

Research on the Innovation and Optimization of Cross-Border Electronic Commerce Marketing Strategies Under the "Belt and Road"

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Abstract. The "Belt and Road", as a significant international cooperation strategy proposed by China, has fostered economic development and trade exchanges among the countries along its routes, presenting unprecedented development opportunities for cross-border electronic commerce. Due to objective factors, traditional marketing strategies can no longer meet the current development needs of cross-border electronic commerce. Therefore, based on the actual development situation, optimizing and perfecting marketing strategies is key to the development of cross-border electronic commerce enterprises at this stage. This paper first analyzes the environment of cross-border electronic commerce marketing under the "Belt and Road" perspective, including policy, economic, and cultural aspects. For various issues, it proposes paths for innovation and optimization in product strategy, pricing strategy, channel strategy, and promotion strategy. The research not only helps promote the innovation and optimization of cross-border electronic commerce marketing strategies but also provides a useful reference for promoting economic and trade cooperation and cultural exchange among the countries along the "Belt and Road".

Keywords: Belt and Road, cross-border electronic commerce, Marketing.

1. Introduction

With the deep implementation of the "Belt and Road", cross-border electronic commerce, as an important force in promoting economic, trade cooperation, and cultural exchange among the countries along the routes, is facing unprecedented development opportunities. However, facing increasingly fierce market competition and diversified consumer demands, traditional marketing strategies can no longer meet the development needs of cross-border electronic commerce. Therefore, exploring innovative and optimized marketing strategies has become crucial for cross-border electronic commerce enterprises to enhance competitiveness and achieve sustainable development [1]. The proposal of the "Belt and Road" has brought broad cooperation space to the countries along the routes and has provided strong support for the development of cross-border electronic commerce. Under this background, how cross-border electronic commerce enterprises can seize opportunities, fully utilize policy advantages and market resources, has become the key to future development. With the deepening of globalization, consumers' demands for product quality, brand, and service are constantly increasing, requiring cross-border electronic commerce enterprises to continuously innovate marketing strategies to meet diversified consumer needs. However, innovating and optimizing marketing strategies is not easy; cross-border electronic commerce enterprises need to deeply analyze the market environment, consumer behavior, and competitors, and develop marketing strategies that fit their own development reality and market needs. At the same time, it is necessary to focus on the implementation and grounding of strategies to ensure that measures are effectively executed and achieve the expected results, promoting economic and trade cooperation and cultural exchange among the countries along the routes.

2. Analysis of the Cross-Border Electronic Commerce Marketing Environment under the "Belt and Road"

2.1. Policy Environment

The Chinese government actively promotes the deep development of the "Belt and Road", conducting extensive and deep cooperation with countries along the routes, signing a series of cooperation documents, providing solid policy support for the development of cross-border electronic commerce. These cooperation documents clarify the direction and goals of cooperation, offering more opportunities and development space for cross-border electronic commerce enterprises [2]. Under the guidance of policies, cross-border electronic commerce enterprises can more conveniently enter the markets of countries along the routes and conduct trade activities. The Chinese government has also introduced a series of policy measures to support the development of cross-border electronic commerce, such as tax incentives and financial support, providing a more superior development environment for cross-border electronic commerce enterprises. Besides policy support, countries along the routes are also actively promoting trade facilitation measures, providing strong support for the development of cross-border electronic commerce. Measures such as tariff reduction and simplification of customs procedures enable cross-border electronic commerce enterprises to complete import and export business more efficiently, reducing trade costs and enhancing market competitiveness. It can be said that the promotion of the "Belt and Road" and the trade facilitation measures of countries along the routes have provided unprecedented opportunities for the development of cross-border electronic commerce. cross-border electronic commerce enterprises should seize the opportunities, actively explore the markets of countries along the routes, promote the in-depth development of trade, and contribute to the construction of the "Belt and Road".

2.2. Economic Environment

As the "Belt and Road" construction deepens, the economic development level of countries along the routes shows a steady upward trend, and market demand is increasingly strong, providing a broad market space for cross-border electronic commerce. First, the economic rise of countries along the routes has brought about an increase in consumption capacity, with people's demand for high-quality goods constantly growing. As a new form of trade, cross-border electronic commerce can break through geographical limitations, directly deliver goods to consumers, and meet their demands for diversified, high-quality goods. Second, trade exchanges between China and countries along the routes are becoming increasingly close, providing strong support for the development of cross-border electronic commerce [3]. By signing a series of cooperation documents, the two sides have established stable trade relations, offering more cooperation opportunities for cross-border electronic commerce enterprises. The advancement of trade facilitation measures, such as tariff reduction and simplification of customs procedures, has further reduced the operating costs of cross-border electronic commerce enterprises and improved operational efficiency. Lastly, the development of cross-border electronic commerce also benefits from the continuous progress of Internet technology. With the popularity of mobile internet and the perfection of e-commerce platforms, cross-border electronic commerce enterprises can more conveniently reach consumers in countries along the routes, conduct online marketing activities, and enhance brand recognition and market influence.

2.3. Cultural Environment

The cultural traditions and customs of countries along the "Belt and Road" provide valuable resources for cross-border electronic commerce in cultural exchange. Deeply exploring and fully utilizing these resources can promote product sales and facilitate cultural mutual learning and integration among countries along the routes. To some extent, the diversity of cultural traditions offers rich marketing materials for cross-border electronic commerce. From festival celebrations and folk activities to traditional crafts and culinary culture, these unique cultural elements are attractive selling points for consumers. Integrating these cultural elements into product design and marketing strategies

can create products with more regional characteristics and cultural heritage, thereby enhancing consumers' identification and sense of belonging to the products. Meanwhile, the differences in customs and habits also provide a broad market space for cross-border electronic commerce. Different countries and ethnic groups have differences in consumption habits and aesthetic concepts, requiring cross-border electronic commerce enterprises to fully respect and understand the customs and habits of countries along the routes during their operation, providing goods and services that meet the needs of local consumers. Through precise market positioning and differentiated marketing strategies, cross-border electronic commerce can better meet the diverse needs of consumers in countries along the routes, improve sales effectiveness, and achieve business objectives.

3. Paths for Innovation and Optimization of cross-border electronic commerce Marketing Strategies under the "Belt and Road"

3.1. Innovating Product Strategy

Under the "Belt and Road", cross-border electronic commerce faces significant market opportunities. To better seize these opportunities, developing products with regional and cultural characteristics according to the market demands and consumer preferences of countries along the routes is particularly important [4]. Firstly, understanding the market demands of countries along the routes is crucial. Consumers from different countries have diverse cultural backgrounds, consumption habits, and aesthetic views. Through market research and data analysis, accurately grasping the real demands of consumers from various countries provides a solid basis for product development. Secondly, combining regional and cultural characteristics for product innovation is an effective way to enhance competitiveness. Countries along the routes possess rich historical cultures and natural resources, elements that can be cleverly integrated into product design. For example, developing handicrafts based on local traditional crafts, or incorporating local specialty ingredients into food development. Such products are not only unique but also meet consumers' pursuit of cultural experiences. Furthermore, deep customization and personalized design are important means to enhance product added value. By precisely analyzing consumers' personalized needs and providing tailor-made products and services, it satisfies consumers' individual demands and enhances the product's added value and competitiveness. Lastly, brand building is an indispensable aspect. A good brand can enhance the product's popularity and reputation, strengthen consumers' identification with and loyalty to the brand, focusing on the creation and dissemination of brand image, winning consumers' trust and support with high-quality products and services.

3.2. Optimizing Pricing Strategy

When formulating pricing strategies, it's vital to consider the economic development levels, market supply and demand conditions of countries along the routes, as the consumption capacity, market competition status, and consumer preferences of different countries and regions vary significantly [5]. For example, in Southeast Asia, countries vary widely in economic development levels. Singapore, as a developed country, has strong market consumption capacity and a higher acceptance of high-quality, high-added-value products. Therefore, a slightly higher pricing strategy can be adopted in the Singapore market to reflect the uniqueness and high value of the product. Conversely, in developing countries like Cambodia, considering the local consumers' purchasing power, a more affordable pricing strategy needs to be formulated to ensure the product is cost-effective while also aligning with local market consumption habits. Besides economic development levels, market supply and demand conditions are also crucial when devising pricing strategies. In markets where supply and demand are tight, it's appropriate to raise prices to reflect the product's scarcity. On the other hand, in oversupplied markets, to promote sales, prices need to be flexibly adjusted, even resorting to price reductions or promotional strategies. To more visually display the relationship between pricing strategies and

market demand, it's suggested to use bar graphs, as in Figure 1, to clearly see the actual performance of pricing strategies in different markets and the contribution of promotional activities to sales volume.

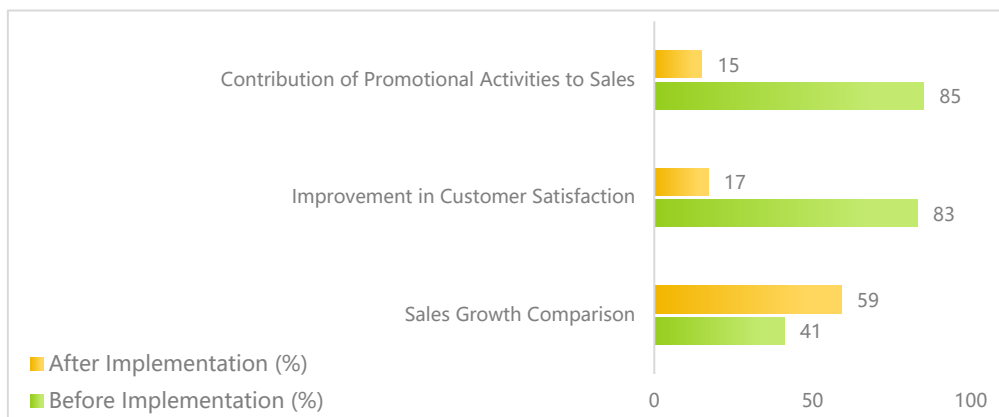


Figure 1. Comparison before and after the implementation of pricing strategies

3.3. Expanding Channel Strategy

In today's digital age, using internet technology and digital means to build a diversified sales channel and network is especially crucial. Although traditional offline channels still hold their importance, the rise of online channels and social media platforms undoubtedly provides enterprises with broader sales spaces and unlimited possibilities. Online channels have advantages such as wide coverage, fast dissemination, and strong interactivity. Through cooperation with large e-commerce platforms, enterprises can quickly reach a large number of potential consumers, enhancing product visibility with the platform's traffic advantage. The comprehensive logistics system and payment system provided by e-commerce platforms can also save enterprises a significant amount of operating costs, improving sales efficiency. Besides cooperating with large e-commerce platforms, enterprises can also consider building their own online platforms. Self-built platforms can better display enterprise images and product features, creating a unique brand image. Through precise market positioning and target user analysis, enterprises can develop personalized marketing strategies, improving user stickiness and conversion rates. Furthermore, social media platforms are an indispensable sales channel. Platforms like Weibo, WeChat, and TikTok have vast user bases and high interactivity, serving as important arenas for brand promotion and product marketing. By posting interesting and enlightening content, enterprises can attract user attention and discussion, improving brand recognition and reputation. Building a diversified sales channel and network not only helps increase product coverage and market influence but also enhances enterprises' risk resistance. Facing market fluctuations or emergencies, diversified sales channels provide more choices and solutions for enterprises, reducing business risks.

3.4. Innovating Promotional Strategies

In the context of globalization, conducting targeted promotional activities that align with the cultural characteristics and festival features of countries along the "Belt and Road" can enhance sales performance, deepen brand image, and strengthen emotional connections with consumers. The cultural characteristics and festival customs of countries along the routes are diverse, with each country having its unique ways of celebration and traditions, as shown in Table 1. Designing a series of creative and attractive promotional activities based on these characteristics, such as launching discount offers and gifts that resonate with the festive atmosphere during India's Diwali festival, allows consumers to enjoy the shopping experience while feeling the strong festive atmosphere. During Ramadan in the Middle East, launching promotions that encourage consumption during this period meets their shopping needs. The design of these promotional activities requires an in-depth understanding of local cultures and festival customs, ensuring that the activities resonate with the preferences and expectations of local consumers, focusing on the innovation and uniqueness of the

activities to attract consumer attention and participation. In the promotion and execution of promotional activities, digital marketing methods play an increasingly important role. Using technologies such as big data and artificial intelligence to more precisely target consumers, understand their shopping habits and preferences, thereby formulating more accurate marketing strategies, and using digital channels like social media to quickly disseminate activity information, expanding the impact of the activities. The application of digital marketing methods provides us with more precise and efficient ways of marketing, thereby more smoothly achieving this goal.

Table 1. Innovative Promotional Strategies

Country/Region	Cultural Characteristics and Festival Features	Promotional Event Suggestions	Application of Digital Marketing Methods
India	Diwali, a festival where every household lights lamps to celebrate, symbolizing light and prosperity.	Launch Diwali exclusive discounts, such as "Illuminate Happiness, Instant Discounts on Meeting Minimum Spend".	Use big data analytics to target Indian market consumers and push event information through social media targeting.
The Middle East	Ramadan, a Muslim religious festival, during which fasting is observed.	Design Ramadan spending discounts, such as "Ramadan Special Offers, The More You Buy, The More You Save".	Combine artificial intelligence to analyze user profiles and push customized promotional information to target consumers.
Southeast Asia	Songkran, a traditional festival in Thailand, Cambodia, and other countries, symbolizing the washing away of the past year's misfortunes.	Organize Songkran-themed promotional events, such as "Songkran Splash Carnival, Shop and Receive Fabulous Gifts".	Utilize big data to analyze consumer shopping behavior and remind participation in events through emails, text messages, and other means.

4. Conclusion

Under the "Belt and Road", innovating and optimizing cross-border electronic commerce marketing strategies is particularly important. Through an in-depth analysis of the current marketing environment, it's evident that traditional strategies can no longer meet the rapid development needs of cross-border electronic commerce. Therefore, it's necessary to actively seek innovative paths to adapt to market changes and the upgrading of consumer demands. This article analyzes from multiple dimensions such as product strategy, pricing strategy, channel strategy, and promotional strategy, which not only helps enhance the market competitiveness of enterprises but also promotes economic and trade cooperation and cultural exchange among countries along the "Belt and Road". However, innovation and optimization are not overnight processes, requiring enterprises to deeply understand market demands, continuously experiment and adjust, and also need the support and cooperation of the government, industry associations, and other forces. In the future, as the "Belt and Road" advances and the cross-border electronic commerce industry continues to develop, the innovation and optimization of marketing strategies will become an important driving force for industry progress.

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