

Research on Localization Content Marketing Strategy of Cross-border E-commerce Brands

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Abstract

With the deepening of globalization and digitalization, local brands of cross-border e-commerce are expanding overseas. Facing the increasingly fierce competition in overseas markets, brand competition of cross-border e-commerce has shifted from simple channel and price game to the construction of localized content value. With its strong audience stickiness, cultural adaptability and scene communication advantages, Head online celebrity has quickly become the core carrier of brand penetration into the target market. Based on cross-cultural communication theory, localization marketing theory and cultural adaptation theory, this study analyzes the current situation of localization content marketing of cross-border e-commerce brands in China, and finds some marketing problems such as cultural superficiality and stereotype risk, content homogenization and innovation deficiency, short-term cooperation with online celebrity and lack of deep localization content.

Keywords

Cross-border E-commerce, Localization Marketing, Content Marketing, Acculturation.

1. Introduce

With the rapid development of global Internet information technology, short video matrix represented by TikTok, Instagram and YouTube has become an important platform for information dissemination and cultural exchange around the world, completely reshaping the global information distribution logic and cultural interaction paradigm. In this context, transnational trade is no longer just the physical flow of goods, but has evolved into a cultural exchange based on the deeply embedded social media ecology. Based on the common platform provided and the different cultural backgrounds of different countries, new forms of transnational trade have taken root in major social media. Short video has become a strategic bridgehead for enterprises to carry out international marketing in the global market with its excellent characteristics such as low entry threshold, low content production cost, strong social attributes and faster and wider reach.

In the diversified marketing matrix, the strategic value of online celebrity and key opinion leaders is increasingly prominent. They are not only the meeting point of traffic, but also the "cultural translators" for brands to enter foreign markets. Through celebrity endorsement, live broadcast in online celebrity and short video communication, enterprises can quickly reap huge attention and original traffic, thus significantly improving the market conversion

rate of products. However, it is difficult to maintain long-term growth simply by relying on flow irrigation under the situation of increasingly homogeneous and white-hot market competition. This requires enterprises to have a deep insight into the psychological trajectory and behavioral motives of overseas consumers in a specific cultural background, and then dynamically adjust their business strategies, accurately seize the position in the rapidly changing market, and grasp the strategic initiative. In this complex background, how to dig deep into the platform potential of short video, a cultural aggregate, especially how to accurately identify and select online celebrity, a head with local influence, has increasingly become a watershed in the success or failure of going to sea. Online celebrity, an excellent local head, is well versed in local aesthetic preferences, language taboos, religious beliefs and consumption habits. They can interpret brand stories in a more grounded and friendly way, thus eliminating the natural estrangement of consumers as outsiders.

2. Related theory

2.1. Cross-cultural communication theory

Cross-cultural communication is a process of information interaction between individuals or groups with different cultural backgrounds, so the most natural and appropriate definition is the intersection and reorganization of different meaning spaces. Needless to say, under the profound influence of their own cultural genes, communicators are prone to misreading when encoding and decoding information, which is manifested in the ambiguity of linguistic and nonverbal symbols, stereotypes and racial prejudice rooted in cultural centralism, and potential conflicts of deep values. Therefore, the cross-cultural communication of information is often accompanied by "noise" and distortion. Only when the communicator has a high degree of cultural awareness and real empathy, can effective cross-cultural communication be realized. Most of the existing studies are based on macro-marketing, and the analysis of the localization communication practice and specific landing path of a single enterprise in different cultural markets is still lacking, and there are few quantitative empirical studies, so qualitative studies are mostly.

2.2. Localization marketing theory

Localization marketing refers to the marketing mode in which enterprises adjust their products, services and marketing methods according to the culture, language and habits of the target market. Therefore, its basic concept can be naturally and appropriately summarized as "survival of the fittest", that is, cultural customization, product localization, value docking and channel adaptation can improve brand recognition, and at the same time, localization practice can be implemented in all aspects of channels, brands, prices and advertisements. In the existing research, the definition of each dimension in the context of cross-border e-commerce is vague, and the transmission mechanism of consumer acceptance has not been fully discussed, so there is still a lot of room for systematic research on 4Cs dimension.

2.3. Cultural Adaptation Theory

The theory of cultural adaptation is to systematically and rigorously examine the changing process of cognition, attitude and behavior of individuals after entering a heterogeneous cultural environment. Its classical model is divided into four dimensions: integration, assimilation, separation and marginalization. This study defines the concept of cultural

adaptation, that is, it is a dynamic adaptation process of values, attitudes and behaviors of individuals in a cross-cultural environment, with clear two-way nonlinear characteristics. Foreign scholars have done solid empirical research from the perspectives of language, national identity and cultural participation, which proves that it has a substantial impact on the consumption behavior of ethnic minorities, while domestic research currently focuses on ethnocentrism and brand preference.

3. Analysis on the Current Situation of Localization Content Marketing of Cross-border E-commerce

3.1. Localization of language and expression

After enterprises enter overseas markets, they must naturally translate the brand tonality of the mother tongue market into a "tone" acceptable to the local culture, instead of mechanical translation, and need to re-create based on the language habits, social context, cultural taboos and aesthetic preferences of the target market. In practice, there are four bottlenecks: first, the semantic fault caused by the "machine-turning feeling" is correct in grammar but not like human speech, especially the Z generation highly rejects blunt and low-transparency AI texts; Second, the lack of cultural context is easy to cause offense, such as political sensitivity, religious taboo, slang jokes and other hidden public relations risks; The third is the contradiction between global consistency and localization. The brand requirement of "One Voice" limits the innovation of local teams, and the abstract value is inconsistent with local dialects, resulting in suspended content and lack of temperature. Fourth, there is a "time difference" in social media, and it is difficult for lagging content to win in algorithm recommendation. Therefore, the core of localization is to grasp the "network sense". Only by keeping up with the latest expression trend of local young people can we win the voice in big data calculation.

3.2. Localization of cultural symbols and values

The localization of cultural symbols refers to the systematic reconstruction of visual image, color, totem, taboo, sense of ceremony and other elements after the brand enters the target market, and calls the "cultural code" familiar to local audiences to eliminate the brand's "sense of foreign land". The localization of the corresponding values will make the brand proposition resonate with local ethics and gender roles, establish natural affinity at the sensory level, build a visual tone for smooth dialogue, and make the brand spirit take root in foreign cultural soil. However, the current problems in corporate practice are prominent: many brands' understanding of local culture is superficial, and excessive use of outdated or biased cultural symbols is not only deliberate, but also easy to be labeled as "cultural misappropriation" or "cultural arrogance" by young audiences. If the brand can truly integrate into the local culture and interweave with the pursuit of social spirit, it will no longer be just a commodity provider, but a carrier of local cultural expression. On the other hand, if the universal values conflict with the special national conditions, or the content has a one-way preaching sense and lacks equal dialogue, it will be difficult to touch the depths of consumers' emotions, and even lead to resistance and resistance.

3.3. Consumption habits and localization of scenes

The localization of consumption habits requires brands to adjust their marketing strategies according to the purchase decision path, payment method, logistics expectation and after-sales behavior of the target market; The localization of the scene needs to embed products into the daily life space of local consumers, identify the "high-frequency moments" in culture, and transform the whole link from decision-making incentives to payment convenience, logistics performance speed and after-sales security, so as to make products an inevitable choice to solve the pain points of local life. Common problems in practice include "acclimatization" of marketing links and infrastructure: if China's extreme logistics and convenient payment are directly transplanted to Europe and other markets, slogans such as "XX day is extremely fast" will be easily distorted, and it will be difficult to implement after-sales exchange, resulting in a decline in conversion rate and damaged reputation. In addition, many enterprises misjudge the rhythm of local festivals, and simply push the logic of "double 11" and "Black Five" to the world, but ignore the real consumption peaks such as Ramadan, Diwali and Carnival, resulting in mismatched resources and missed major profit opportunities.

3.4. Localization of social platforms and modes of communication

The localization of social platforms and communication methods requires brands to choose suitable positions according to the mainstream social niche of the target market, deeply understand the "personality" of the platform, and be good at using the local online celebrity ecology, operating private communities and creating viral topics. The common misunderstanding in practice is that "there is only one set of social logic in the world", relying too much on Meta platform and ignoring Telegram or local vertical community, resulting in a single media choice, unable to enter the real audience circle, and only hovering on the edge of public domain traffic. The core challenge of online celebrity's marketing is the crisis of trust: when online celebrity forcibly implants content that is contrary to his tonality and professional field, fans will have psychological resistance, and narrative fault will not only fail to transform into brand trust, but dilute the long-term accumulated credit of online celebrity, making marketing a "farce" that overdraws his reputation. If a large number of online celebrity fans are selected, but the tonality does not match, it will also cause a sense of communication violation. In some emerging markets, due to the lack of supervision and the proliferation of false traffic, brands are more likely to fall into the dilemma of "high volume and zero conversion".

4. Problems existing in localized content marketing

4.1. Cultural externalization and stereotype risk

Many brands easily fall into the "symbolic trap" when entering new markets, and only stay in the mechanical handling of visual symbols, such as piling up totems or decorative elements in the target market, without touching the deep value recognition, which not only lacks sincerity, but also easily leads to "cultural misappropriation" disputes. In essence, this practice is to peel off and dissolve the spiritual core of foreign culture, make the brand show an arrogant and predatory attitude, and thus lose the opportunity to establish long-term trust in the initial stage. What is more serious is the stereotype in brand decision-making: enterprises often

define local audiences with self-righteousness, and simplify complex regional culture into outdated or even misinterpreted labels, which can not resonate, but cause resentment and even resistance. Real localization requires brands to put down the "other perspective", deeply study local religious taboos, aesthetic preferences and social subcultures, and avoid narrowing the multicultural section into arrogant prejudice.

4.2. Content homogeneity and lack of innovation

With the increasingly crowded sea track, localized marketing is facing a serious path dependence crisis. The competition among enterprises has gradually evolved into a low-level replication that lacks depth. At the same time, due to the surge in the density of entrants, the systematic lack of brand content creation has become more and more obvious. Many brands have lost the ability of independent thinking, and are extremely deficient in content creation. When they see the successful launch of competing products on a certain platform, they blindly follow the trend and fall into a strange circle of blindly following the trend, lacking the excavation of the "original conflict point" in the local market, and just mechanically translating the successful strategies in China.

4.3. Short-term online celebrity contract lacks deep localized marketing content

At present, online celebrity marketing of many brands shows obvious mowing thinking, which simplifies the co-construction of brands that should have strategic significance into a one-dimensional short-term traffic game. Under this dominant logic, the cooperation mode between brands and bloggers tends to be fragmented and high-frequency transactions, and brand cooperation is often short-term, high-frequency and purely transactional, that is, brand payment, blogger posting, and linking with goods. Although this kind of short-term cooperation can bring instantaneous traffic, because bloggers don't understand the brand concept deeply, the content of output is often dry and boring, and it is difficult to form brand assets, which leads to the lack of deep localization content.

5. Conclusion

At present, the practical difficulties of enterprises in four dimensions: language expression, cultural symbols, consumption habits and social communication all point to a fundamental contradiction: the tension between global brand consistency and local culture. Most brands still remain in superficial operations such as mechanical translation, visual stacking, festival reproduction and platform superstition, which can neither eliminate the "foreign land feeling" nor avoid the controversy of "cultural appropriation". Really effective localization requires enterprises to put down the "other perspective", deeply understand the language "network sense" of the target market, the taboo of values, the "high-frequency moment" in the consumption chain and the real niche of social platforms, and transform the brand spirit into a daily narrative that local consumers can perceive, empathize and trust. Only in this way can the brand evolve from a foreign commodity provider to a carrier of local cultural expression.

At the same time, the homogenization of content and the short-term cooperation with online celebrity further aggravate the risk of localization failure. The path dependence caused by the congestion of the sea track makes most brands lose their independent thinking ability, blindly follow the trend of competing for products, and lack the excavation of the "original conflict point" in the local market. However, the "mowing thinking" in online celebrity's marketing simplifies brand co-construction into a one-time traffic game. The fragmented and pure trading cooperation model is difficult to precipitate brand assets, but it overdraws the reputations of both parties due to tonality mismatch or trust crisis. In order to break through the dilemma, brands must regard localization as a long-term capacity building rather than a one-time adaptation action from a strategic perspective: on the one hand, through in-depth user insight and cultural empathy research, a sustainable content innovation mechanism is constructed; On the other hand, establish a deep and long-term cooperative relationship with local creators, so that localized expressions can truly integrate into the community context, and win voice and trust in algorithm recommendation and consumers' minds.

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