

Research on Cross Cultural Factors in Network Marketing

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Abstract: The emergence of network marketing is undoubtedly the most exciting marketing innovation. Under the influence of the new technology such as the Internet, the market is already facing the globalization of the market. In the international electronic commerce, in order to better serve the users from different countries, marketers must take into account the cultural differences between different countries. Based on the summary of the current situation of cross cultural marketing, this paper discusses the characteristics of Internet marketing mix from the perspective of anthropology, and puts forward some suggestions on the operation of the Internet.

Keywords: Internet marketing; Anthropology; Cross culture; National advertising

1. Introduction

Frequent cross-border transactions in the world, is one of the most prominent features of today's e-commerce, in the face of this feature, marketing personnel must correctly deal with how to solve the problem of cross cultural marketing in the network. On the one hand, the previous studies of Internet marketing issues focused on the technology and the characteristics of the phenomenon of homogeneous, very little on the significance of Internet marketing, cultural differences. On the other hand, although there are many cultural differences in cross cultural issues, only a few studies have considered the cultural differences in Internet marketing. Jean et al. Although awareness of cultural differences between the United States and China, and discuss the use of Internet and e-mail technology to eliminate these differences, but they are unable to answer how to overcome the problems caused by cultural differences in business, much less says dealing with the influence of cultural issues in international marketing network.

In recent years, the Internet and Internet marketing in our country has a great development. According to the China Internet Information Center, China Internet development statistics report shows that by the end of June 2013, the size of China's Internet users reached 591 million, of which the scale of mobile Internet users reached 464 million. Data show that the second quarter of 2013 China's online shopping market transaction size of 4371.3 billion yuan, accounted for 7% of the total retail sales of social consumer goods, and online shopping transactions in the size of the chain growth is the total retail sales of social consumer goods 2.78 times. Over the past 10 years, China's Internet economy has experienced an average annual growth rate of 60%, more than 5 times the national GDP growth rate, it makes the relevant enter-

prises in its e-commerce activities to get \$3 trillion and 200 billion in revenue. Therefore, the existence of the network is the key factor to improve the success of the international market and the overall business success.

2. Internet Marketing Situation Analysis

Any type of advanced technology will have a certain impact on the economy, which brings huge potential benefits to the company, but also lead to a series of problems. In addition to the Internet to reshape the business environment, but also for the marketing staff to provide opportunities and challenges. Exporters, importers, multinational companies can use the advantages of the Internet to carry out effective marketing. The Internet is not only more easily recognized, and its main market information on the existing products or services are also valuable, can help enterprises to develop marketing channels and develop strategies. In fact, the Internet has become an increasingly important factor in the marketing mix, is the most exciting marketing innovation. As a result, Internet marketing has become a hot topic in the field of academic and practical industry as a new field of marketing.

From the point of view of marketing, marketing personnel should be aware that today's market is a global market, is also a cross-cultural market; should be aware of the cultural differences and the keep sensitive, which is an important prerequisite for the success in the global market. Under the cross cultural background, the failure to implement the marketing strategy correctly may consume the existing brand advantage and business relationship. Therefore, e-commerce to achieve success, the site must be easy to browse, even in the face of the first use of the user, the content of the presentation must avoid any where possible cross cultural sense of misunders-

tanding. Whether businesses or customers have to have confidence in the security of interaction and transaction, which requires to avoid the customer's willingness to avoid the occurrence of. At the same time, the enterprise must know about its users, in order to make the service is not affected. Therefore, the enterprise needs to strengthen the enterprise system itself and a lot of supporting system operation ability. At this point, the electronic business owners must seriously take into account the cross cultural issues.

Showing the right information content is crucial for the convenience of consumers. In the setting of international e-commerce, in order to provide a better service to the users from different countries, in the face of their different choice must consider the cultural differences between different countries, and consider how to present the appropriate content. This is a re examination of the boundaries of the market, because the national boundaries are no longer the only relevant standards of international marketing, economic planning and business decisions. Therefore, it is particularly important to understand the political and non political boundaries, for those products and industries with "cultural borders". From the perspective of e-commerce, it is necessary to carry out the localization of management.

With the increasingly sophisticated technology, mobile Internet services will become another driving force for the development of the Internet, will lead the future of e-commerce. Its advantages such as convenience, privacy, identity and orientation and so on, have brought new development space and business model to the traditional trade. Mobile Internet market in the second quarter of 2013 increased by 21.2%, an increase of 71.4% over the same period, the market tends to steady development.

At present, the development of network marketing in our country is very unbalanced, which is mainly manifested in the differences between regions, industries, and small and medium enterprises, and the development of network marketing infrastructure and application level is extremely unbalanced. First, different regions, there is a big difference in the extent of the development of network marketing. The economically developed coastal areas and inland cities, advanced concepts, smooth flow of foreign exchange, enterprise informatization process faster, network infrastructure, application level and enterprise cognition degree significantly better in other regions. From Taobao users to sample the network shopping penetration, in the county area covered by the report, Kunshan in Jiangsu Province is online shopping areas with the highest penetration rate, up to 56.41%. In contrast, Gansu Linxia County, Dongxiang Autonomous County and Xinjiang's Hotan County is in low permeability areas, accounted for only 0.26% of the local population and 0.27%. Two is a different industry, there is a big gap in the development of network marketing. In 13 machinery,

electronics, automobile, electric power, chemical and other industries, electronics, automotive, trade, industry, enterprise network marketing is far ahead in the proportion of e-commerce enterprises 32.3%, 35% and 27.9% respectively.

China's network marketing credit system is not perfect, fake and shoddy goods repeatedly banned, the pit of fraud has occurred, the market behavior of the lack of necessary self-discipline and strict social supervision. 2013, phishing sites have more than Trojan horse and other viruses, as a threat to the interests of users of the first killer. 2013 on half of the total detection new malicious web site 75.3 million, than the same period last year increased. 5%, be hacked for phishing scams and spread phishing sites normal totaling 6.8 million, than last year increase over the same period 400 times. So it is not difficult to see that the current network of phishing harm caused by a large, heavy losses. Consumers worried about remitted after should not get goods, enterprises are worried that the credit card number is stolen. Therefore, to develop the network marketing, we must accelerate the cultivation of the market, to create more mature and standardized social credit environment. Online transactions require new legislation to protect the rights and interests of consumers and operators, which needs to establish and improve the corresponding laws and regulations and certification system.

3. Internet Marketing in the Cultural Impact

3.1. A summary of the influence of the culture on Internet Marketing

Culture on the role of Internet marketing is obvious, in order to study the impact of these, we need to explore the culture itself. Culture itself has many definitions, the definition was cited most frequently by marketing scholars of by Harris, an anthropologist and Moran created, they believe that culture tell people exactly who they were, and give a sense of belonging, they should be how to behave and what they should do. A set of learning, sharing, and interrelated symbols, codes, and values that are provided by it directly to guide human behavior. In the market and consumer behavior research has been very little use of this concept, marketing personnel and consumers often ignore the depth of the concept and its analysis of people implicit implication of the class action. Electronic commerce is a financial transaction conducted through electronic means, usually refers to the electronic commerce website or online store for shopping. E-commerce can be carried out between businesses and businesses, but also between businesses and consumers. However, from a business point of view, e-commerce is mainly refers to the online marketing or Internet marketing.

Network marketing culture to enterprise service or product as the object, is enterprise in network marketing activities, people and things, the relationship between people and people, people and objects, the formation of ideology and the behavior standards sum, which includes the concept of network marketing, network marketing professional ethics, network marketing system, network culture marketing strategy, and network marketing idea, moral adaptation of marketing organization. Compared with the traditional marketing culture, Internet marketing culture has the advantages: first, the network marketing is more conducive to business promotion; secondly, the development of the network to broaden the field of marketing. Network marketing culture presents a consumer guide, it makes the competition between the enterprise network into the higher level, the majority of enterprises began to focus from selling products to meet consumer this concept of transformation to create demand, take the initiative to guide consumption concept.

Business website has played an important role in China's Internet market. China's online shopping users reached 271 million people, online shopping usage rate of 45.9%. At present, China's e-commerce market has ranked second in the world, and will become the world's first in 2015, when China's network consumers will surge to 329 million people. Online consumer spending is expected to make the size of China's e-commerce market more than the United States, up to 2 trillion yuan or more. In 2011, Jingdong Mall, Suning Tesco, amazon.com, Newegg, where the customer, No. 1 shop, McCaw, easy fast, Kuba website, its trading volume before ten sellers has occupied the approximately 70% market share. Open the marketing e-commerce site, every day there are tens of thousands of new traders to register and its product category covers almost a series of global within the scope of the product and services, a person as long as the second click access to a commercial site, then he basically can to find him like any type. The precision marketing not only greatly improved the advertisement precise degree and shooting, save the e-commerce advertising costs, but also to improve the level of e-commerce services, reduce transaction costs and improve transaction efficiency, enhance the "customer delivered value".

There is no doubt that Internet marketing as a new marketing method, has been the public sector and the private sector in the public sector of China's attention. Like traditional marketing, Internet marketing is not only influenced by cultural issues, it also affects the culture. One of the important aspects of cultural influence is the import and export trade, which reflects the influence of culture on a certain commercial aspect. This phenomenon is called the phenomenon of cross cultural marketing in today's business world.

3.2. Cross cultural factors on the impact of Internet Marketing

Internet marketing is characterized by the transmission of information is not subject to time and space constraints, but it is limited by the technology and language. Therefore, the globalization of the marketing environment makes the marketing manager realize how to do business in different cultural backgrounds become more and more decisive role. In cross-cultural sense, the effective allocation of products has become a key factor in the success of the global and international, so that cultural issues become the key factors affecting the success of Internet marketing.

Cross cultural Internet marketing also requires marketers to be aware of cultural differences, and to maintain a certain degree of sensitivity; respect for a variety of cultural and market rights related to consumer culture. From an anthropological point of view, all the market behavior is a cultural boundary. Consumer behavior and business practices are largely determined by the culture in which they are located. Therefore, in order to Internet marketing mix and consumer preferences, purchase behavior and the potential market for products using pattern matching and marketing personnel must have a profound understanding of this market and cultural environment, we must cross culture marketing. For example, in recent years, cleaning companies in Canada to carry out the operation of cross-border operations, consisting of a team of 60 people to coordinate research in the United States market. This is a more comprehensive, more relevant and more meaningful way to look for different ways to investigate consumers.

Cross cultural marketing theory is the core of the culture of marketing is the impact of one-way, in fact, the issue is the quality of culture is controllable or uncontrollable elements. Because culture has the characteristics of social, universal and abstract, so many researchers think that culture is not controllable. Research shows that the consumers of different cultural backgrounds will exhibit different consumer behavior and characteristics, values, norms of behavior, perception, and social interaction of cultural differences will impact on consumer online consumer behavior and preference.

Debate on marketing should be standardized or adaptive has been in the process, however, in the field of network, this discussion has only just begun to appear. Although practitioners are excited to stand in the network communication and the commercial tide, but through the observation to study online network standardization and adaptability is very limited, and most only concern company in the United States. Hinko Vecchi, Ya Ming and Singer explored the 100 companies in Germany, as well as the United States, Britain and Latin America and other sites, the analysis of their cultural value. They found that, in the relevant market, the cultural value of the study stressed that not many, therefore, to a certain extent, the cultural alienation.

Some scholars have suggested that in order to better get along with customers and in the culture better agreement, companies need to work more some cultural adaptability of website construction. At the same time, we must be more careful in the language, for example, phenomenon of China's elephant battery in the United States there are no buyers. The reason is that the "white elephant", the "white elephant" meaning "cumbersome useless, annoying things." Language is one of the elements of culture, neglect of language expresses the cultural differences, will inevitably lead to mistakes in shopping malls, so all marketing staff can not only by focusing on cultural differences to adjust their online marketing programs to meet the consumers in foreign markets, on the contrary, successful marketing personnel should also be good at discovering cultural similarities, in order to get the opportunity to implement standardized marketing mix.

4. The Role of the Internet for Marketing

Transnational or multinational marketing methods have traditionally focused on geographic markets and are willing to develop unique marketing mix for each market. But internet marketing has exceeded the geographical restrictions, this breakthrough is mainly reflected in two aspects: due to the scale of the economy and increase efficiency, due to the accumulation of technology and improve efficiency. Two factors can be used in more than one market with the same marketing mix. It can be seen that the globalization of Internet marketing is concerned about the product market, regardless of where they live, with emphasis on their similarities. However, it should not ignore the difference between the market, must be considered within the scope of the implementation of marketing plan. Example such as marketers website should translation into national languages, should also develop different distribution strategies for different distribution structure of the area. Among them, the novelty of the information for the success of changing consumer attitudes, passing information content and attract consumers have a positive effect.

Therefore, marketers must understand the Internet on the marketing process has potential contribution, and identify the differences of Internet marketing and traditional marketing to study the use of Internet more appropriate method, provides a solution for the needs of the global marketing. Unlike traditional marketing, the first task is to define the target market, the Internet marketing to explore the target market group contains the same content, even if its geographical location is different. As Wei card points out, in order to be a success in network marketing, marketing personnel through email to potential customers, on the Internet find them, rather than waiting for a customer to visit the marketers website. After finding potential customers, marketers can tell them about the site or a

specific link, the possibility of increasing the use of marketing personnel to sell specific products.

5. Conclusions

Communication highway, that is, the Internet, reshaping the business environment, while bringing opportunities and challenges for marketing personnel. Exporters, importers, international brokers and other people also use the Internet to carry out international trade at a low cost. Internet information service is also valuable for existing products or services, which can help develop marketing channels and develop strategies. Like the traditional marketing, Internet marketing is not only influenced by the cultural issues, but also affect the culture. These two aspects reflect a common phenomenon in today's business world

The phenomenon of cross cultural marketing. From an anthropological point of view, all the market behavior is a cultural boundary. Consumer behavior and business practices are largely determined by the culture in which they are located. From the perspective of anthropology, the author analyzes the cross cultural phenomenon and problems in Internet marketing. Combined with the influence and function of traditional marketing, the author discusses the concept of national advertising in Internet marketing, which is considered as one of the best ways to cross cultural marketing. In addition, the author also deeply explained the Internet in the camp the role of sales, for the company managers and the company's market development work, provides a cross cultural marketing of the specific ideas.

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