

Original Paper

A Study on the Application of International Marketing Theory in the Market Expansion of Cross-border E-commerce Enterprises

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Abstract

With the continuous integration of the global market and the rapid development of e-commerce, cross-border e-commerce has become an important way for enterprises to expand the international market and realize the globalization strategy. The purpose of this paper is to discuss the application of international marketing theory in cross-border e-commerce enterprises' market expansion, analyze its specific role in market positioning, product strategy, price strategy, promotional strategy, etc., with a view to providing cross-border e-commerce enterprises with effective market expansion strategy suggestions.

Keywords

International Marketing, Cross-border E-commerce, Market Expansion

1. Introduction

Under the wave of globalization and digitalization, cross-border e-commerce, as an emerging business model, is gradually changing the traditional market pattern. As an important part of marketing, international marketing theory provides cross-border e-commerce enterprises with valuable theoretical guidance and practical experience. This paper analyzes the application of international marketing theory in cross-border e-commerce enterprises' market expansion, aiming to provide theoretical support and practical guidance for enterprises to develop and implement effective market expansion strategies.

2. Overview of International Marketing Theory

2.1 Basic Theories of Marketing

The basic theory of marketing constitutes the cornerstone of international marketing, which systematically describes the basic concepts of marketing, such as the definition, scope, core tasks and implementation stages. As a highly practical and applied discipline, the core of marketing lies in

identifying and satisfying consumer needs and desires, and realizing the marketing objectives of enterprises and increasing market share through market research, market segmentation, target market selection, market positioning, and the formulation and implementation of marketing mix strategies. In the context of international marketing, these basic theories are also of guiding significance, but companies need to take into account the special factors of cross-cultural and cross-border.

2.2 International Marketing Environment Analysis

International marketing environment analysis is an indispensable part of international marketing theory. It requires enterprises not only to have an in-depth insight into the environmental characteristics of the domestic market, but also need to comprehensively and meticulously analyze the target market's economic, political, cultural, legal and natural environment and other factors. For example, the differences in the level of economic development, political stability, cultural background, religious beliefs, laws and regulations, and the natural environment of different countries will have a profound impact on the marketing strategy of enterprises. For this reason, enterprises need to use scientific marketing environment analysis methods, such as environmental opportunities and environmental threat analysis matrix, etc., to comprehensively assess the environmental characteristics and trends of the target market, in order to provide solid data support and theoretical basis for the development of accurate marketing strategy.

2.3 International Marketing Strategy

International marketing strategy is the key to expanding overseas markets and realizing global marketing objectives. It requires enterprises to formulate a marketing strategy that meets their long-term development goals and is operable according to their internationalization degree, market expansion and positioning needs, and international competition situation. Internationalization strategy, multinationalization strategy and globalization strategy are the three basic options of the enterprise's international business strategy, which are applicable to enterprises at different stages of internationalization and market demand. In addition, enterprises also need to choose specific types of strategies such as centralization strategy, regional centralization strategy, market specialization strategy or diversification strategy according to the needs of market expansion and positioning. At the same time, from the perspective of product competition, market competition and corporate image, etc., to develop an effective competitive strategy to ensure that the enterprise in the international market to occupy a favorable position and continue to maintain a competitive advantage.

2.4 International Marketing Strategy Combination

International marketing strategy mix is a specific means and tools for enterprises to achieve international marketing objectives. It covers product strategy, pricing strategy, channel strategy and promotion strategy and other aspects. In terms of product strategy, enterprises need to consider the standardization and differentiation of products, as well as branding and packaging strategy on the local market impact and acceptance. In terms of pricing strategy, companies need to take into account

multiple factors such as cost, competition, market demand, laws and regulations, and exchange rate changes to develop a reasonable and competitive pricing strategy. In terms of channel strategy, enterprises need to choose appropriate sales channels and partners according to the habits of consumers in the target market, laws and regulations, as well as the characteristics and advantages of distribution channels. In terms of promotion strategy, companies need to flexibly use advertising, public relations, sales promotion and digital marketing and other means to increase brand awareness and product sales, enhance consumer loyalty and brand stickiness.

3. Application of International Marketing Theory in Market Expansion of Cross-border E-commerce Enterprises

3.1 Market Positioning Strategy

3.1.1 Market Segmentation and Target Market Selection

When entering the international market, cross-border e-commerce enterprises first need to apply the market segmentation and target market selection strategy in international marketing theory. Market segmentation refers to the fact that enterprises divide the overall market into a number of submarkets with similar characteristics according to the differences in consumers' demand for products or services, purchasing behavior, and purchasing habits. Cross-border e-commerce enterprises should conduct meticulous market segmentation of the global market based on factors such as cultural backgrounds, consumption habits, demand characteristics and purchasing power levels of different countries and regions. For example, for developed markets, consumers may pay more attention to the quality, brand and service of products; while for developing markets, consumers may pay more attention to the price, cost-effectiveness and practicality of products.

Through market segmentation, cross-border e-commerce enterprises can have a clearer understanding of the characteristics and needs of different sub-markets, which provides the basis for subsequent target market selection. Target market selection refers to the enterprise's selection of the most promising target market based on market segmentation, according to its own advantages, resource conditions and strategic objectives. When choosing the target market, cross-border e-commerce enterprises should comprehensively consider factors such as market size, market growth rate, competitive conditions, barriers to entry, and the competitive advantages of the enterprise. For example, for cross-border e-commerce enterprises with technological advantages and brand influence, they can choose to enter developed country markets with higher requirements for quality and service and stronger consumption ability; while for enterprises with stronger cost advantages and price competitiveness, they can choose to enter developing country markets that are price-sensitive and have larger market size.

3.1.2 Brand Building and Differentiated Positioning

After clarifying the target market, cross-border e-commerce enterprises also need to focus on brand establishment and differentiated positioning. Brand is an important asset of an enterprise, which

represents its image, credibility and values. Cross-border e-commerce enterprises should enhance consumer awareness and loyalty to the brand through unique brand image, brand story and brand culture. At the same time, enterprises should also differentiate their positioning according to the characteristics and needs of the target market in order to differentiate themselves from their competitors and meet the special needs of consumers. For example, in the field of cross-border e-commerce of apparel, some enterprises focus on fashion trends and personalized design, attracting young consumers through unique styles and styles; while others focus on quality and comfort, attracting consumers in pursuit of quality through high-quality fabrics and exquisite craftsmanship.

3.2 Product Strategy

3.2.1 Product Standardization and Differentiation

The product life cycle strategy and product differentiation strategy in international marketing theory provide the basis for cross-border e-commerce enterprises to formulate product strategies. Cross-border e-commerce enterprises need to weigh the issues of product standardization and differentiation when formulating product strategies. Product standardization refers to the fact that enterprises provide uniform products and services to the global market in order to reduce production costs and improve operational efficiency. However, consumers in different countries and regions differ in terms of product needs, consumption habits and aesthetic concepts, so completely standardized products may not meet the specific needs of the local market.

To meet this challenge, cross-border e-commerce enterprises can adopt the strategy of product differentiation. Product differentiation means that enterprises adjust and innovate their products according to the characteristics and needs of the target market in order to meet the special needs of the local market. For example, in the field of food cross-border e-commerce, some enterprises adjust the taste or improve the formula of their products according to the taste preferences and eating habits of different countries and regions; in the field of electronic products cross-border e-commerce, some enterprises customize and improve the localization of their products according to the voltage standard, network system and other requirements of different countries and regions.

3.2.2 Product Innovation and Technology Upgrading

In addition to product standardization and differentiation, cross-border e-commerce enterprises should also continuously carry out product innovation and technology upgrading. Product innovation refers to the enterprise's ability to improve the competitiveness and added value of its products by developing new products, improving existing products or providing value-added services. Technology upgrading refers to the adoption of new technologies, processes and materials by enterprises to improve the performance and quality of their products. Cross-border e-commerce enterprises should pay close attention to product trends and changes in consumer demand in the global market, and continuously launch new products and services that meet market demand through product innovation and technology upgrading. For example, in the field of smart home cross-border e-commerce, some enterprises have

continuously launched smart home products with innovative functions and smart interconnections to meet consumers' demand for convenient, comfortable and intelligent life.

3.3 Pricing Strategy

3.3.1 Pricing Objectives and Pricing Methods

Price strategy is a key element in the market expansion of cross-border e-commerce enterprises. Pricing objectives, pricing methods and price adjustment strategies in international marketing theory provide guidance for cross-border e-commerce enterprises to formulate price strategies. Pricing objectives refer to the goals that enterprises want to achieve through the development of pricing strategies, such as profit maximization, market share maximization, brand awareness enhancement and so on. Pricing method refers to the specific ways and means for enterprises to set prices, such as cost-oriented pricing, demand-oriented pricing, competition-oriented pricing and so on.

When cross-border e-commerce enterprises formulate pricing strategies, they should comprehensively consider factors such as market laws, transportation costs, tariffs, exchange rate changes, and local competition in different countries and regions. For example, in developed markets, consumers may pay more attention to the quality and brand of products and be less sensitive to price; while in developing markets, consumers may pay more attention to the price and cost-effectiveness of products and be more sensitive to price. Therefore, cross-border e-commerce enterprises should choose appropriate pricing objectives and pricing methods according to the characteristics and needs of the target market. For example, for the high-end market, enterprises can adopt the skimming pricing strategy to obtain high profits with high prices; while for the low-end and middle-end market, enterprises can adopt the penetration pricing strategy to quickly capture the market with low prices.

3.3.2 Price Adjustment and Strategy Optimization

In addition to formulating a reasonable price strategy, cross-border e-commerce enterprises should also pay close attention to market dynamics and competitors' price changes, and adjust their own price strategy in a timely manner. Price adjustment refers to the enterprise's behavior of adjusting the price of the product according to market changes, cost changes or competitive conditions and other factors. Price adjustment can include price increases, price reductions or maintaining the original price and other ways. Cross-border e-commerce enterprises should keep abreast of market changes and competitors' price strategies through market research and data analysis in order to make reasonable price adjustment decisions.

In addition, cross-border e-commerce enterprises can also utilize price discrimination strategies, such as geographic pricing, differential pricing or quantity discounts, in order to more flexibly respond to pricing challenges in different market environments. For example, on cross-border e-commerce platforms, some enterprises offer different price discounts and promotions for consumers in different countries and regions; and provide quantity discounts or bulk discounts for consumers who purchase larger quantities.

3.4 Promotion Strategies

3.4.1 Online Advertising and Social Media Marketing

Promotion strategy is an important means for cross-border e-commerce enterprises to attract and retain consumers. Strategies such as advertising and sales promotion, personnel sales promotion, public relations sales promotion and business promotion in international marketing theory provide cross-border e-commerce enterprises with the basis for the development of promotional strategies. Online advertising is one of the common promotional tools used by cross-border e-commerce enterprises. Through search engine advertising, social media advertising, and display advertising, cross-border e-commerce enterprises can push product and service information to target consumers and increase brand awareness and product exposure.

Social media marketing is also an indispensable promotional tool for cross-border e-commerce enterprises. Through social media platforms, cross-border e-commerce enterprises can interact and communicate with consumers in real time, understand consumers' needs and feedback, and adjust marketing strategies in a timely manner. For example, posting product pictures, videos, user evaluations and other content on social media to attract consumers' attention and purchase intention; accurately placing to the target consumer groups through social media advertisements to improve the conversion rate and effect of advertisements.

3.4.2 Promotional Activities and Membership System

In addition to online advertising and social media marketing, cross-border e-commerce enterprises can also attract consumers to purchase and promote repeat purchases by means of promotional activities, discounts, special offers, gifts and membership systems. Promotional activities are one of the common promotional tools used by cross-border e-commerce enterprises, such as limited-time discounts, full-price offers, and buy-and-give activities. These promotions can stimulate consumers' desire to buy and sense of urgency, and promote sales growth.

Membership system is also an important means for cross-border e-commerce enterprises to increase customer loyalty and repurchase rate. By providing members with exclusive offers, points exchange, birthday privileges and other services, cross-border e-commerce enterprises can enhance consumers' sense of belonging and loyalty. At the same time, the membership system can also help enterprises collect consumer information and behavioral data to provide a basis for subsequent marketing strategy development.

4. Case Study of International Marketing Theory in Market Expansion of Cross-border E-commerce Enterprises

4.1 Amazon's Global Expansion Path

As one of the world's largest e-commerce platforms, Amazon's cross-border B2C business has spread to many countries and regions around the world. Amazon's success lies in its strong global supply chain system, rich variety of goods and excellent customer service. In terms of market positioning, Amazon

has clarified the needs and purchasing habits of consumers in different countries and regions through market segmentation and target market selection strategies, and provided diversified merchandise choices and services. In terms of product strategy, Amazon focuses on the balance between product standardization and differentiation, providing uniform standard goods and services, but also making localized improvements according to the needs of consumers in different countries and regions. In terms of pricing strategy, Amazon ensures the competitiveness and reasonableness of commodity prices through intelligent pricing system and price competition strategy. In terms of promotional strategies, Amazon utilizes a variety of means such as online advertising, social media marketing, and promotional activities to increase brand awareness and product exposure and attract a large number of consumers.

4.2 Alibaba's Cross-border B2C Business

As a leading global e-commerce enterprise, Alibaba's cross-border B2C business is mainly carried out through platforms such as Ssangtong. In terms of market positioning, Alibaba has developed differentiated market positioning strategies for the market characteristics of different countries and regions. For example, in the European and American markets, Alibaba focuses on improving brand image and product quality; in the Southeast Asian market, it pays more attention to cost-effectiveness and localized operations. In terms of product strategy, Alibaba continuously adjusts and optimizes its product strategy through big data analysis and consumer insights to meet the needs of consumers in different countries and regions. In terms of pricing strategy, Alibaba adopts a combination of cost-oriented pricing and competition-oriented pricing to ensure the competitiveness and reasonableness of commodity prices. In terms of promotional strategy, Alibaba uses a variety of means such as search engine optimization, social media marketing, and advertising to increase brand awareness and product exposure, attracting a large number of international consumers.

5. Conclusion and Recommendation

Through the research on the application of international marketing theory in the market expansion of cross-border e-commerce enterprises, this paper concludes that international marketing theory provides cross-border e-commerce enterprises with valuable theoretical guidance and practical experience, which helps enterprises formulate and implement effective market expansion strategies. The challenges faced by cross-border e-commerce enterprises in market expansion are addressed.

Strengthen market research, in-depth understanding of the cultural background, consumption habits and demand characteristics of the target market, in order to provide a basis for the development of accurate marketing strategies. Focus on localization, fully consider the differences and peculiarities of the local market in terms of products, prices, promotions, etc., to realize the localized operation of the brand. Utilize information technology to improve the accuracy of market research and the pertinence of marketing strategies with the help of big data, artificial intelligence and other information technology

means. Strengthen brand building and enhance the brand's social influence and consumer trust by providing quality products and services and actively participating in public welfare activities.

In the future, with the continuous development of globalization and informationization, cross-border e-commerce enterprises will face more opportunities and challenges. Enterprises should continue to strengthen the combination and application of international marketing theories and constantly innovate marketing strategies and means in order to be invincible in the fierce market competition.

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