How to Develop Role Positioning Strategies in Place Brand Internationalization

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Keywords: place branding; role positioning; moral legitimacy.

Abstract. This research is based on the perspective of Moral legitimacy to develop place role positioning strategies and enrich the place role positioning theory. The place role positioning strategy developed in this research can provide place brands with guidance on behavior, attitude, and ability management in the process of internationalization. Through role behaviors, attitudes, and ability, they can demonstrate adherence to fairness and justice, social responsibility, and integrity Management, respect for the host country's traditions, consideration of the overall development and safety of the society, and protection of the environment can achieve Moral legitimacy, which in turn translates into host country consumer acceptance.

1 Introduction

In the process of brand internationalization, cross-system operations will bring multinational companies with worse performance, higher market exit rates and more legal disputes due to differences in culture, cognition and habits \cite{1}. Therefore, it is necessary to explore how to gain consumer acceptance in the host country. Sociology believes that roles are the most basic structural components of social systems and personal systems. Any person and organization plays a certain role in society \cite{2}. Place brands also appear in the international consumer market in a variety of roles. And role positioning can help the area penetrate space and culture, regulation and cognitive distance, and improve recognition. For example, Hong Kong's role as a shopping paradise has led many people to directly equate "Hong Kong Tour" with "Shopping Tour" (People's Daily, 2016). Foreign consumers' "stereotype" of France's long history of wine production (600 BC) and high product quality have made French wines very popular in the international market. Therefore, role positioning is of great significance to the place realization of brand internationalization. The eastern foothills of Helan, Ningxia is also an excellent wine producing region. It has an excellent geographical position. The wine has won many international awards, but it has not successfully entered the hearts of consumers like French wine. Outside the Ningxia, the market share at home and abroad is very low (Yinchuan Evening News, 2019). Therefore, it makes sense to explore how role positioning can be better accepted by consumers in host countries.

However, most of the previous academic researches focused on the role restriction on the attitude, cognition and behavior of the role subject, and how to play a specific role in some specific situations. Impact studies have not yet been carried out. That is to say, there is no discussion on how consumers understand and evaluate the role positioning of brands, and this is an important part of achieving place roles for consumers to accept. Without evaluation, consumers' expectations of place roles cannot be obtained, and role positioning consistent with consumer acceptance cannot be achieved. Existing literature believes that legitimacy is used to judge whether an organization's behavior is required, appropriate, and appropriate in the current social norms, values, beliefs, and definitions \cite{3}. From the perspective of institutional theory, legitimacy is not evaluated by individuals, but reflects cultural coordination, normative support, or consistency with relevant laws and regulations. Domènec Mele \cite{4} believes that obtaining ethical legitimacy in legitimacy can help businesses or organizations provide a sense of ethics and help them convince company stakeholders
and the public that the ethics of their business or the specific activities or projects they are undertaking can be Acceptability. This Moral legitimacy refers to a positive normative evaluation of the organization and its activities [5]. It is not a judgment about whether a given activity is good for the evaluator, but a judgment based on whether the activity is the "right thing". These judgments, in turn, usually reflect the belief that these activities are effective in promoting social welfare, which is defined by the socially constructed value system, and like roles, they focus on the whole society rather than the opinions of individuals. The acquisition of this legitimacy increases the stability and understandability of the organization's activities, making the audience perceive that the rationalization of the organization is not only worthwhile, but also meaningful, and at the same time enhances the predictability and trustworthiness of the organization [3].

Therefore, this study will develop place role positioning strategies from the perspective of Moral legitimacy, with a view to influencing host country consumers' acceptance of place brands. Specifically, there are two main research questions in this study: first, what are the place role positioning strategies based on the perspective of Moral legitimacy; and second, whether these strategies have an impact on consumer acceptance in host countries.

2 Literature review on role positioning

Place role positioning refers to the process by which a place satisfies the corresponding objective expectations of a character and then occupies the role position. The dimensions of role expectations, Israel, Russell T. and Peter M. Nardi believe that the role can be achieved by meeting the society's behavior, attitude and cognitive expectations of the role. Role behavior is the related operations and actual behaviors performed by the subject when playing a role; role attitude is the spiritual level performance of the consciousness and values held by the subject; role capability is the role-related technology and knowledge that the subject has reserve.

How to locate place roles is discussed in the existing literature from the same institutional environment and cross-institutional environment. The same institutional environment means that the subject of place role positioning and the subject of evaluation are in the same institutional cultural environment, and there is no cultural cognitive difference in the evaluation of role playing. At this level, more academic research has linked the place with the government, discussing the role of government in place development, or discussing the positioning of the functional role of the place, targeting a certain function. The cross-institutional place role positioning is more concerned with the role of the state in the international environment. For example, Philippe Harnisch S. believes that [6] the role of the state in the international environment is rooted in two aspects: internal and external: Internal roots are the identity of members within the country, the ideology of the role of the state, and nationalism of the nation; The external roots are in the composition of the international system and the role of the state in the composition system, status and status cognition, James believes that as long as the organization is in an international institutional environment, pressure and compliance with the institutional environment enables organizational behavior and relationships to be expected.

Most of these studies only discuss the "formal expectations" that play a certain role from the perspective of regulation, and discuss how to occupy a certain social position, while ignoring the acceptance of role positioning at normative levels such as values and culture, and ignoring "informal" expectations. Those informal expectations are often considered as social moral or normative expectations. And the acquisition of ethical legitimacy makes it easier for the audience to accept the seemingly appropriate and appropriate resources provided by the organization [5]. Therefore, exploring place role positioning from the perspective of Moral legitimacy can provide a new perspective for solving the problem of consumer acceptance in host countries.
3 Development of Role Positioning Strategy in Host Country

Based on the analysis of existing theoretical literature, we believe that place role positioning should be based on role behaviors, attitudes, and abilities, because these three levels are the actual operations performed by the place in the process of internationalization and are also the role observers’ role evaluation subjects Indicator [7]. The purpose of this study is to enable place role positioning to obtain the Moral legitimacy of consumers in the host country. Therefore, combining Melanie Richards's point of view, Moral legitimacy can be obtained by obeying the three values of society [8]. One is compliance with fairness. Fairness and the overall welfare of society; the second is honesty and trustworthiness and respect for the host country tradition; the third is to follow the values of ecological environment and green development. Therefore, we believe that in the role positioning of the place, the role's actual behavior and values and spirit should follow the fair and just value order, and actively pay attention to the overall welfare of the society. And the role's technology and knowledge reserves cannot reflect the fairness and impartiality of the role, so it cannot reflect the fairness and impartiality of the place role in terms of capabilities. At the same time, the actual behaviors, values, consciousness, skills, and knowledge of the place role should demonstrate adherence to honesty and trustworthiness and respect for local traditions. Finally, in the performance of place roles in respect of ecological environmental protection and green development values, it is also necessary to start from role behaviors, attitudes, and capabilities to obtain a comprehensive evaluation of place roles by consumers in the host country.

The implementation of these role positioning strategies provides consumers with evidence of prejudgment of place behavior. After role construction, people can have clearer behavior expectations for the actors in this role. This expectation often constitutes and regulates roles, which will cause consumers to form behavioral and cognitive judgments on place roles. At the same time, the acquisition of Moral legitimacy can enhance the predictability and trustworthiness of the organization [3]. Therefore, we believe that the role positioning strategy of a place based on Moral legitimacy will create consumers' perception of the positive characteristics of place roles. Consumers' positive associations and promotion of their brand preferences, their uniqueness allows consumers to trust. From this, we have reason to believe that successful place role positioning strategies can enable consumers in the host country to form positive behavior expectations and generate trust.

Hiscock believes that [9] consumer trust is at the core of the strong relationship between consumers and brands. The effects of trust on purchase willingness, perceived value-added, repeated purchases, and word-of-mouth communication have also been confirmed by their predecessors [10]. Based on the above inferences, this study starts from three dimensions of role positioning: role behavior, role attitude, and role ability, and combines three approaches to achieve Moral legitimacy to develop three strategies for place role positioning, and proposes the following propositions:

Proposition1: In place brand internationalization, the place role integrity positioning strategy can have a positive impact on consumer trust in the host country.

Proposition2: In place brand internationalization, the place role friendly positioning strategies can have a positive impact on consumer trust in host countries.

Proposition3: In the place brand internationalization, the place role ecologically positioning strategy can have a positive impact on consumer trust in the host country.

Proposition4: In the internationalization of place brands, place brand trust can positively affect consumer acceptance in host countries.

4 Conclusion

In the internationalization of place brands, how to overcome the disadvantages brought by the political pressures, laws, social norms, and huge changes in culture and cognition and "foreigner disadvantages" Impact is an important part of realizing a place brand's entry into the consumer
market of the host country. However, in fact, there is not enough discussion on how to resolve the desire of place brands to "go into" the host country and make consumers accept place brands. This research develops place role positioning strategies based on the perspective of Moral legitimacy to help place brands' role positioning in transnational operations can obtain positive reviews from consumers in the host country. We found that in the process of place role positioning, the Moral legitimacy of the role played by the consumer in the host country can be obtained through the integrity positioning, friendly positioning, and ecological positioning, so as to gain the trust of the host country consumer in the place brand. Gain consumer acceptance of place brands. This research focuses on the place role positioning, and studies the place brand internationalization in conjunction with the host country's consumer's Moral legitimacy evaluation standard, which has some innovative significance.

Acknowledgments

We are grateful for the financial support of the National Natural Science Foundation of China (71762019), the Social Science Planning Key Project (17GL02) offered by Jiangxi Provincial Association of Social Sciences, and Jiangxi University Humanities and Social Science Project (GL17116), and the 2017 Postgraduate Innovation Foundation Project offered by Jiangxi Normal University (YJS2017048).

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