

The Construction and Effectiveness of Regional Cultural Confidence Strategy in the Context of Brand Internationalization: Based on Big Data

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Abstract: Place brand cannot be built without regional culture, and regional cultural confidence from excellent regional culture is an important force for place brand internationalization and win host country consumers. Also, regional culture also plays an important role in the informatization of brand matrix support. Based on the perspective of legitimacy, this paper puts forward the connotation of regional cultural confidence strategy and discusses the specific effectiveness of regional cultural confidence strategy. In the future, the regional cultural confidence strategy from the perspective of legitimacy can be exploratively constructed and tested based on big data, which is of great significance for enriching relevant theories of local brand internationalization strategy.

1 Introduction

As a multi-dimensional combination of a series of unique associations formed by functions, emotions, relationships and strategic elements acting together on the public brain, region is a new strategic resource beyond enterprises and product brands^[1], it plays an important role in enterprise, cluster, regional and national development. Culture is the first clue of consumers' overall perception of regional image^[2], which represents the core power of a region and has certain legitimacy. Culture is the first clue of consumers' overall perception of regional image, which represents the core power of a region and has certain legitimacy. Compared with other regional attributes, consumers most expect to understand the regional culture related to place brands, because the formation of place brands originates from the specific regional culture^[3]. Shaping brand perception of cultural confidence, namely developing reasonable regional cultural confidence strategy, is an important driving factor for the success of place brand internationalization.

The existing researches mainly focus on globalization and localization^[4], but there are few researches on regional culture. Even if there is, it only studies the influence of pure foreign cultural elements on brand internationalization from the perspective of case analysis. It has not focused on regional subject and regional cultural confidence derived from excellent regional culture. This leaves space for this study to explore regional cultural confidence strategies. For a new organization entering the

market of the host country, the first obstacle it faces is the institutional pressure caused by cultural differentiation, including cultural tradition, laws and regulations and social norms^[5]. The host country consumers' perception of organizational legitimacy under the institutional environment is the key to their acceptance and recognition of foreign brands^[6]. The host country consumers' perception of organizational legitimacy under the institutional environment is the key to their acceptance and recognition of foreign brands. Culture is the simplest and most direct judgment in the minds of consumers. The judgment of the reasonableness of the organization's culture is the basis of the consumers' inner perception, which is conducive to the formation of the legitimacy of cultural cognition. Regional cultural confidence strategy based on institutional legitimacy is conducive to the acceptance and recognition of consumers in host countries^[7]. Therefore, institutional legitimacy can provide a theoretical perspective for the construction of regional cultural confidence strategy

2 Literature review

2.1 Brand culture confidence strategy

In the process of brand internationalization, there are few theoretical researches on cultural strategy and its path mechanism. Alden et al.^[8] according to the heterogeneity of national culture, three kinds of consumer culture positioning strategies are proposed: global consumer

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culture positioning, local consumer culture positioning, and foreign consumer culture positioning. No matter what kind of brand culture is, it can convey the social value and significance of the brand in the process of consumers' cognition and create the brand equity of the host country consumers^[9]. However, most researchers believe that it is more advantageous for international brands to use global cultural positioning strategies and local cultural positioning strategies than foreign cultural positioning strategies^[3]. However, with the differentiation perception brought by foreign culture to brands, many scholars have begun to study the influence of foreign culture on brand internationalization. Peiai^[10] combined the cases of Coca-Cola, LV, Swach and Nike to argue that Chinese cultural elements can improve brand cultural taste and have a positive impact on brand image. Jiayu^[11] believe that the current consumer demand for traditional cultural elements is increasing, and emphasize the importance of using Chinese cultural elements for brand building and product design. Through case studies, Haizhong Wang^[12] found that highlighting Chinese cultural elements could be an effective way for Chinese brands to build brand added value in the international market and overcome the negative country-of origin effect. Fanyi Meng^[13] found that brands using Chinese elements can change consumers' brand attitude. Yingwei Liu^[14] found through case study that national cultural archetypes can facilitate the international communication of brands. These studies provide a theoretical basis for the construction of regional cultural confidence strategies.

Place brand internationalization is a process in which a city, region or country attaches a regional image to consumers in the host country and builds brand assets. Its sustainable competitiveness comes from the perception of the legitimacy of consumers in the host country's system, that is, the consistency of social expectations and the repetition of behavior habits. Institutional legitimacy emphasizes the reasons for the existence of an organization under the current culture. Its legitimacy is aimed at influencing the attention, interpretation and response of social subjects to the stimulus of external institutional environment by constructing a series of legal frameworks about "what actions are generally accepted or adopted by the public in society". Based on the legitimacy of the system, regional cultural confidence can be promoted to become the natural characteristic of place brands, which is helpful to win the positive behavioral will of consumers in host countries.

Zimmerman^[15] put forward four legitimacy strategies based on institutional legitimacy, namely adaptation, manipulation, selection and creation. Through these four strategies, organizations can construct legitimacy in people's mind. In essence, regional cultural confidence strategy is based on place brand's manipulation of culture. Therefore, this paper believes that the manipulative institutional legitimacy can provide a theoretical perspective for place brand development of regional cultural confidence strategy.

2.2 Behavioral intention of consumers

Willingness is the subjective intention shown by an individual before the realization of the goal, and consumer behavioral intention refers to the decision consumers make before they make the behavior. Consumers' behavioral intention can be used to predict their actions^[16]. Behavioral intention has multiple dimensions,

Table1. BEHAVIORAL INTENTION DIMENSION

Dimension	Researchers
Repeat purchase, recommend intention	Boulding(1993) ^[17]
Recommendation intent, conversion intent	Mittal (1996) ^[16]
Repeat purchase, share intention, recommend intention	Lapiene (1996) ^[18]
Buy repeatedly, recommend buying, buy often	Cionin (2000) ^[19]
Purchase intention, repeat purchase, recommendation intention	Mckinght(2002) ^[20]
Willingness to buy, to buy again, to share	Kang(2018) ^[21]

In the field of management, behavioral intention involves the process of responding, understanding and internalizing the legitimacy and legitimacy of an organization or enterprise. Legitimacy is considered as an important prerequisite for consumers to accept and support the generation of behavioral intention. Legitimacy can make consumers feel trustworthy, thus generating behavioral intentions such as acceptance and purchase intention^[6,14]. Therefore, this paper argues that regional cultural confidence strategies based on cognitive legitimacy can drive the occurrence of positive behavioral intention of consumers in host countries.

3 Conclusion and Discussion

As the standard and norm of individual and organization cognition, decision and non-discrimination, culture influences the attitude and behavior of individuals and organizations. In the cognitive coding of consumers in the host country, the perception of cultural confidence can convey the positive cultural value and social significance of the region and give the place brand more unique and outstanding advantages. It is a unique, non-replicable and alternative selling point of the region. In the process of place brand internationalization, highlighting regional unique and confident culture is more conducive to helping place brands establish brand differentiation in the global market competition. However, in the previous literature, scholars have done little research on the connotation, dimension, structure and mechanism of action of regional cultural confidence strategy, lacking in-depth theoretical discussion on basic issues such as its structure connotation and mechanism of action, and the research object has not focused on place brands. The exploratory construction of regional cultural confidence strategy from the perspective of cognitive legitimacy has important theoretical significance for building international place brands and information, and promoting the increase of consumer assets of place brands in host countries.

Place brand internationalization is a complex process involving many interest groups. In the future, we will discuss the specific dimensions of regional cultural confidence strategy based on the perspective of legitimacy. Regional cultural confidence strategy plays an important

role in the behavioral intention of consumers in host countries. Also, it's meaningful to explore regional cultural confidence strategy based on big data. In the future, the mechanism of action and environmental factors of regional cultural confidence strategy on specific consumer behavioral intention can be discussed.

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