through four steps in turn: analysis of status - classification of interaction - co-creation of value - decision-making reasoning, and then carry out utility actions, with some dormant customers gradually fracturing into active customers and some active customers gradually settling into purchased customers.

5 Conclusion

An interpretation of the seven complex adaptive characteristics of cross-border marketing systems, based on CAS theory, based on previous research, first; A theoretical model of the cross-border marketing system is then constructed based on an explanation of the behavior, structure and environment of the system; Then, the behavioral process of enterprises guiding customers to interact online is described; finally, a conceptual model of enterprises guiding customers to interact online is constructed.

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