

Research on branding transformation of cross border e-commerce enterprises under digital economy

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Abstract: *This article focuses on the branding transformation of cross-border e-commerce enterprises in the context of the digital economy, and analyzes in depth the difficulties faced by cross-border e-commerce enterprises in branding transformation, including insufficient brand awareness, incomplete credit system, lack of competitiveness of products, and lagging cross-border logistics supporting facilities. On this basis, practical and feasible measures were proposed, including building a global brand promotion system, building a cross-border e-commerce credit public service platform, strengthening product research and innovation, and optimizing the cross-border logistics system.*

Keywords: *digital economy, cross-border e-commerce, branding transformation*

1. Introduction

With the rapid rise of the digital economy, cross-border e-commerce enterprises are playing an increasingly important role in the global market. In this digital age, the rapid development of information technology has not only changed people's lifestyles, but also profoundly influenced business models and global trade patterns. Among them, policy documents such as China's "14th Five Year Plan for the Development of E-commerce" and "Several Measures for Further Promoting the Innovative Development of Cross border E-commerce" have pointed out the direction for the development of cross-border e-commerce enterprises, especially putting forward new requirements and challenges for brand transformation.

With the implementation of the 14th Five Year Plan, China's e-commerce will usher in new development opportunities. The plan clearly proposes to promote the high-quality development of e-commerce, focusing on enhancing innovation capabilities, core competitiveness, and international competitiveness. In this context, cross-border e-commerce enterprises will not only be pursuers of scale expansion, but also need to achieve sustainable growth through branding transformation. At the same time, in order to further promote the innovative development of cross-border e-commerce, the "Several Measures for Further Promoting the Innovative Development of Cross border E-commerce" proposes a series of policy measures, covering multiple aspects, including promoting innovation in cross-border e-commerce models, strengthening international cooperation, expanding market access, optimizing customs supervision, etc. These measures aim to provide a more relaxed policy environment and more convenient operating conditions for cross-border e-commerce, thereby promoting the healthy development of the industry. Under this policy guidance, cross-border e-commerce enterprises face not only growth in scale and market share, but also the need to establish competitive brands globally. Brand transformation has become a key factor for enterprises to stand out in fierce competition and win consumer trust. The development of the digital economy not only provides a convenient channel for cross-border e-commerce in the global market, but also provides more possibilities for brand building. Through digital marketing, global promotion and other means, enterprises can more accurately reach their target audience and shape a unique brand image. However, branding transformation is not always smooth sailing. Cross border e-commerce enterprises will encounter a series of problems in the face of multiculturalism, regulatory differences, and competitive pressures in the global market. Difficulties such as insufficient brand awareness, incomplete credit system, insufficient product competitiveness, and lagging cross-border logistics supporting facilities all require enterprises to find precise solutions. Therefore, this article aims to provide scientific and practical suggestions for cross-border e-commerce enterprises in the process of branding transformation by conducting in-depth research on the branding transformation of cross-border e-commerce enterprises in the context of the digital economy [1].

2. The Dilemma of Branding Transformation for Cross border E-commerce Enterprises

2.1 Insufficient brand awareness level

With the rise of the digital economy and intensified competition in the global market, the construction of corporate brands has become increasingly crucial. However, many cross-border e-commerce enterprises have insufficient brand awareness, which not only affects their competitiveness in the international market, but also restricts the smooth progress of their branding transformation.

Firstly, the insufficient level of brand awareness has led to the low visibility of cross-border e-commerce enterprises in the international market. Due to the globalization characteristics of the digital economy era, the brand influence of enterprises has become a key factor in gaining market share and customer trust. However, many cross-border e-commerce companies have failed to effectively enhance brand awareness, resulting in limited consumer understanding of their products or services. In the fierce market competition, the lack of sufficient brand awareness makes it difficult for enterprises to stand out, thereby limiting their business expansion and development space in the international market [2].

Secondly, insufficient brand awareness may lead to blurring and confusion of the corporate image. A successful brand should have a distinct image and unique characteristics in order to establish a strong brand impression in the minds of consumers. However, some cross-border e-commerce enterprises may have issues with unclear image communication and inaccurate positioning due to insufficient brand awareness. This makes it difficult for consumers to understand the core values and unique selling points of the enterprise, reducing the attractiveness and competitiveness of the brand in the minds of consumers.

In addition, insufficient brand awareness may lead to trust challenges for enterprises in the international market. In the field of cross-border e-commerce, due to the virtual nature of the shopping environment and the intangible nature of transactions, consumers pay more attention to trust in the brand. However, insufficient brand awareness makes it difficult for companies to establish a reliable brand reputation, and consumers have relatively low trust in their products or services. In international trade, trust is an important factor in consumer decision-making, and insufficient brand awareness may hinder enterprises from winning customer trust in the international market, affecting their sales performance and market share improvement [3].

2.2 Incomplete credit system

The imperfect credit system is a serious dilemma faced by cross-border e-commerce enterprises in their branding transformation. The credit system plays a crucial role in the business environment, as it is a system established on the basis of trust between commercial entities, aimed at regulating and optimizing market transactions, ensuring the rights and interests of all parties involved in transactions. However, in the field of cross-border e-commerce, the inadequate credit system has become a major obstacle to the transformation of corporate branding.

Firstly, the special nature of cross-border e-commerce has led to the problem of information asymmetry in cross-border transactions, making the establishment of a credit system particularly complex. Due to the involvement of multiple countries and regions in cross-border e-commerce, differences in laws, languages, and cultures increase the uncertainty of information transmission, making it difficult for enterprises to accurately obtain and evaluate the credit status of business partners. This information asymmetry not only easily leads to an increase in transaction risk, but also reduces the transparency of enterprises in the market, hindering the process of branding transformation.

Secondly, the imperfect credit system is also reflected in the difficulty in establishing effective consumer trust relationships in cross-border e-commerce. In traditional retail models, consumers can establish trust through physical storefronts, product quality, and other aspects. However, in cross-border e-commerce, consumers often cannot directly perceive the actual situation of products and services, so they rely more on credit systems to evaluate the reliability of merchants. However, due to issues such as false advertising and counterfeit products, credit information on cross-border e-commerce platforms is easily questioned, and consumer trust in the brand is difficult to establish. This poses a serious challenge to the branding transformation of enterprises [4].

In addition, the fragmentation of legal systems between different countries in the field of cross-border e-commerce is also one of the reasons for the imperfect credit system. Due to the

differences in laws and regulations across countries, it is difficult for enterprises to find a unified credit standard when conducting cross-border transactions, which has led to the dilemma of cross-border e-commerce credit evaluation. Enterprises need to comply with and adapt to regulations from multiple countries simultaneously, which not only increases the complexity of operations, but also limits the possibility of establishing unified credit standards, exacerbating the imperfections of the credit system.

2.3 Product lacks competitiveness

Another important dilemma faced by cross-border e-commerce enterprises in branding transformation is the lack of competitiveness in their products. While pursuing branding, enterprises often suffer from shortcomings in product quality, innovation, and pricing, making it difficult to stand out in fiercely competitive markets.

Firstly, the lack of product quality is a major factor contributing to the weak competitiveness of cross-border e-commerce enterprises. Due to the global characteristics of cross-border e-commerce, consumers have stricter requirements for product quality. In the pursuit of rapid launch and sales, some companies may overlook the core quality issues of their products. Insufficient quality not only leads to consumer dissatisfaction, but also may cause after-sales problems, thereby affecting the reputation of the entire brand.

Secondly, the lack of product innovation is also one of the main reasons for the weak competitiveness of cross-border e-commerce enterprises' products. In the era of digital economy, technological innovation is developing rapidly, and consumers' expectations for novel and unique products are gradually increasing. However, some cross-border e-commerce enterprises lack innovation ability or timely response to market trends, resulting in a lack of novelty and uniqueness in their products, making it difficult to attract consumers' attention and affecting their competitiveness in the market.

The problem of insufficient competitiveness is not only faced by individual enterprises, but also relates to the sustainable development of the entire industry. With the increasing demands of consumers for product quality and innovation, cross-border e-commerce enterprises need to strengthen their investment in product research and development and design, focus on enhancing the added value of products, and respond to fierce competition in the global market [5].

2.4 Backward cross-border logistics supporting facilities

Logistics plays a crucial role in the entire e-commerce operation chain, directly affecting the circulation of products, the shopping experience of customers, and the overall operation of enterprises. However, the current cross-border logistics system has a series of problems that seriously affect the branding development of enterprises.

Firstly, the lagging construction of international logistics networks makes it difficult for cross-border e-commerce enterprises to achieve efficient connections in global logistics. Due to the varying levels of logistics infrastructure and development in different countries and regions, a complex and ever-changing international logistics network has been formed. This leads to many links in the transportation process of goods from the place of production to the place of consumption, resulting in extended transportation time, increased freight costs, and poor logistics information transmission, which affects the logistics efficiency and brand image of enterprises.

Secondly, the opacity and complexity of customs processes are also important reasons for the lag in cross-border logistics. Cross border e-commerce involves customs procedures and policies of multiple countries, and due to issues such as information asymmetry and inconsistent operations, enterprises often encounter difficulties in the customs process. This has led to problems such as slow customs clearance speed, high customs clearance costs, and high difficulty in returning goods, making it difficult for enterprises to achieve fast and smooth international logistics operations, thereby restricting the promotion of brand transformation.

3. Strategies for Branding Transformation of Cross border E-commerce Enterprises

3.1 Building a global brand promotion system

Building a global brand promotion system is a crucial strategy to address the issue of insufficient

brand awareness among cross-border e-commerce enterprises. The construction of a global brand promotion system involves multiple levels, including strategic planning, media channel selection, image shaping, and other aspects, aiming to improve the company's visibility, image clarity, and consumer trust in the international market.

Firstly, enterprises can formulate global brand promotion strategies to clarify the internationalization development direction and goals of the brand. This requires a deep understanding of the culture, consumption habits, and regulations of the target market, and targeted adjustments to brand image and communication strategies. At the same time, establish a brand promotion team with professional talents from cross-cultural backgrounds to better adapt and understand the needs of different markets.

Secondly, choose diversified media channels for brand promotion. The globalization characteristics of the digital economy era mean that enterprises can utilize various media platforms, including social media, search engines, global advertising, etc., for brand promotion. Through powerful online promotion activities, enterprises can overcome geographical limitations, directly reach the vast number of consumers in the international market, and improve brand awareness.

In addition, emphasis is placed on building a brand image to ensure that the enterprise has a clear and distinct brand impression in the international market. This includes designing unique brand logos, brand voices, and brand stories to enhance the brand's image in the minds of consumers. Through consistency in image, consumers can more easily recognize and remember the brand, improving brand recognition and memory.

Furthermore, it is recommended that cross-border e-commerce enterprises strengthen cooperation with local enterprises and institutions. By establishing partnerships with local enterprises and leveraging their influence and resources in the local market, we aim to achieve a win-win situation in brand promotion. This cooperation can be achieved through joint launches of limited edition products, joint events, etc., in order to better integrate into the local market and increase brand awareness in the local area.

Finally, focus on building trust in the brand in the minds of consumers. This requires enterprises to continuously invest in product quality and service quality, and respond promptly to consumer feedback. By establishing a comprehensive after-sales service system, solving problems and conveying positive brand values, we can enhance brand trust. In addition, transparent brand operation, timely disclosure of information, increase the credibility of the enterprise, and lay the foundation for the brand to win trust in the international market.

3.2 Building a cross-border e-commerce credit public service platform

Firstly, the construction of a cross-border e-commerce credit public service platform requires the integration of multiple credit information resources, including multi-dimensional information such as enterprise operation status, financial status, and transaction history. This can be achieved through establishing cooperative relationships with international credit rating agencies, commercial information service institutions, financial institutions, etc., to achieve information sharing and exchange. At the same time, advanced big data and artificial intelligence technologies are utilized to analyze and process this information, extracting more comprehensive and objective credit evaluation indicators.

Secondly, the construction of a credit public service platform requires the introduction of innovative credit evaluation models. Considering the special nature of cross-border e-commerce, a more secure and reliable credit evaluation model can be established by combining technologies such as big data and blockchain. The decentralization and immutability of blockchain technology can effectively solve the problem of information tampering and falsification, and improve the accuracy and reliability of credit evaluations.

In addition, in order to address the fragmentation of legal systems between different countries, the construction of a cross-border e-commerce credit public service platform requires the development of unified credit standards and norms. Through the participation of international organizations, industry associations, and other parties, credit evaluation standards applicable to the cross-border e-commerce field can be formulated, forming an internationally recognized credit system. This helps reduce the difficulties faced by enterprises in complying with different national regulations, and improves the consistency and comparability of credit ratings.

Moreover, building a credit public service platform requires attention to privacy and data security.

In the process of information sharing, the platform should take strict privacy protection measures to ensure that trade secrets and personal privacy information are not abused. It was adopted advanced encryption technology and security management mechanisms to establish a reliable data exchange environment.

Finally, in order to enhance the platform's credibility, the construction of a cross-border e-commerce credit public service platform requires international certification and regulation. International credit rating agencies or government regulatory agencies can be invited to conduct audits and certifications to ensure that the platform's operations comply with international standards and regulations, and to enhance users' trust in the platform.

3.3 Strengthen product research and innovation

Strengthening product research and innovation aims to enhance the quality and uniqueness of products, meet the growing demand of consumers for high-quality and innovative products, and thus promote enterprises to stand out in fierce market competition.

Firstly, strengthening product research and development is an important way to improve product quality. Enterprises should increase investment in product design, technology, raw material selection, and other aspects to ensure that the quality of products meets or exceeds international standards.

Secondly, focusing on product innovation is another key aspect of strengthening competitiveness. Enterprises should establish innovation teams, closely monitor market trends and consumer demands, and promptly launch new products with unique characteristics. By introducing cutting-edge technology, materials, and design concepts, we continuously enhance the added value of our products and meet consumers' pursuit of novelty and uniqueness. At the same time, it was established a sound intellectual property protection mechanism, protect innovative achievements, encourage enterprises to engage in deeper technological and design innovation, to ensure the differentiated competitive advantage of products in the market.

In addition, strengthening cooperation with scientific research institutions, design colleges, etc. is also an effective way to promote product research and innovation. By establishing strategic cooperative relationships with professional institutions, it was obtained the latest research results and technical support, improving the R&D level of the enterprise. Collaborating with design schools can introduce innovative design concepts and talents, making products more forward-looking and attractive in terms of appearance, functionality, and other aspects.

Finally, strengthening product research and innovation requires establishing a sound incentive mechanism. Establishing a reward system for the R&D team, it stimulates innovation potential, and enhance team enthusiasm and creativity. At the same time, it established a risk sharing mechanism, encouraged the attempt of new technologies and design solutions, and provided greater development space for innovation.

3.4 Optimize cross-border logistics system

To solve the problem of lagging cross-border logistics supporting facilities faced by cross-border e-commerce enterprises, a series of measures need to be taken to optimize the cross-border logistics system, improve logistics efficiency, and support the brand transformation of enterprises.

Firstly, optimizing the international logistics network is a crucial step. Enterprises can collaborate with governments and logistics service providers from various countries to jointly invest in the construction of international logistics infrastructure and improve the connectivity and efficiency of logistics networks. By establishing unified logistics standards and processes, the complexity of international logistics is reduced, transportation time and costs are reduced, thereby improving the efficiency of global logistics for enterprises and enhancing brand image.

Secondly, improving customs processes is another key measure to address cross-border logistics issues. Enterprises can actively cooperate with customs of various countries to promote the establishment of more transparent and efficient customs processes. By applying information technology, digitization and automation of customs procedures can be achieved, reducing customs clearance time and costs. Establishing unified customs standards and operational norms, improving the consistency of customs operations for cross-border e-commerce enterprises in different countries, helps to smoothly promote branding transformation.

In addition, solving the "last mile" problem is also one of the keys. Enterprises can establish close cooperative relationships with local logistics companies and delivery service providers, optimize local logistics networks, and improve delivery efficiency. By introducing advanced delivery technology and intelligent management systems, the cost and delivery time of the last mile can be reduced. At the same time, it strengthens coordination with local governments, promotes the optimization of urban planning and transportation systems, and provides more convenient conditions for logistics distribution.

Finally, promoting the development and implementation of international logistics standards is also a long-term strategy. Enterprises can actively participate in the formulation of international logistics standards and promote countries to follow similar logistics standards and norms. By establishing an international logistics cooperation mechanism, it promotes the coordinated development of logistics systems in various countries, reducing information asymmetry, and improving the transparency and efficiency of the entire cross-border e-commerce logistics system.

4. Conclusion

In the context of the booming digital economy, cross-border e-commerce, as a pioneer of business models, plays an important role in connecting global markets. The digital wave has a huge impact on business models, and cross-border e-commerce has emerged in the global market. However, in the transformation of enterprise branding, a series of difficulties have been identified: insufficient brand awareness, incomplete credit system, lack of competitiveness of products, and lagging cross-border logistics supporting facilities. These issues constrain the competitiveness and sustainable development of enterprises in the international market. A series of practical and feasible countermeasures have been proposed to address these issues. Firstly, by building a global brand promotion system, enterprises can improve their brand awareness and enhance their competitiveness in the international market. Secondly, building a cross-border e-commerce credit public service platform can solve the problem of an imperfect credit system and enhance consumers' trust in enterprises. Strengthening product research and innovation is the key to addressing the lack of product competitiveness, making enterprises more attractive in the global market. Finally, by optimizing the cross-border logistics system, enterprises can improve logistics efficiency, ensure smooth transportation of products globally, and thus support brand transformation. However, in practice, there may be more complex situations that require further research and exploration. Finally, with the continuous development of the digital economy and cross-border e-commerce, new problems and challenges may emerge in the future, requiring continuous updates and expansion of research perspectives. It promotes the development of the digital economy and cross-border e-commerce, bringing more innovation and opportunities to global business.

Acknowledgement

Fund Project: 2021 Guangdong Province Ordinary University Innovation Talent Project "Research on Branding Transformation of Cross border E-commerce Enterprises in the Background of Digital Economy"; (Project number: 2021WQNCX266)

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