

Research on the International Communication Path of Chinese Brands in the Digital Environment-Taking Chinese Brands on YouTube as an Example

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Abstracts

The study's objectives were to: 1) develop a new theoretical model for studying Chinese brands' international communication paths in the digital environment; 2) establish a new decision-making framework for Chinese brands' international communications in the digital age. This was a qualitative study. As research tools, the content research approach and the case study approach were used. The video content and comments of the six Chinese brands with the best communication effect on YouTube are the research objects in this paper, while the research content is the coding – decoding process of Chinese brands and consumers. In this paper's content coding section, six films with the best brand communication effect were chosen for content coding analysis. When it comes to the consumer, the top 300 comments in six cases were chosen for content analysis, with Chinese samples removed (because the researchers wanted to focus on non-Chinese comments), for a total of 12909 samples.

As a result of the research, 1) Constructed a model of Chinese brands' international communication path on the YouTube platform. It has been established that the international communication of Chinese brands does not adhere to the traditional linear communication model. The transfer of information is not a simple increase or decrease from the coding of brand communication to consumer decoding, but other cultural consumers reconstruct by their own code system. Cross-cultural communication awareness of Chinese brands, a cross-cultural code system, and customer behavior all influence brand coding. Decoding is influenced by two factors: the consumer's own code system and cultural conflict factors. Under the influence of the aforementioned elements, consumers will use hegemonic decoding methods, negotiated decoding methods, and resistive decoding methods to decode the brand's content and construct new meanings. The creation of an international communication path model of Chinese brands on YouTube clearly demonstrates the process and influencing factors of the flow of meaning from brand to other cultural consumers. 2) Develop a new decision-making framework for Chinese brands' international communication in the digital age. When Chinese brands go global on social media platforms, they should begin by selecting communication content from a variety of perspectives. Second, they must consider the identification of the dissemination subject. Finally, they should consider the technical aspects of the social network.

Keywords: International brand communication; Cross-cultural communication; National brand

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Introduction

In the digital age, the Internet has become an important practice arena for brand communication. Consumers and stakeholders involved in the brand communication process can come from a wide range of countries and cultural backgrounds. International communication is no longer a strategic decision for brands, but it is an important aspect of brand communication that should not be overlooked (Yu guoming& Lan Meina,2017 : 5-8).

Chinese brands have poor recognition and brand loyalty in the international market, as well as greater resistance to international brand communication(Yu Guoming& Ma Hui,2016 : 22-25).Behind this is a deeper cultural dilemma in the international market for Chinese brands (Li Huajun ,2009 :6 -9) . Improving brand cultural adaptability is critical for Chinese brand cross-cultural communication. Cultural conflict, as a result of cultural differences, has a direct and profound impact on the communication effect (Shi Anbin& Zhang Yaozhong,2020 : 4-9. "When people with different cultural perceptions and symbolic systems communicate, their different cultural cognition is enough to change the communication event itself." say American scholars Larry Summerwa and Richard Porter. Even for a well-managed brand, international communication is a process of conflict between the brand's national culture and the entering national culture. The cultural dimension function will cause entering country consumers to instinctively resist the heterogeneous culture, resulting in cultural conflict (Jang, J. 2001 : 241-249) . A major practical problem that Chinese brands must address urgently is how to effectively spread the characteristics of Chinese brands in the face of global multi-polarization and diversification, asymmetric information power, and media ecology diversification.

From the perspective of cross-cultural communication, studying the "coding-decoding" process of Chinese brands during international communication can help Chinese brands overcome cultural barriers. Cultural exchanges and communication activities between different cultural forms and communication recipients from different cultural backgrounds are referred to as cross-cultural communication(Xiao Jun&Zhang Chi, 2020 : 8-12). This communication and interaction process reflects the exchange of cultural information as well as the behavior of cultural exchanges between different cultural communication recipients (Shu Yongping,& Shen Zhengfu,2016 : 11-14). The application of cross-cultural communication theory in the process of brand international communication is made more rational by Hall's encoding/decoding theory. Codes, according to Hall (Hall, Edward T,1976 : 105-108), act as a bridge for cross-cultural communication. The meaning expressed by the code will be incompletely conveyed, distorted, or interrupted during the brand communication process due to the individual differences of the code recipients. To reduce the possibility of such misreading, coders typically encode using the "dominant discourse structure" or "hegemonic meaning interpretation." The most successful coding has a transparent effect that combines the meanings contained in the various layers (Zhu liangjie& He Jiaxun ,2017 : 14-19). In addition, the decoder can select a predefined structure for decoding activities. However, misreading is unavoidable; if the decoder employs "negotiation decoding," the true meaning of the information can be coordinated in the interpretation. Adversarial decoding occurs when the decoder's own code system is completely incompatible with the information, i.e. when the opposite method is used to obtain hostile information. Thus, codes are critical in the entire "coding - decoding" process. As a consequence, studying the "coding-decoding" process of Chinese brands during international communication can help deepen understanding of the international communication paths of Chinese brands in the digital environment.

As a representative of emerging markets, a large number of Chinese brands are spreading internationally through the digital environment. However, we have only recently begun research on the mechanisms of international brand communication in the digital environment, with very limited theoretical results. As a result, researching the path of international communication of Chinese brands in the digital environment has both theoretical and practical implications for the international development of Chinese brands.

Based on this, in this study, the actual cases of Chinese brands spreading internationally on YouTube is taken as research object. From the perspective of cross-cultural communication, take communication content of Chinese brands on Based on this, the actual cases of Chinese brands spreading internationally on YouTube are used as the research object in this study. Take communication content of Chinese brands on the YouTube platform and interactive content of consumers as research objects, and "coding-decoding" as theoretical basis, from the perspective of cross-cultural communication. In-depth research on the coding and decoding of brands and consumers, as well as multicultural commonality and personality of Chinese brands in cross-cultural communication on the YouTube platform, will be conducted through content research. Starting with case studies, this paper investigates the international communication paths of Chinese brands in the digital environment, with the goal of filling a theoretical gap.

Research Objectives

This study aims to resolve the problem:

- (1) In the international social platform, what is the consumer attitude and behavior toward Chinese brands? What is the factor that causes changes in attitude and behavior?
- (2) In social networking environments, what factors will influence Chinese brands international communication impact? What is the mechanism causing this effect? And how is the propagation path constructed?
- (3) What new strategies should Chinese international communication adopt in the digital marketing environment?

Research Methodology

1. Case study method

Case studies are the most commonly used research methods in qualitative studies of internationalization. "Strike theoretical and assumption to the focus, exploration of nature research, and comparative case analysis may be more suitable than quantitative methods" for understanding complex international business phenomena The purpose of this paper's research is to reveal the international communication path of Chinese brands in international social media in the situation of cross-cultural research from the "How" perspective. Because research objects are incidental and we cannot control event processes, case studies are a good choice (Xin Jing & Ye Qianqian, 2020 : 7-10). Furthermore, rather than using single cases, this study uses multiple cases to repeatedly verify each case, which can help provide a more reliable research.

2. Content analysis method

Content analysis is one of the contents and methods of mass communication research that uses the analysis of the internal capacity and quality of mass communication to understand and judge the focus of communication in a given period, as well as the tendency, attitude, and position of certain issues, and the change rule of communication content in that period(Li Jin,2013 : 5-9). Content analysis can be divided into two types based on the analysis process: quantitative analysis and qualitative analysis. For qualitative analysis researchers must interpret, judge, and excavate the essential content contained in information by reading, listening, or watching, and then rely on subjective perception, understanding, and analysis (Cheng Manli& Zhao Xiaohang,2018 : 6-10) .

The purpose of this paper is to analyze the communication effects and influencing factors of Chinese brands by observing changes in the meaning of consumers' cognition, emotion, and behavior as a result of Chinese brand communication content on international social platforms. Because the research content is appropriate for the content analysis method, the content analysis method is chosen as the primary research method.

3. Data collection procedure

According to the " *BrandZ™ China Top 50 Global Brands*" list, China has 50 brands in ten categories that perform well in terms of brand globalization. The brands on the list are evaluated based on five criteria: subscription number, brand communication content, communication language, content subtitles, and brand classification. According to the findings of the analysis, the current state of Chinese brands' international communication on the YouTube platform is characterized by fewer participating brands and single brand categories. At the moment, Chinese brands with international communication on YouTube are primarily divided into product and cultural promotion brands, with only seven brands having more than 100,000 subscribers. According to analysis of the current situation of Chinese brands' overseas communication, in order to make content analysis more accurate, in the research cases involved in this article, a content with the highest attention and the most widespread influence is selected in each category to analyze coding. In content coding section, six films with the best brand communication effect were chosen for content coding analysis. When it comes to the consumer, the top 300 comments in six cases were chosen for content analysis, with Chinese samples removed (because the researchers wanted to focus on non-Chinese comments), for a total of 12909 samples.

Table 1: Code Analysis Selection List

Case No.:	Case content
1	Li Ziqi: <i>Spring Festival Chinese Snacks Special</i>
2	Xiaomi mobile phone: <i>NOTE10 Series Ads</i>
3	Xiaomi mobile phone: <i>Mifan's Art Co-construction</i>
4	The food ranger <i>Exploring Lanzhou Ramen</i>
5	CGTN: <i>Wuhan Anti-epidemic Record</i>
6	CGTN: <i>China's Anti-Corruption Documentary</i>

4. Data analysis

Relevant methods of big data research have gradually emerged in the field of sociology with the advancement of science and technology. This study's research object is based on an Internet social platform, which contains a large number of research objects and data. As a result, this study attempts to replace the traditional sampling method with big data analysis in order to overcome the limitations of the traditional research method in sampling and improve the scientific nature of the research. This paper's research samples are primarily brand video content from Chinese brands with the best communication effect on YouTube, as well as consumer comments on the content. The video text and comments of selected cases are captured using Python technology in this paper. The Nvivo software was used to encode the review's content, and the consumer code table was obtained at the end.

Research Scope

The process of information dissemination, according to the encoding-decoding theory, is a process of code interpretation. The basis of coding manipulation by coder is the construction of meaning. The coder creates the meaning of the code based on the sender's intention, which is then fixed as the textual meaning and finally enters the receiver to become the interpretive meaning, allowing communication target to spread. Therefore, to understand Chinese brand international communication path, the encoding code system and meaning structure of Chinese brand and consumers is analyzed in this paper, compare them according to consumers' attitude to information, the similarities and differences of code system from the same content between Chinese brand as communicator and international consumers as information receiver are analyzed, so as to judge the international communication effect and influencing factors of Chinese brands, so that international communication path mode of Chinese brands in the digital environment is constructed.

Research Results

1. In the international social platform, what is the consumer attitude and behavior toward Chinese brands? What is the factor that causes changes in attitude and behavior?

Table 2 Comparison of construction of encoding and decoding meaning of Chinese brands.

Code 1	Meaning construction 1	Code system 2	Meaning construction 2	Attitude
(1) Li Ziqi (2) Spring Festival, Chinese courtyard (3) Family affection (4) Chinese soil stove, casserole, dustpan (5)	By showing the customs of Chinese New Year, viewers can learn about traditional Chinese culture.	Core characters, Chinese utensils, affection, environment, music	1. Li Ziqi is a beautiful, intelligent and hard-working woman, like a Disney princess. 2. China has good and beautiful rural environment. 3	Favorable rate 95%

Candied haws, chestnuts, preserved fruits, bacon (6) Quiet music			Li Ziqi's close relationship with his grandmother is very touching. 4 The background music is very healing	
(1) Function display of Xiaomi mobile phone (2) Camera effect presentation	Through the function display, show Xiaomi Mi 10 mobile phone, high-quality camera functions and lighter and thinner features.	Made in China, Science and Technology of China, Chinese enterprise	1. Chinese mobile phones are cheap and of good quality. 2 The camera function of Xiaomi mobile phone is very good. 3 A company like Xiaomi is amazing.	Favorable rate 95%
(1) Xiaomi creators (2) Xiaomi shooting devices (3) Fan stories shot with Xiaomi devices	Show the functions of Xiaomi movie equipment, how members of Xiaomi fan group use Xiaomi equipment to shoot their own stories, and call on more fans to join	Product characteristics	Great performance of the Xiaomi stabilizer	Favorable rate 98%
(1) Food ranger, Lanzhou ramen master (2) Lanzhou map (3) Train (4) Lanzhou ramen (5) Lanzhou ramen making	Introduce the geographical location of Lanzhou, China, and the representative food Lanzhou Ramen.	Chinese, emotions, food	1. It is remarkable for British to speak Chinese fluently. 2. There is a problem with the Chinese accent of the blogger. 3.	Favorable rate 98%

process (6) The scene of Chinese eating Lanzhou ramen			Chinese people are not friendly to foreigners. 4. Lanzhou stretched noodles	
(1) Screenshots of new texts during Wuhan's fight against the epidemic (2) Doctors, patients, and construction workers. (3) The real scene of Wuhan's anti-epidemic (4) Clock	Show the real situation of Wuhan, China's anti-epidemic situation	China Speed, Altruism, China Achievement, China Guarantee	1. China's human resources, equipment resources, social wealth, humanitarian spirit, cooperation of ordinary people and social management system supported this war against the virus in an all-round way! 2. Chinese medical staff sacrificed their lives to fight the epidemic, they are heroes.	Favorable rate 98%
1) Xi Jinping, criminal, case handler (2) anti-corruption news picture	Demonstrate the process and results of China's anti-corruption work	Racism, political movements.	1. China's anti-corruption campaign is a government campaign to purge reactionaries. 2. Anti-corruption documentaries are Chinese propaganda.	Favorable rate 43%

In Table 2, the code system 1 and meaning construction 1 represent the key symbols and meaning construction presented by Chinese brand coders in the communication content on the YouTube platform, code system 2 and the meaning construction 2 represent the key codes and meaning construction recognized by the decoder, that is, the consumer after decoding the brand information.

It is found in code system 1, in the coding stage of international communication, linguistic symbols and non-linguistic symbols are mainly used by Chinese brands. Linguistic symbols include language and words, non-linguistic symbols are mainly sound symbols and scene symbols, and scene symbols include core characters, core products, traditional Chinese culture and emerging cultural symbols.

Because language symbols have high requirements on the intersection of metalanguage between the two sides of the teaching, it is difficult to grasp, which easily leads to the lack of symbol meaning. When coding the Chinese brands in the case, most brands are relatively cautious in using language symbols.

Non-linguistic symbol system is more widely used than linguistic symbol system. In the non-verbal symbol system, core characters, core products, Chinese traditional cultural symbols, emerging cultural symbols and sound symbols are commonly used symbols by Chinese brand coders. Cultural symbols with Chinese characteristics are mainly divided into two categories, one is the cultural symbols of traditional Chinese symbols, such as pandas, Spring Festival, Chinese courtyards, Chinese soil stoves, candied haws, bacon and so on. The other one is emerging cultural symbols, such as food culture consumption, graffiti, film production, pop music, etc. These non-linguistic symbols can arouse the memory and interest of Chinese culture. At the same time, through new cultural life symbols, stereotyped influence on China can be changed, help construct new cognitive symbols for China, and update its perception of Chinese culture. It should be noted here that the narrative method of short videos is a three-dimensional and flexible multi-modal narrative. The use of text codes and non-text codes is not binary opposition. In more cases, different code systems are used in conjunction with each other, interact with other cultures constantly to make better communication effects.

Code system 2 and the meaning construction 2 represent the key codes and meaning construction recognized by the decoder, that is, the consumer after decoding the brand information. The meaning expressed by the code will be incompletely conveyed, distorted or interrupted as the individual differences of the recipients of the code. To reduce the possibility of such misreading, coders usually choose the "dominant discourse structure" or "hegemonic meaning interpretation" for encoding. Ideal successful coding has a transparent effect that combines the meanings contained in the different layers. And decoder can choose the preset structure for decoding activities. But in fact, misreading is inevitable, decoder uses "negotiation decoding" more, then the true meaning of information can coordinate in the interpretation. When the decoder's own code system is completely incompatible with the information, adversarial decoding occurs, that is, the opposite way is used to get hostile information.

Based on the attitude comparison, compare meaning construction 1 of Chinese brand construction and meaning construction 2 of international platform consumers, the decoding situation of consumers can be analyzed more intuitively.

By comparing the meaning construction of the encoders and the decoders in the cases, in this study, it is found that in the six cases, the decoders in five cases have positive decoding effects, and the decoding in one case have negative decoding effect. In the cases with positive decoding effect, only *Wuhan Anti-epidemic Story* belongs to active hegemonic decoding. The meaning of encoder's construction is to hope the real process and results of China's anti-

epidemic through video can be understood by the encoder, and in the process of consumer decoding, key codes such as China's speed, altruism, China's achievements and China's security can be identified by them, and build 1. China's human resources, equipment resources, social wealth, humanitarian spirit, the cooperation of ordinary people and social management system support the war against the virus in an all-round way 2. Chinese medical staff sacrificed their lives to fight the epidemic, they are heroes. Decoding meaning, the construction meaning of the encoder and the decoder are almost the same, and the decoder decodes the video according to the will of the encoder. The cases of Li Ziqi, Xiaomi mobile phone, and the food range are all negotiated decoding, that is, the key symbols of the encoder can be basically identified by the decoder, but a large number of self-code systems are added in the decoding process to build a new meaning. The case of CGTN China's anti-corruption is a typical confrontational decoding. The encoder hopes to convey China's anti-corruption achievements, and the meaning constructed by the decoder is the doubt and disgust for China's anti-corruption. Decoders use their own symbology to comprehend the encoded content in a completely reversed way, with in hostile messages.

2. In social networking environments, what factors will influence Chinese brands international communication impact? What is the mechanism causing this effect? And how is the propagation path constructed?

Through the in-depth analysis of the cases, it is found that the following factors will have an impact on the decoding process of recipients of cross-cultural communication.

The initiative of coders' cross-cultural integration is an internal situational condition for Chinese brands to make international communication on YouTube platform. In cross-cultural communication, the understanding and cognition of brand coding by other cultural people is directly affected by the construction of symbols as meaning carrier, the grasp and anchoring of meaning.

The multi-symbol interaction system of video media can help the coder construct the meaning flow space of cross-cultural communication. The diversification, intuitiveness and vividness of symbol system can provide a more diverse interpretation system for information decoding, which can reduce cultural barriers and achieve more effective cross-cultural communication goals.

Common explanatory terms can be established by homogeneity codes among different cultures to realize the flow of meaning. The anchoring of meaning can be realized by the homogeneity code between different cultures through common interpretation items in different spaces, and smooth cross-cultural communication can be promoted. In this study, it is shown that homogeneity codes in international spread content structure coding of Chinese brands include real experience of products, life symbol that easy to be sensed and recognized, quality audio-visual language symbol that conform to the Oriental aesthetic, cross-cultural shared narrative symbols, that is humanism, cosmopolitan, environmentalism, exotic issues, as well as the feelings of common human cognitive. The communicator who has a multicultural background is also considered to be a homogeneous symbol in the process of communication because it is a dynamic cross-cultural symbol. The use of homogeneity symbols helps to create a cross-cultural synonymous area. By affecting the cognition of information receivers, changing their attitudes and behaviors, reducing the possibility of resistance coding, allow them to spontaneously join cross-cultural spread. It also spreads Chinese stories to break down cultural barriers and help Chinese brands build more effectively on international Internet social platforms.

The degree of cultural conflict is a negative factor affecting the effect of cross-cultural communication. The stereotype of the information receivers to other cultures and the identity resistance behavior of resisting other cultures to maintain their own culture will turn information decoding of cross-cultural communication into resistance decoding, causing failure of the effect of cross-cultural communication.

National brands play an intermediary role in brands cross-cultural communication. When consumers are unfamiliar with international brands, national brand image will become the basis for consumers to judge the products of the target country. Therefore, Chinese brands' overseas communication is inseparable from the influence of national brands. Only when macro-level national brands and micro-brands develop together can it help the overseas communication of Chinese brands. Brand co-creation is the space that brand value gains the most in digital brand communication. High-quality brand value co-creation can increase consumers' awareness and loyalty to the brand. In the process of overseas communication of Chinese brands, in addition to the creation of the brand's own content, the content of value co-creation and consumer management cannot be ignored in the international communication of the brand.

Consumer behavior is a dynamic cross-cultural communication code. Changes in cognition, attitude and behavior are usually considered to be the deepening process of cross-cultural communication. Consumers are a dynamic code-decoding behavior through their own behavior, continuously broaden the boundaries of cross-cultural communication through behavior.

2.1 Analysis of International Communication Path of Chinese Brands on YouTube Platform

In the previous analysis, in this paper, an in-depth analysis of the meaning construction process of Chinese brands on the YouTube platform is conducted from two aspects by the method of content analysis from meaning construction of brand communicators and the meaning construction of consumers, and the influencing factors affecting the meaning-making process are summarized. Through inductive analysis, combined with Hall's encoding-decoding theory, we get the model diagram of the international communication path of Chinese brands on YouTube platform:

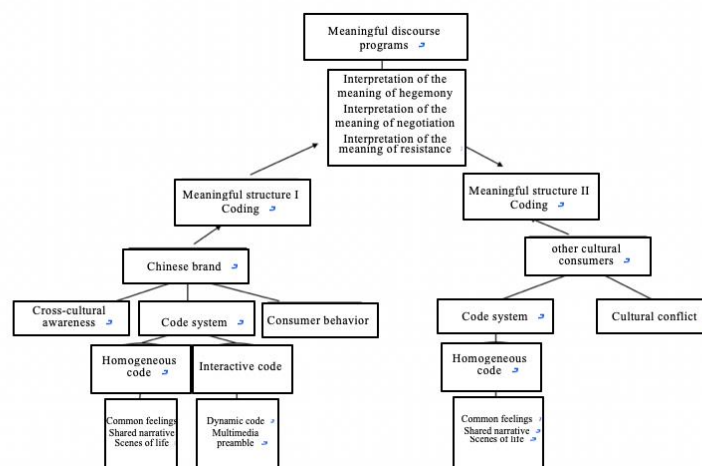


Figure 1 Model diagram of the international communication path of Chinese brands on YouTube platform

From the model, it can be seen in the process of international communication of Chinese brands on the YouTube platform, communication process is that Chinese brands encipher and construct meaning I by their own coding system, while consumers of other cultures construct meaning I by their own coding system. The process of interpreting and reconstructing meaning II. During communication, the establishment of meaning I to meaning II does not follow the traditional linear mode of communication. From meaning I to meaning II, the change of information is not a simple increase or decrease, but other cultural consumers reconstruct by its own code system. After other cultural consumers contacting with meaning I, they will construct meaning II in three ways. The first is to construct meaning II by construction of meaning by means of hegemonic meaning interpretation. The information of meaning I and meaning II are basically the same. The second is to use negotiating meaning interpretation, to retain part of the information of meaning I, understand the part of the information that conflicts with its own code system through negotiation and communication. The third is to resist meaning interpretation, that is, completely abandon the information in meaning I and reconstruct meaning II with its own code system. At this time, the information of meaning II is basically completely opposite or even hostile to information I. For the research in this chapter, it is found that in the process of meaning construction, the meaning construction subject will be affected by different factors, among which the factors affecting meaning construction I include cross-cultural communication awareness, cross-cultural code system and consumer behavior of Chinese brands. Whether the brand has the initiative of cross-cultural communication determines whether it can construct meaning in meaning construction by cross-cultural codes. The use of the cross-cultural code system determines whether other cultural consumers can successfully acquire the information in meaning construction I. The commonly used cross-cultural code system includes two parts: homogeneous code and interactive code. Consumer behavior as a dynamic code will also affect the meaning construction of Chinese brands. The influencing factors of meaning construction II include consumer's own code system and cultural conflict factors. Whether consumers have a homogeneous code similar to that of the brand determines whether they can successfully obtain information in meaning, and cultural conflict elements such as national branding and identity resistance will also affect consumers' meaning-building process. All in all, the process and influencing factors of the flow of meaning from brand to other cultural consumers are clearly shown by the construction of international communication path model of Chinese brands on the YouTube platform.

3. What new strategies should Chinese international communication adopt in the digital marketing environment?

When Chinese brands spread on the Youtube platform, the communication content is the most important factor affecting consumers' brand cognition, and the communication effect is affected by cross-cultural factors, platform factors and the main body of communication. When formulating international communication strategies, Chinese brands should comprehensively consider the influence of the three parties. First, the production of communication content should conform to the commonality of cross-cultural communication, that is, to build cultural common and exotic areas in the communication content, reduce cultural conflicts, and build communication bridge. Add quality symbols to communication content, including life symbols that are easy to be perceived and recognized, high-quality audio-visual language symbols that conform to oriental aesthetics, cross-cultural shared narrative symbols, and common human emotional cognition. Meanwhile, product itself is the

brand, and the experience based on product does not have too many cultural barriers. In the international communication, Chinese brands can focus the communication content on product itself, encourage users to feedback high-quality product experience to Internet, to help get better brand cross-cultural communication. Chinese culture and Chinese stories are the most unique characteristics of Chinese brands. Building a bridge of communication by cross-cultural communication factors and incorporating Chinese stories into brand narratives can help Chinese brands establish better brand recognition in overseas markets and get better brand communication effect. Secondly, when Chinese brands spread on overseas social platforms, they need to consider the identity of the dissemination subject. Commercial brands and individual identities are more likely to be recognized by users than institutional accounts with national backgrounds. Therefore, whether it is a product brand or a cultural brand, try to avoid the identity related to the national background when choosing the main body of communication, so as not to cause communication obstacles. Finally, in the process of international communication of Chinese brands, we shall fully consider the technical attributes of the social platform itself. For example, the information aggregation, translation, likes, comments and other functions of the Youtube platform can promote users' understanding of brand information. Therefore, when Chinese brands spread on overseas social platforms, they can fully consider the technical characteristics of the platform and use the technical rules of the platform to promote brand information spread.

Discussion

The impact of the digital communication environment on Chinese brand international communication

The Internet is the Chinese brand's international communication medium in the digital marketing era. Consumers' interactions with brands have changed in a digital environment. Because the Internet grants each user the right to communicate and link, brands, users, and stakeholders can communicate and link through the brand virtual community or brand-based users. In this process, the brand value will no longer be output separately by the brand, but will be created collaboratively by the brand, consumer, and stakeholder. The value exchanged between stakeholders has given rise to a new proposition for shaping brand value and has become the largest gain space worth of brand value. According to the findings of this article's research, we can see that consumers' value co-creation behavior has an impact on the effect of China's brand overseas by using the Chinese brand international transmission model path model on the YouTube platform. The influencing factors are interactive experience, brand integration, and brand symbiosis. The interactive experience is the foundation of consumers becoming involved with the brand. Consumers use the YouTube platform to share their behaviors and cognitive experiences, as well as their feelings and emotional experiences. Consumers will gradually deepen their psychological involvement of brands as the interactive experience deepens, resulting from the acquisition of brand information. Designed to increase brand knowledge, share brand experiences with others, participate in brand activities, and foster positive brand attitudes. Users have continuously deepened the level of brand integration. Under the guidance of the brand, the depth integration into the brand can participate in the brand development process in the brand's virtual community. Consumers can submit comments and opinions for the development of the brand, and even join the creation of branded products. Thus, they can participate in the brand and grow together with the brand. After research, the

high-level brand integration can better achieve brand-creating, and this co-created behavior also helps the brand in the spread of the brand information.

For the company's brand communication practice activities, Data that consumers and brands create together can provide accurate data from consumers for the company's brand communication practice activities. Using this part of the data, it is possible to effectively support the company's brand communication strategy. In the branding process, consumers participate in product innovation, service innovation, and brand building of corporate brands. In many ways, the brand spreads, through data, services, sales, development, and other links involved in the company's production, service, sales, development, and development.

Consumer feedback data for branding, attitudes, and behavior is the foundation of value creation. These data can assist companies in describing consumer portraits and providing insight into consumers' needs via intelligent algorithms, which can effectively assist companies in predicting consumers' attitude and demand, thereby improving the brand's strategy. Develop effective propagation marketing strategies and product strategies based on consumer preferences, comprehensively improve product and service, and achieve better marketing communication. As a result, the most significant challenge posed by the digital communication environment to Chinese brands' international communication is learning to use digital methods to decide communication strategies.

Deficiencies and Prospects

The YouTube platform is taken as the research object in this paper to study the international communication paths of Chinese brands on overseas Internet platforms. The Youtube platform is a world-renowned medium-to-long video communication platform with a large overseas audience coverage. The content mode of medium and long videos has also become a better carrier for corporate brand promotion materials. As for dissemination process, YouTube platform can make a complete dissemination link, which is more conducive to the conduct of research. However, due to the diversity and complexity of global social platforms, in addition to YouTube, which is dominated by medium and long videos, tiktok, dominated by short videos, insgram, dominated by pictures, and Facebook, a blog platform dominated by pictures and texts, are social platforms with a wider coverage of overseas netizens. Due to the limitation of personal ability, the research scope of this study is limited to the YouTube platform, and there is a lack of further investigation and research on the dissemination of Chinese brands on other social platforms. In the future research process, the research samples can be continuously expanded to other platforms. By comparing the international communication of Chinese brands between different platforms, the research on the international communication mechanism of Chinese brands on overseas social platforms is required to be enriched further.

Recommendations

Combined with the research conclusions, this paper puts forward the following strategic suggestions for The international communication of Chinese brands in the digital environment:

The cross-cultural initiative should be enhanced and should be integrated into the process of cross-cultural digital communication

Chinese brands should actively integrate into the cross-cultural communication. First, they should select communication content from diversified perspective. The diversification trend of deep culture requires international brands to determine systematic communication goals from diversified perspective. Besides economic factors, we should contain social

factors, human factors and environmental factors, especially the orientation of host country's social values and culture development attitude. Second, brands need to spread their message in a multi-polar, balanced way. The dissemination of international brands cannot simply be summed up as "localization" or "internationalization". The advantage of multi-polar and balanced communication method is that it can get the maximum recognition at the minimum cost. It does not require changing innate parent culture of international brands, nor ignores local cultural appeal, but by find consensus in the convergence of superficial cultures method of contact and dialogue and maintain respect in the differences of deep cultures. This can create buffer space for international brands, minimize the probability of cultural conflict, and try to achieve a win-win situation between diversified personalities and commonality.

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