How to Obtain Host Country Consumer Purchase Intention by Using Home Country Cultural Resources Positioning Strategy

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Keywords: home country; cultural resources; positioning strategy; consumer purchase intention

Abstract. The purpose of this paper is to explore how to use home country cultural resources to help the brand internationalize and obtain host country consumer purchase intention. Through literature review, this paper proposed a conceptual model. This paper believes that home country cultural resources positioning strategy include cultural symbol positioning and regional traits positioning, folk ritual positioning and values positioning. These four positioning strategies can obtain host country consumer purchase intention through cultural identity. It has certain theoretical significance and practical guiding significance on how to use the brand home country cultural resources to shape the international brand implementation differentiation strategy.

1 Introduction

In inverse globalization, give meaning to brand regional cultural or ethnic culture can impact the unique brand internationalization, some brands in transnational operation using home culture resources to develop the international market\cite{1}, through the unique cultural resources for foreign consumers has brought the product/service different association \cite{2}, and win consumer assets in host countries. For example, "originated from Dutch private pasture" (FRISO); "highlighting western cowboy culture" (GUESS); "highlighting Chinese herbal characteristics, pursuing internal and external balance" (HERBORIST) and "spreading sophisticated technology, shaping romantic atmosphere" (CHANEL), etc. However, due to the deepening degree of commercialization and internationalization, many enterprises, driven by profits, often follow the trend to imitate super brands, resulting in different brand cultural images and abandoned by consumers. For example, Net red home store "NOME" imitated the Swedish brand event to combat consumer confidence and gradually disappeared; The scarf incident damaged the reputation of Burberry. The country and regional culture influences the brand management, if the brand give up their home culture and follow the current popular culture or sales market countries culture is not advisable. Therefore, shaping international brands with home country cultural resources has become an effective strategic tool for brand internationalization \cite{3}.

The existing literature on cultural orientation focuses on global cultural orientation and host country cultural orientation, and explores its mechanism of action and consumer attitude towards cultural orientation.\cite{4,5,6} The discussion of home country cultural orientation. And the discussion of the strategies and mechanisms that drive consumer purchases have not yet begun. Practice proves that home country cultural resources helps the brand to internationalize. In recent years, although some scholars have begun to pay attention to the process, mechanism, cultural adaptability and applicable conditions of home country cultural resources to enhance the brand image. \cite{3,7,8,9,10} However, the relevant research is not systematic enough, only from the overall concept of cultural resources, cannot guide the actual operation of the enterprise.

Therefore, based on the existing literature, this study systematically explored how brands use their home country cultural resources to shape international brands through literature research. Specifically: (1) What are the strategies for home country cultural resources? (2) Do these strategies have an impact on host country consumers purchase? If so, what is its mechanism of action? (3) What management implications are provided in the theoretical and practical aspects?
2 Literature review

2.1 Cultural resource

Cultural resource are widely used in academia, but there is no well-established strict definition of it. Li Jianguo [11] believes that cultural resources are available production factors for culturally related production or activities, such as movies; Yao Weizhen [12] believes that cultural resources are the accumulation of cultural elements that provide for the development of objects, environments, conditions, intelligence and creativity for social and economic development through the creation, accumulation and continuation of human beings; Wang Guangzhen [13] believes that cultural resources are a natural source of cultural materials for specific eras and geographical groups, and can satisfy the needs of human culture and provide a basis for cultural industries. According to previous studies, this paper defines cultural resources as symbols, spiritual connotations or objects that are closely related to culture from cultural traditions or modern social development. The cultural resources of the home country are the cultures that consumers can associate with a particular country, not the culture of other countries.

Cultural resources are a multidimensional construct. The cultural dimensions are shown in the table 1.

<table>
<thead>
<tr>
<th>scholars</th>
<th>Cultural resource dimension</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hofstede（1980）</td>
<td>Symbols, heroes, rituals and values</td>
</tr>
<tr>
<td>Mu Qian(1998)</td>
<td>Material culture, institutional culture, spiritual culture</td>
</tr>
<tr>
<td>Dainian Zhang（1994）</td>
<td>Material, social relations, spirit, art, customs, language symbols</td>
</tr>
<tr>
<td>Shuping Niu（2012）</td>
<td>Cultural heritage resources, cultural real resources</td>
</tr>
<tr>
<td>Peng Zhao（2011）</td>
<td>Cultural symbols, characters and theme stories</td>
</tr>
<tr>
<td>Jiaxun He（2014）</td>
<td>Symbol, spiritual connotation, physical object</td>
</tr>
<tr>
<td>Guangzhen Wang（2017）</td>
<td>Material cultural heritage, intangible cultural heritage, natural heritage and intelligent cultural resources</td>
</tr>
</tbody>
</table>

2.2 Home country cultural resources positioning strategy

Positioning is the anchor of a unique advantage value proposition in the minds of potential customers. The function and attributes of the brand are easily imitated by competitors, and the cultural connotation of the brand is not mimicked by competitors. In the brand positioning, if it can reflect the traditional culture of the nation, it is more likely to cause consumers’ emotional resonance and cultural resonance, and gain the identity of consumers [13]. Cultural orientation refers to anchoring cultural characteristics in an individual’s mind, making it unique in the minds of potential consumers. The implementation of cultural orientation is the deposition and display of cultural traits in brands and business activities. From the perspective of consumers, they perceive the result of cultural orientation as the cultural characteristics of the brand [14]. And the process of forming a core advantage that competitors can’t imitate and replace. According to the different attribution of cultural resources used, the formation of global cultural positioning strategy, host country cultural positioning strategy and home country cultural positioning strategy [15]. Regarding the application of cultural orientation, companies generally express and claim their global positioning through the use of international languages (eg. English), aesthetic styles (eg. spokespersons, brand logos) and story themes [16]. The host country’s consumer positioning is expressed through the use of host country cultural symbols, spiritual connotations and physical objects. Brand positioning is rooted in national traditional culture, regional culture, popular culture, celebrity culture and so on.
This paper combines the cultural division level of Hofstede and the characteristics of the brand to refine the dimensions of the home country cultural resources, and divides the home country cultural resources dimension into three dimensions: cultural symbols, folk rituals and values. The cultural resources of a country have its unique geographical characteristics, such as unique geological features, sophisticated handicrafts, etc., which are unique cultures to the home country. Therefore, the content of home country cultural resources includes four aspects: cultural symbols, regional characteristics, folk rituals and values. The strategy of home country cultural resources positioning refers to the use of cultural symbols, regional characteristics, folk rituals, and values to build a brand. The result of the home country cultural resources positioning strategy refers to consumers' perceptions of the cultural characteristics attached to the brand.

3 Research models and assumptions

Based on the dimensions of the cultural resources of the home country obtained from the literature, this study proposes a research model in which home country cultural resources will influence cultural identity and further influence the host country consumer purchase intention. The research model of this study is shown as following.

![Research Model](Figure 1)

**Figure 1. Research Model.**

4 Conclusion

Based on cultural identity theory, this study explores the dimensions of home country cultural resources and its influence on the cultural identity and host consumer purchase intention. It finds that the composition of home country cultural resources includes cultural symbol positioning and regional traits positioning, folk ritual positioning and values positioning are four dimensions and their constituent factors. Secondly, the home country cultural resources positioning strategy has an impact on culture identity and host country consumers purchase intention.

The conclusion of this study provides theoretical guidance for companies to better use traditional culture to shape international brands. To obtain the cultural identity of consumers and make them purchase intentions, a company, region and even the country need to focus on the cultural identity of consumers from the four aspects of cultural symbols, geographical features, folk rituals and values to gain host country consumer purchase intention.

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). The 2017 Postgraduate Innovation Foundation Project offered by Jiangxi Normal University (YJS2017048).

References


