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Unlocking the power of digital marketing: Strategies for successful international brand management

Deepesh Sheth *

Symbiosis Skills and Professional University, India.

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Abstract

Brand internationalization can change domestic consumers' attitudes towards self-owned brands, as international brands are generally considered premium brands that can successfully meet global needs. Brand internationalization is a challenge for businesses, which requires targeting, positioning, and segmentation strategies to succeed. Companies must promote brand authenticity by demonstrating transparency and humanizing brands to build consumer trust. This study discusses successful strategies for brand internationalization in the contemporary global marketplace. It highlights the importance of perceived brand authenticity, its impact on domestic consumers' attitudes towards self-owned brands, and factors influencing their purchase intention. The article proposed effective strategies such as leveraging the country of origin effect, forming emotional connections, strengthening brand authenticity, incorporating influencer marketing, and localizing brands. Two case studies illustrate how Huawei and TikTok utilized these strategies to manage their international brands successfully.

Keywords: Internationalization; Brand Management; Marketing; Digital Marketing

1. Introduction

As more and more emerging market consumers express interest in Chinese global brands, Chinese enterprises have begun initiating various marketing methods to build self-owned brands' international image and enhance their recognition in the international market. However, a significant challenge arises during the contest between globalization and anti-globalization. Chinese enterprises must allocate their resources reasonably to enhance the international image of self-owned brands and the trust of domestic consumers. This challenge leads to questions such as how Chinese enterprises can improve their brands' authenticity, what brand internationalization's objective is, and what strategies they can use to manage their international brand successfully. This article addresses these queries by providing an overview of successful strategies for brand internationalization. (Gupta.R, et al., 2021, Mishra et al., 2022)

It focuses on the importance of brand authenticity, the effect of internationalization on domestic consumers' attitudes towards self-owned brands, and factors influencing domestic consumers' purchase intention for brands. It also discusses and offers insights on several strategies, such as strengthening brand authenticity, leveraging the country of origin effect, forming emotional connections, incorporating influencer marketing, and localizing brands to achieve successful international brand management. Two case studies of Huawei and TikTok illustrate how companies have successfully leveraged these strategies to manage their global brands. (Bhardwaj S et al., 2023)

* Corresponding author: Deepesh Sheth

2. Literature Review

As globalization continues to increase, brand internationalization has become a crucial aspect of contemporary marketing practice (Mishra, M, 2020). In today's highly competitive global marketplace, emerging market enterprises must design and implement various targeting, positioning, and segmentation strategies to successfully promote self-owned brands' internationalization. Authenticity is a cornerstone of contemporary marketing practice, and it plays a critical role in the success of brand internationalization. Studies have identified three forms of authenticity: pure (literal), approximate, and moral. (Gupta.R, et al., 2023) Consumers often pay close attention to cues that convey authenticity, which can significantly impact their perceived authenticity of a brand. Therefore, improving perceived brand authenticity among consumers has become a new marketing method for enterprises to create differential advantages, improve brand value, and increase brand trust. Brand internationalization is an effective way to change domestic consumers' attitudes towards self-owned brands. International brands are generally considered premium, as they can successfully meet global needs. Brand internationalization also guides consumers to establish solid and unique associations from various aspects, such as product quality, corporate image, and country of origin. A self-owned brand is one that an enterprise develops with self-owned intellectual property rights, and possessing the powerful capability of self-development and core technology with self-owned intellectual rights is the most fundamental competence for an enterprise. Brand internationalization plays a significant role in "endorsing" corporate brands, which can significantly change consumers' recognition of brands in the international market and domestic consumers' attitudes towards self-owned brands. The definition of brand internationalization is broad, as it refers to the internationalization process of enterprises establishing brand assets in the international market. In a narrow sense, it relates to the internationalization decision of a brand name, logo, and personality. Factors affecting domestic consumers' purchase intention include quality perception, credibility, country of origin, and brand familiarity (Bedarkar et al, 2020). The potential substitution relationship among these factors reflects that emerging market enterprises should choose a targeted driving path to implement brand internationalization strategies. In conclusion, identifying and implementing effective strategies for brand internationalization is crucial for emerging market enterprises to promote their self-owned brands in the global market successfully (Kulkarni et al., 2023). By enhancing perceived brand authenticity, leveraging the country of origin effect, forming emotional connections, incorporating influencer marketing, localizing brands, and effectively utilizing social media, enterprises can increase brand recognition and establish their presence in the global marketplace.

3. Factors Affecting Domestic Consumers & Purchase Intention

Factors Affecting Domestic Consumers' Purchase Intention The success of a brand's internationalization strategy depends on its ability to influence domestic consumers' purchase intention. Quality perception, credibility, country of origin, and brand familiarity are the core factors that affect domestic consumers' purchase intention. Quality perception refers to the consumer's perception and evaluation of a brand's quality attributes. The quality and consistency of a brand's products and services are critical in shaping consumers' perceptions of the brand. Chinese consumers highly value product quality, which significantly affects their purchase decisions (Bedarkar et al, 2018, Mishra et al., 2023). Thus, Chinese enterprises need to prioritize quality in their brand internationalization strategies. Credibility also plays a crucial role in shaping domestic consumers' purchase intention. Consumers are more likely to trust a brand that has a credible reputation. Building a brand's credibility through positive reviews, an excellent social media presence, and endorsements from industry leaders is crucial (Khatwani & Mishra2021). Credibility can increase brand awareness and loyalty, increasing purchase intention. The country of origin is another critical factor affecting domestic consumers' purchase intention. Domestic consumers perceive foreign brands as high-end and premium, making it essential for Chinese self-owned brands to invest in brand internationalization (Brahmankar et al., 2022). Chinese self-owned brands can leverage the country of origin effect by investing in a brand internationalization strategy that positions their brand as a global brand with a solid national identity. Lastly, brand familiarity is a crucial factor that affects domestic consumers' purchase intention. Domestic consumers are more likely to purchase products from a brand they are familiar with. Therefore, Chinese enterprises should invest in building brand recognition and awareness in domestic markets before engaging in brand internationalization. Building brand familiarity and ensuring that the brand reflects the preferences of the domestic consumer will help the brand succeed in the international market (Mistry and Khatwani, 2023). In conclusion, the success of brand internationalization strategies in domestic markets depends on understanding the core factors that influence domestic consumers' purchase intentions. Emphasizing quality perception, credibility, the country of origin, and brand familiarity in brand internationalization strategies is critical to increasing brand recognition and successful penetration into international markets. (Nair.K et al., 2019)

4. Strategies for Successful Brand Internationalisation

Strategies for Successful Brand Internationalisation Brand internationalization is complex, especially for enterprises with limited resources and market reach. However, it is such an important strategy that can help businesses gain traction in their target markets and win the hearts and minds of consumers. (Nair.K, et al., 2021, Khatwani et al., 2023) To successfully promote brand internationalization, enterprises must design and implement various targeting, positioning, and segmentation strategies. Here are some key strategies businesses can use to successfully promote their brands in the global market. Strengthening Brand Authenticity Brand authenticity is a buzzword in contemporary marketing practice. Consumers value authenticity, so enterprises need to enable brand authenticity to build trust with consumers. To achieve this, enterprises need to demonstrate transparency. For instance, when claiming that a product is environmentally friendly, the business should back up this claim with hard facts. (Sunil.A et al., 2018)

Additionally, businesses must humanize their brands and make them relatable to the average consumer. The Country of Origin Effect Domestic consumers regard international brands as premium since they can successfully meet global needs. Hence, brands should capitalize on this and ensure they appeal to the target market's aspirations and preferences. Moreover, brands should try as much as possible to maintain their unique identity since the perception of "foreignness" could either boost or impede brand growth in a new market (Mishra & Kumar 2017). This could mean changing product names, tweaking marketing strategies, or shifting to a more relevant target audience. Forming Emotional Connections Emotional connections between brands and consumers are essential in inspiring brand loyalty. Consumers relate more to brands that have found a way to connect with them on an emotional level. Enterprises should consider deploying dynamic branding strategies as it can be an effective way to tap into the subconscious minds of consumers. Be creative and considerate in tailoring your brand message to connect and resonate well with your target audience. Leveraging social media platforms has become a ubiquitous and versatile marketing tool for businesses looking to expand their reach. Social media allows companies to communicate and interact with consumers worldwide, providing them with a unique opportunity to expand their reach and create brand awareness. Moreover, social media is ideal for crowd-sourcing content and repurposing it into different formats that can be shared across multiple platforms. Incorporating Influencer Marketing Influencer marketing is all about leveraging the fame and influence of social media personalities to promote brands. It is an effective way to connect with consumers, especially the younger demographic that spends more time on social media than traditional media. Influencers can help businesses generate brand awareness, credibility, and consumer engagement (Mishra & Deshpande2023). Localization of Brands Localization is a crucial aspect of promoting brand internationalization. It involves adjusting products, brands, and marketing campaigns to suit the local audience's cultural context. Cultural awareness is critical to market products in countries with different cultural values. For example, in some cultures, the color white symbolizes purity and neutrality; in others, it is a sign of mourning. Brand localization goes beyond the language and cuts across cultural nuances that can make or break a brand's reputation. By aligning with these nuances, businesses can demonstrate cultural competency and gain the trust of their target market.

In conclusion, promoting brand internationalization is critical for businesses wanting to increase their market share and grow beyond their borders. By developing and implementing effective targeting, positioning, and segmentation strategies, enterprises can build brand awareness, generate brand value, and increase consumer engagement. However, for these strategies to be effective, businesses must prioritize brand authenticity, emotional resonance, alignment with cultural nuance, and brand reputation management.

5. Case Studies

Case Studies Case 1: Huawei Huawei Technologies is a Chinese multinational technology company that started as a small private company in the 1980s. Despite operating in a highly saturated market, Huawei embraced brand internationalization by adopting a unique approach to branding. Firstly, Huawei focused on building a strong, reliable, trustworthy brand image in its domestic market. It then slowly expanded abroad, establishing its presence in various markets, particularly Africa. The company invested heavily in research and development, developing innovative products and technologies like the 5G network to become a global technology leader. Huawei's success can partly be attributed to its effort to localize its brand by incorporating local consumer preferences and languages into its marketing campaigns. The company has also leveraged social media platforms like Twitter, Weibo, and LinkedIn to build emotional connections with its audience. These brand internationalization strategies have earned Huawei a global reputation as a reliable and innovative company. Case 2: TikTok TikTok is a social media app that has rapidly gained popularity worldwide, particularly among Generation Z and millennials. The app's success can be attributed to its unique approach to Chinese brand internationalization. Unlike traditional Chinese brands that tended to imitate Western brands, TikTok embraced its Chinese identity by incorporating local cultural elements into its branding campaigns. For example, the

app uses local pop music and dance trends, which resonate with the youth demographic. TikTok has also leveraged incorporating micro-influencers to promote the brand and to establish emotional connections with its audience. As the app's user base grew, it began to localize its brand further by selecting regional teams responsible for content creation and marketing campaigns. These teams ensure the app's content is relevant and engaging to the local audience. TikTok's strategy of embracing its Chinese identity has allowed it to become a global leader in social media, with an estimated user base of over 1 billion.

In conclusion, the success of Huawei and TikTok's brand internationalization strategy can be attributed to their efforts to incorporate local cultural elements into their branding campaigns and establish emotional connections with their audience through social media platforms. Both companies have adopted an innovative approach to brand internationalization by localizing their brands and building a trustworthy image. These strategies can be implemented by other emerging market enterprises to successfully promote brand internationalization and establish themselves as reliable and innovative companies in the global market. (Sunil AK et al., 2021)

6. Conclusion

Successful brand internationalization in the global market requires identifying the core factors affecting consumers' purchase intention and synergistic effects. This study reveals that strengthening brand authenticity, leveraging the country of origin effect, forming emotional connections, social media, influencer marketing, and localization of brands are critical strategies for successful brand internationalization. Case studies of Huawei and TikTok demonstrate how these strategies have been effectively implemented. The research shows that successful international brand management should consider the cultural and linguistic differences of the target market. Global branding enhances brand reputation, image, and recognition, which helps domestic enterprises increase consumer trust and acceptance. This study broadens the exploration of brand internationalization through new research methods and perspectives. It provides valuable insights for enterprises to design and implement various targeting, positioning, and segmentation strategies toward successful international brand management.

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