



Analysis of Brand Marketing of Cross Border E-Commerce Enterprises under the Background of Digital Economy

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Abstract. With the rapid development of economic globalization and digital technology, cross-border e-commerce has also rapidly emerged in China, becoming an important component of China's foreign trade. At present, the world has entered the era of digital economy, and cross-border e-commerce, as an important manifestation of international trade digitization, has good development prospects. However, facing the complex international competitive environment, China's cross-border e-commerce industry faces problems such as weak brand marketing awareness, homogenization of brand marketing content, and high costs of brand marketing cooperation in brand marketing. Starting from the problem, this article emphasizes the establishment of brand marketing awareness, strengthening brand marketing innovation, and optimizing brand marketing cooperation, in order to promote the high-quality and sustainable development of cross-border e-commerce enterprise brands in China.

Keywords: Brand marketing, cross border e-commerce, digital economy

1 Introduction

As technology advances, the digital economy, a novel economic paradigm, is transforming the global economy's growth patterns and societal framework. The digital economy is characterized by digital technology at its heart, data as the pivotal component, and features such as interconnectivity, smart capabilities, and tailored services. It encompasses various sectors including online commerce, wireless transactions, machine learning, cloud-based services, and interconnected devices, causing significant shifts in the global economy's trajectory. In the digital economy, data has become a new factor of production. By collecting, analysing, and utilizing massive amounts of data, enterprises can better understand market demand, optimize production processes, improve product quality and service levels, thereby achieving more efficient resource allocation and economic growth. At the same time, the digital economy has also spawned a series of new formats and models, such as e-commerce, sharing economy, Internet finance, etc. These new formats and models have injected

new vitality and power into the traditional economy. The digital economy provides a booster for the development of cross-border e-commerce enterprises. International e-commerce enterprises, as an important component of international trade digitization, have characteristics such as rapid development and great potential, and have become an important link in China's foreign trade development, which can effectively promote the development of China's international trade [1]. The paper delves into the significance of branding strategies in the realm of digital economy for international e-commerce businesses and outlines effective brand marketing tactics that can foster the growth of China's overseas e-commerce sector.

2 Digital Economy and Cross Border E-Commerce

2.1 Digital Economy

The digital economy represents an up-and-coming sector that utilizes data as its core asset, relies on contemporary communication networks as its primary medium, and leverages the convergence and utilization of ICT (Information and Communication Technology) as a key impetus for the digital transformation across all sectors. It is distinguished by its high level of innovation, its ability to deeply infiltrate various domains, and its extensive reach. The digital economy serves as both a novel source of economic expansion and a pivotal catalyst for the modernization and enhancement of conventional industries [2]. It can become an important engine for building a modern economic system. A new round of technological revolution and industrial transformation is flourishing, and economic competition has become the main battlefield of national competition. As China's economic development shifts from a stage of high-speed growth to a stage of high-quality development, a modern economic system is an important symbol of a modern country. Developing the digital economy and accelerating the construction of a modern economic system have become urgent tasks. According to data from the China Academy of Information and Communications Technology, it is expected that the scale of China's digital economy will reach 56.1 trillion yuan in 2023, with a year-on-year growth of about 11.75%. The proportion of the digital economy to GDP is close to that of the secondary industry, accounting for over 40% of the national economy. Figure 1 shows the current development status of China's digital economy from 2018 to 2023. Over the past six years, China's digital economy has flourished, with its scale rising from 31.3 trillion yuan to 56.1 trillion yuan. The proportion of digital economy in GDP is also constantly increasing, from 34.0% in 2018 to 44.0% in 2023.

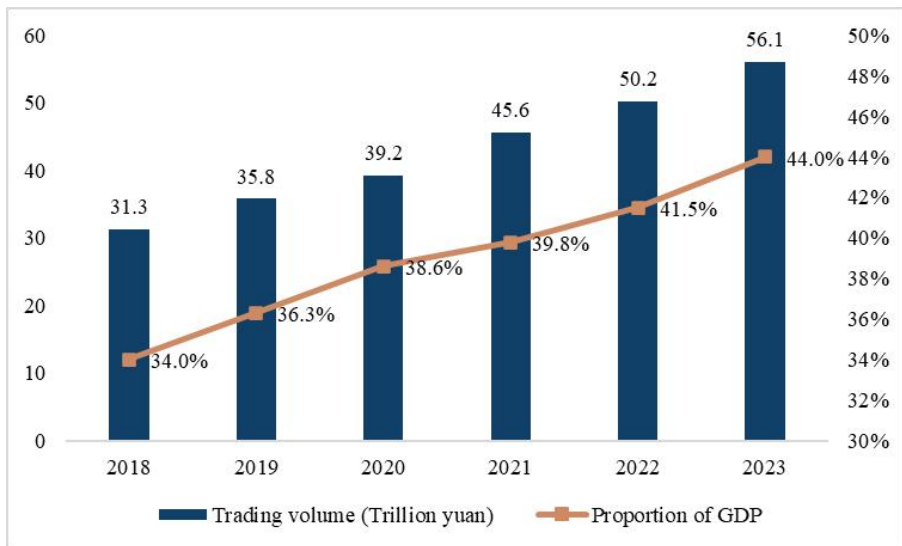


Fig. 1. Scale of China's digital economy from 2018 to 2023 (figure credit: original)

2.2 Cross Border E-Commerce

China's international e-commerce has experienced over two decades of evolution. As the trend of global online shopping surges, the ease of international logistics and warehousing services improves, and supportive national policies for cross-border exports are enacted, the market for China's international e-commerce is continuously expanding. Data from the General Administration of Customs indicate that for the year 2023, the aggregate import and export value for China reached 41.76 trillion yuan, marking a 0.2% rise compared to the previous year. Within this, the total value for cross-border e-commerce specifically was 2.38 trillion yuan, reflecting a 15.6% year-on-year growth. Of this total, the export value constituted 1.83 trillion yuan, which is a 19.6% increase from the year before. As shown in Figure 2, the scale of cross-border e-commerce transactions in China increased from 9.0 trillion yuan to 17.48 trillion yuan from 2018 to 2023, with annual growth rates exceeding 10% each year. The scale of China's cross-border e-commerce exports will continue to grow under the influence of the increasing cross-border trade exchanges and the increasing penetration of Internet technology.



Fig. 2. Trading volume and growth rate of cross-border e-commerce of China (figure credit: original)

3 Significance of Brand Marketing of Cross-Border E-Commerce Enterprises

3.1 Expand Enterprise Visibility

Compared to traditional trade methods, conducting product transactions on cross-border e-commerce platforms often relies on product added value or enterprise product services to sell well-known products on behalf of others. This inevitably incurs a certain amount of intermediary fees, and the profit margin is far lower than that of domestic brand products. Brand products to a certain extent represent the external image of the enterprise. International e-commerce enterprises often carefully consider multiple aspects when determining the price of brand products, and will not set the price too high to avoid causing consumer aversion, making them hesitant and undermining the enterprise's brand building plan. Reasonably setting brand product prices based on factors such as information on similar products in the market, promotional expenses for one's own products, and production costs, appropriately catering to consumer needs, is beneficial for cross-border e-commerce enterprises to increase their brand product sales, and the company's interests will increase significantly. This will establish a good reputation among the consumer group and expand the company's visibility. With strong financial support, cross-border e-commerce enterprises will have greater room for development, strategic development goals can be successfully achieved, and their competitive advantage in the industry will be more significant [3].

3.2 Enhance Enterprise Competitiveness

International e-commerce platform marketing can not only expand a company's visibility, but also enhance its market competitiveness. International e-commerce brand marketing does not require intermediaries to act as agents, reducing product costs and providing consumers with more price discounts, making it easier for consumers to recognize. Enterprises can establish a complete supply and marketing chain, closely linking raw material procurement, product production, product sales, and other links, conducting three-dimensional and dynamic monitoring of each link, strictly controlling production and operating costs, optimizing marketing strategies, minimizing unnecessary expenses, appropriately reducing product pricing, increasing enterprise profit margins, and promoting stable development of the enterprise. After brand marketing, cross-border e-commerce enterprises have successfully opened up overseas markets, with increasingly strong economic strength, continuous growth of their own scale, and rising industry status. They can establish long-term cooperative relationships with enterprises in the supply chain, achieve strong alliances, and the future development prospects are immeasurable.

3.3 Promote Enterprise Transformation

Under the background of the digital economy, cross-border e-commerce enterprises scientifically formulate brand marketing plans to stimulate potential shopping needs of consumers. Once brand products are launched, they will receive widespread attention from consumers and become the darling of overseas markets, increasing profits for enterprises. With the continuous development of the e-commerce industry, logistics, funding, and other aspects have shifted from bilateral to multilateral, gradually forming a new network structure model, expanding the business of cross-border e-commerce enterprises. Brand marketing is an important part of the transformation of cross-border e-commerce enterprises. Enterprises should use the Internet platform to communicate with consumers, obtain their preference information by analysing consumers' browsing and shopping big data, and understand the types of services they really need [4]. International e-commerce enterprises can grasp consumer needs online, sell products according to their needs, increase the added value of their own products, meet the diverse needs of consumers, optimize their marketing models in competition, and build reasonable risk response mechanisms.

4 Problems of Brand Marketing of International E-Commerce Enterprises

4.1 Weak Brand Marketing Awareness

In the context of the digital economy, cross-border e-commerce companies first need to address the issue of weak brand awareness. Western developed countries have a high degree of development of Internet platforms and information technology, and the introduction of relevant technologies into China is still a short time. Few enterprises

will spend a lot of time and resources to conduct in-depth research, leading to the vast majority of enterprises are more willing to follow the traditional business management model, and the information construction is relatively backward, unable to give full play to the application value of advanced technology in independent brand marketing activities. At present, China's cross-border e-commerce enterprises have a weak awareness of independent brands and lack core production technologies [5]. When setting product prices, they are subject to multiple constraints and may even use the method of reducing product prices to obtain orders. However, this approach exposes the drawbacks of outdated business concepts. After deducting various costs, the profits of the enterprise are very small, and it is highly likely to fall into a loss situation. The industry position is also easy to be replaced, which has caused many adverse effects on the development of cross-border e-commerce enterprises. Multinational e-commerce companies that manufacture high imitation products not only harm the interests of other enterprises, but also seriously affect the development of the e-commerce field.

4.2 Homogeneous Brand Marketing Content

Western countries have been developing cross-border e-commerce models for a long time, while China's development time is relatively short, and many cross-border e-commerce companies have lower quality and cheaper marketing models [6]. From relevant investigation reports, it can be seen that the quality of domestic independent brand products is generally not high, many enterprises have outdated production processes, and there are also significant problems in their internal management systems. The most crucial aspect of analysing the core content of marketing is to attract customers and engage in subsequent sales interactions through innovative communication models. From the actual situation, there is still a lack of innovation and homogenization of content. Most of the content and structure are similar, which cannot stimulate consumers to form a strong purchasing desire. At the same time, the cross-border model has a single characteristic, with anchors displaying products in fixed locations without any special scenes or content. In the live streaming process of numerous brands, enterprises need to capture the attention of users, create good content, and attract their attention in order to demonstrate their uniqueness. Under the premise of reasonable copyright and meeting the material standards of international online advertising platforms, it fully captures the attention of users. However, with the increasing number of new products, innovation in raw materials is becoming more difficult. The click through rate is also difficult to improve. The content is advertising and the content is copy. If the copy is not done well, the click through effect is generally poor.

4.3 High-Cost Brand Marketing Cooperation

Brand marketing is a series of processes that convey products or services from manufacturers to consumers. All aspects of channel sales affect the actual profits of enterprises. How to do well in channel sales is crucial for enterprises to enhance brand

influence in channels and achieve maximum profits! International e-commerce channel marketing refers to the company's operation of cross-border e-commerce online Internet channels for marketing and sales. International e-commerce channel marketing includes independent station channels and third-party channel marketing. The high cost of traffic makes it difficult to increase investment returns. The cost of purchasing traffic is always high. The key to promoting investment optimization in cross-border e-commerce overseas is environmental optimization. It is necessary to be familiar with the cultural customs of the target market, study the consumption preferences of the target group, analyze the number of advertisements, and control market hotspots. These factors directly affect the improvement of investment return rate, which requires higher requirements for the promotion team and is a long-term and uninterrupted process. In general, the mainstream channels available for brand marketing are relatively limited, but trying and investing in a certain channel often requires effort. On a single online platform, there are usually dedicated personnel and positions, such as search engine traffic, social network traffic, and online alliance platform traffic, all of which require professional personnel to operate in a refined manner.

5 Strategies of Brand Marketing of Cross Border E-Commerce Enterprises

5.1 Establish Brand Marketing Awareness

Cross border e-commerce enterprises must establish brand awareness, implement real-time brand strategies, and enhance the competitive advantage of their own products in independent brand marketing. When establishing independent brands, it is necessary to rely on the guidance of international government departments, and enterprises should accelerate the development of flagship products in cross-border e-commerce to enhance brand awareness and influence [7]. Enterprise leaders and managers need to change their own ideological concepts, leverage their strengths, guide marketing department personnel, strengthen their brand awareness, occupy overseas market share with the advantage of independent brands, and promote the development of independent products in China. In order for cross-border e-commerce enterprises to smoothly promote their own brand marketing work, in addition to improving the construction of their own product supporting business, they also need to establish the correct awareness of independent brand marketing, enhance the operational team literacy and brand control ability of the enterprise itself. In fact, many cross-border e-commerce businesses at present focus on sales in their daily business development process. However, in reality, it is difficult to achieve ideal results solely by relying on the improvement of sales business in order to enable enterprises to obtain greater economic benefits. Cross border e-commerce enterprises also need to expand their market share, enhance the familiarity of target consumer groups with the brand, and expand the influence of the brand through correct brand marketing [8]. In the process of brand marketing, gradually establish a customer-

centric business philosophy, and form a service system that is more in line with the development of online business models. Only in this way can the reputation of the enterprise be further improved. However, it should be noted that establishing the correct brand marketing awareness cannot be achieved overnight. Cross border e-commerce enterprises need to spend more time and energy expanding the promotion channels of their own brands, continuously and massively injecting brand marketing funds, and establishing a stable and positive brand image.

5.2 Strengthen Brand Marketing Innovation

In the era of digital economy, the speed of information dissemination is extremely fast, and low threshold creative content is very easy to replicate within a certain period of time. After creating high-quality content with a certain threshold, it is comprehensively promoted and exposed on platforms where brand audiences gather, covering as many potential user groups as possible. When the activity budget is sufficient, it is also possible to try the traffic depression on emerging traffic platforms [9]. Once the attempt is successful, it will lead to a surge in brand users. Adhering to user cantered brand promotion requires utilizing content to create a positive impression and build trust among users. Once users have trust in the brand, they will actively share high-quality brand information, thereby producing higher quality content and achieving a broader and fundamental understanding of brand value. The brand's users are young people from European and American countries who enjoy outdoor sports. These users are characterized by a preference for personalized and functional outdoor products. While meeting their product needs, it is necessary to provide good after-sales service and accumulate loyal brand users. Fully utilizing the social attributes of social media. With the rapid development of the internet celebrity economy, social communication has gradually become an important factor in traffic growth. Creating touching content for a brand is an important way to deepen user awareness, which can to some extent accelerate the spontaneous dissemination of the brand in user social circles. Membership can also be implemented for brand users to psychologically satisfy their sense of being treated favourably. The specific permissions can be set to access content, or communities can be created to provide content only to those who enter the community. Generally speaking, brand exclusive services that are experienced with preferential treatment can have an unimaginable hypnotic effect on the user's heart, effectively increasing their confidence, stimulating a sense of pleasure, and firmly grasping the user's mind. Brand promotion is carried out by a large number of internet celebrities, and through the use of pictures and videos of internet celebrity sports scenes, interaction between social media platforms and official websites is carried out to deepen brand promotion.

5.3 Optimize Brand Marketing Cooperation

In the era of digital economy, risks such as instability in the international market continue to increase. China's international e-commerce enterprises should strengthen international cooperation, participate in the formulation of international policies,

understand the development trends of international e-commerce, break down barriers to international e-commerce operations, and promote the construction of a healthy international e-commerce development system. Developing high-quality network alliance cooperation channels can be achieved by conducting research on the website market, suitable categories, daily user numbers, and number of webpage visits of the network alliance marketing channel [10]. These factors often determine the effectiveness of the selected network alliance marketing channel. Maintain a certain frequency of event planning and timely synchronize the activities with various alliance members. Through a variety of activities and various preferential terms, potential users can be attracted, and the website will also tilt the promotion of such activities to cover more potential users, thereby achieving event conversion. Producing high-quality advertising materials, a large number of practical cases have shown that in the era of high-speed information dissemination, the homogenization of materials is very serious, especially with the emergence of a large number of material production tools, the threshold for material production has been lowered. So, in this situation, high-quality advertising materials with high technical barriers can attract more user attention, but usually the style of the materials is not well grasped at the beginning. Therefore, when making materials, it is necessary to design materials with multiple styles and conduct equal testing on the materials. Once it is found that users do not pay for the materials, they should promptly replace them with materials with other styles. Establish a mutually beneficial cooperation form with the website. When the interests of the website are closely tied to those of the advertiser, the website will use the most effective way to control website traffic and expose the advertiser's activities. However, in this stage, the advertiser needs to pay attention to whether the website objectively presents sales data in order to control sales progress.

6 Conclusions

With the rapid development of the digital economy, international e-commerce has become an important component of global trade. China's international e-commerce is developing rapidly. In the era of digital economy, the development of international e-commerce can not only contribute to the prosperity of foreign trade, but also contribute to the overall prosperity of China's economy. However, with the intensification of international competition, China's international e-commerce enterprises are also facing a series of problems. In order to promote the high-quality and sustainable development of international e-commerce industry, international e-commerce enterprises should establish brand marketing awareness, strengthen brand marketing innovation, and output more high-quality marketing content. Brand is the standard for consumers to perceive their image in their minds, which can reflect the uniqueness of corporate culture and make the enterprise stand out in the market. Utilize emerging digital platforms to provide customers with channels to understand the brand, establish a good corporate image through brand promotion, and attract more partners.

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