

Study on International Marketing Copy of Sichuan Cuisine in the Era of Cross-border E-commerce

Yi Xinyi, Wang Jiayan, Liu Lujie, Lu Hu*

School of Foreign Languages, Chengdu University of Information Technology, Chengdu, 610025, China

*lucyhu311@163.com

Keywords: Cross-border e-commerce, Sichuan food, international marketing, copywriting

Abstract: In the era of cross-border e-commerce, the marketing methods and ways of the cuisine industry has changed dramatically along with the trend of social development. The communication of Sichuan cuisine culture has to gradually transformed from the traditional one-way communication mode to bidirectional and multi-directional communication relying on the new media platform. Meanwhile, under the influence of the epidemic in recent years, physical store marketing is limited, and consumers are more inclined to online shopping. Therefore, it is necessary to analyze and explore ways to effectively improve and innovate the development direction, writing methods and ideas of English international marketing copywriting under the information age. This paper analyzes the problems existing in the international marketing copywriting of Sichuan cuisine in the era of cross-border e-commerce, and provides improvement strategies. After analysis, this paper concludes that the existing problems of Sichuan cuisine industry marketing are low accuracy and standardization of copywriting, lack of copywriting publicity for food brands, and lack of innovation in the content of copywriting. At the same time, this paper also provides specific innovative marketing methods for Sichuan cuisine sellers.

Ancient Sichuan is known as the Land of abundance, rich in products and outstanding people. Throughout its long history, the people of Sichuan have created and developed a unique food culture, which is renowned throughout the country and the world. As a saying goes "Eat in China, Taste in Sichuan". Sichuan cuisine is also known as "one dish a taste, a hundred dishes tastes". Taste is not only a desire of the tongue, but also a feeling of the heart. And the presentation of 'Sichuan cuisine' is in line with the public's multi-dimensional imagination of local culture. Today, food culture has become a cultural consumer product that is closely related to people's lives and has contributed to the formation of a new concept of food tourism. Sichuan cuisine, one of China's four major cuisines, has a long history and rich connotations, and has developed very rapidly in recent years, making it a food culture that has been greatly promoted and has generated a great deal of interest in Sichuan cuisine. The far-reaching reputation of Sichuan cuisine has actually made it a calling card of Sichuan and one of the driving forces for people at home and abroad to travel to Sichuan. However, as far as the overall situation is concerned, the development of Sichuan cuisine has just started and there are still some problems.

1. Current State of Marketing for Sichuan Cuisine

Sichuan food and cultural products have certain advantages in development and can drive economic development. On the whole, due to a number of internal and external factors[1], there are still certain shortcomings and problems in their development.

1.1 Demand Changes for Sichuan Food Culture

With health consciousness reaching new heights, many people believe that healthy living starts with a modified diet. In addition to satisfying the taste buds, the definition of "food" has also added emotional value, hoping that food will bring relaxation and emotional satisfaction. In addition, with the rise of the attention to Chinese culture in recent years, support for traditional Chinese food and

national brands has risen to a new level. In the flavor jungle, Chinese flavors are more likely to soothe the Chinese stomach. This has driven the rapid development of Sichuan food culture in the country. In an era of constant change, the Chinese people have a more diverse and segmented demand for food. Recently, the e-commerce platform released the six annual business hotspots for food in 2022. The law of nutrition, plant energy, eating in response to the times, taste, the new Chinese wave, and the taste of home. And the four main criteria for choosing food are: safety, taste, quality and spirit. Of course, in a competitive domestic and international market, consumers' perception of "food" has long transitioned from eating well to eating healthy, nutritious and good quality, with new demands emerging to stimulate innovation and change in the industry and brands. Sichuan's food culture, as an important attraction for tourism in Sichuan, also requires efforts in branding, promotion and other aspects[1].

1.2 Sales of Sichuan Food Culture

Sichuan cuisine is known for its wide range of ingredients, and varied seasoning, diverse dishes, fresh taste, richness and intensity. Its use of spicy seasoning, as well as its distinctive cooking methods and strong local flavors, combines the characteristics of the southeast and north-west. Although it is well known that Sichuan cuisine is innumerable, external online sales are not very satisfactory. Spreading and selling are difficult because of some logistics and storage reasons and cultural differences. According to the comparison found that there are still most Sichuan food culture introduction copy is too single, lack of attraction and other problems. According to Xuezhi, a senior expert in Alipay merchant operations, the main traffic in the restaurant industry is offline, and consumers are mainly repeat customers from the area they are in. However, with the changes in the industry and the development of the Internet era, merchants are currently facing four major challenges: micro profits, competitive diversion, changing clientele and the rise of new generation of consumers. In this situation, merchants need a quality platform and supporting marketing and management tools to optimize their business structure, and to reform the supporting promotional literature to attract more consumers to buy more products to increase the cultural communication.

1.3 The Chances for Sichuan Food Culture

With the rapid rise of online sales in the wake of past epidemics, the food and beverage industry are committed to keeping up with the trend. The Sichuan Gourmet platform is an e-commerce platform that focuses on the trading and selling of food and beverage products as its core business. It covers a wide range of mainstream product resources from different categories within the industry, and brings new development opportunities not only for many practitioners, but also providing a convenient consumption service platform for the majority of consumers. The platform has been well received by the market for its convenient operation, rich resources, and informative market data to accurately grasp the development trend of the industry and identify the needs of consumers, thus constantly making innovations and improvements to meet the needs of consumers. For businessmen, in the era of network economy, network marketing will soon replace traditional marketing methods and become the main theme of the market. This is because people see the advantages of online marketing. In particular, for companies, the Sichuan food platform can shorten the time of information transmission, thus greatly improving the efficiency of the work, you can establish a database in the platform, which has the basic information of customers, consumption information records, so that the implementation of one-to-one marketing, so better for customer service. It is because of the rapid development of the internet economy in the face of the epidemic that Sichuan Food Culture has this opportunity to enter the cross-border e-commerce platform. To a certain extent, it has also compensated for the impact of the epidemic on the local tourism industry.

2. Problems in International Marketing Copy of Sichuan Cuisine

2.1 Homogenization of Content

From major international trade websites, such as Alibaba and Amazon, it can be learned that

most of the international marketing copywriting on Sichuan cuisine are similar in content: monotonous and lack of characteristics. It's a serious problem of homogenization. There is no doubt that this will bring visual fatigue to consumers. Lack of distinctiveness, the copywriting can not make consumers quickly pay attention to the major characteristics of the product, their interest in the product is greatly reduced, and thus can not produce a strong desire to buy products, which is not conducive to the international sales of Sichuan cuisine. There are many special cuisines in Sichuan, such as Dandan noodles, Zhong dumplings, Chengdu Pobo Chicken, Leshan sweet duck, Dazhou Dengying beef, etc. For domestic consumers, there are many consumption choices and each Sichuan cuisine has its own charm and taste. However, for foreign consumers, their lack of understanding of Sichuan cuisine, coupled with the gradual convergence of copywriting content cannot reflect the characteristics of each cuisine, which makes it difficult for them to learn the unique charm of various Sichuan cuisine. For example, many international marketing copywriting for Sichuan cuisine may include the word "tasty" in the copywriting of the product, making it difficult for consumers to make a choice. If the copywriting can reflect the unique flavor of the product, rather than just a catch-all summary of the product in the word "tasty", it may produce a better marketing effect. For instance, Leshan sweet duck and Peppery chicken, the copywriting can highlight their "sweet" and "spicy" flavor respectively. Relevant copywriting should be more thoughtful to break this homogenization phenomenon. Therefore, content homogenization of international marketing copywriting of Sichuan cuisine is a problem worth paying attention to.

2.2 Inaccuracy of Description

Correct translation is the most basic requirement for Sichuan cuisine to be sold on major international trade websites. However, due to improper translation methods, cultural differences and other reasons, some relevant marketing copywriting still has shortcomings, which causes certain confusion for foreign consumers to understand the product and is adverse to the sales of the cuisine. For many cuisines, its international marketing copywriting adopts literal translation, which is not accurate and difficult to reflect the nature of the cuisine. For example, the translation of Mapo beancurd as "Beancurd made by a woman with black spots on her face" is inaccurate. If it's translated into "Stewed beancurd with minced pork in pepper sauce", more information about the cuisine can be reflected and foreign consumers can understand it more easily. Secondly, many copywriting doesn't consider the elements of cultural differences in translation. The English expression in the marketing copywriting is not accurate and can lead to misunderstanding which is not conducive to the international sales and publicity of the cuisine itself. For example, Muslims do not eat pork. In Chinese dishes made mainly of meat, the copywriting should state the type of meat, is it pork, beef or mutton? This not only reflects the accuracy and completeness of translation, but also shows respect for the cultural differences of different people. Many copywriting still lacks a meticulous attitude to translation and attention to details. Therefore, it is of great importance to improve the quality of marketing copywriting by improving the accuracy of copywriting description.

2.3 Disorder of Typesetting

For the current Sichuan cuisine, its international marketing copywriting typesetting format is chaotic, lack of unity and order. Under the circumstances, the impressions of the products brought to consumers is naturally not very good. Lengthy content and chaotic copywriting typesetting will make consumers lose patience for careful reading, which will lead to a poor first impression of the product. Moreover, long and complex copywriting content will makes it more difficult to typeset. First of all, the marketing copywriting content is cluttered and lacks of refinement and simplification. The copywriting content lacks of important and key information of the product and is not concise enough, which is not conducive to attract customers. Secondly, the font, font size, spacing between words and so on are not unified. Inconsistent and unreasonable font settings are not conducive to the comfort of consumers during browsing. Thirdly, the copywriting lacks a reasonable combination of text and pictures, which will make the copy look not vivid and intuitive. In the boom of e-commerce, the market competition is more intense. Focusing on details such as

product marketing copywriting typesetting, committed to providing consumers with better browsing experience will help to gain more reliable consumer preference, so as to stand out in the fierce market competition. Good typesetting can improve the accuracy of information accepted by consumers and bring good browsing experience to consumers[2]. Therefore, copywriting typesetting is also a problem to be solved.

3. Strategies for Improving Sichuan International Marketing Copy

3.1 Innovate the Content

3.1.1 Focus on Food Brand-Building

The international development of Sichuan cuisine is inseparable from brand building. Sichuan cuisine culture has a long history, rich in food resources and their own characteristics, such as Pixian bean sauce , Leshan sweet skin duck, Panzhihua mango, Nanchong bean jelly in Northern Sichuan, Yibin burning noodles and so on. However, traditional marketing copy only focuses on the introduction of product characteristics, without a sense of building and promoting regional brands. Sichuan, as a province with outstanding regional food characteristics, should take brand effect into account when writing marketing documents, so as to better go international. Compared with the lengthy introduction of food color, flavor and taste, advertising copy can be concise, combined with the characteristics of the brand and food through a bright advertising word at the same time to make the brand image and product experience more vivid. For example, the slogan of Qingdao's Chunsheng beer for the new season is a successful marketing copywriting worth learning from. The slogan "Qingdao Chunsheng · Fresh Life" not only promotes the brand but also highlights the product characteristics, so that consumers can think of people drinking Qingdao Chunsheng beer in the hot summer, connecting with each other, chatting with each other, calling for each individual life to bloom out of personality style[3].

3.1.2 Meet the Multi-faceted Needs

In today's rapidly developing industries, consumers' demand for quality food is just the basic. They pay more attention to the added value provided by products. According to Elihu Katz's Use and Gratifications Approach, audiences are individuals with specific needs, and they approach the media based on specific demand motives which satisfied those needs. Therefore, marketing copywriting should be consumer-centered. Food marketing copwriting should innovative in its content and direction to meet the consumer's entertainment , teaching and emotional demands, that is, to meet the their leisure and aesthetic needs, their learning cooking knowledge needs and their emotional healing needs, so as to attract consumers in all aspects.

3.2 Improve the Quality

The marketing copywriting should maximize the target customers' understanding of the advantages of the product and accurately explain the characteristics of the product. Improving the quality of international marketing copywriting requires the enhance of writing and translation skills and the improvement in typesetting.

3.2.1 Improve Writing Skills

Writing skills in copywriting can be considered from four aspects. The first step is: the title needs to be eye-catching. Only if the title is attractive enough, consumers will click in to read the content, otherwise they will not understand the product actively, let alone place an order.

The second step is: marketing copy needs to stimulate consumers' desire. Into the text, consumers care about the practicality and necessity of the product. Many Sichuan cuisine such as agricultural products for consumers are often non-essential. Therefore, the internal text should be interesting, evoke consumers' interest and demand for gourmet products, and write content that resonates with customers to keep them on the purchase page.

The third step is: the marketing copywriting needs to win the consumer's trust. When consumers

have the desire to buy this product, they concerned about the quality of the product most. Therefore, the marketing copywriting needs to reflect the high credibility of the business, emphasizing the quality of the product while making a commitment to warranty, so that consumers can be assured to purchase.

The fourth step is: marketing copy needs to guide consumers to place an order immediately. Many businesses may think that the first three steps are enough, consumers have interest in the product, the desire to buy and trust the product, then will certainly place an order. But in the era of cross-border e-commerce, a variety of information floods into the consumer's vision, if the marketing copy does not guide the consumer to purchase immediately, the consumer is likely to shelve the matter, the product will always lie in the shopping cart. Over time, consumers may have long forgotten the contents of the marketing copy, feel no need to buy. Therefore, the marketing copy needs to guide consumers to place orders immediately, emphasizing that this sale is an unprecedented offer, and consumers just spend the least amount of money to enjoy the maximum benefits and gain a great sense of satisfaction and happiness. In this way, the consumer's habitual psychology of taking advantage of a bargain will prompt him or her to order immediately.

3.2.2 Improve Translation Skills

First, marketing copywriters need to be familiar with English spelling and grammar to avoid translation errors, especially the translation habits of food names: generally no definite article is added before the name of the dish and use the correct order of words like adjectives describing strong flavors should be placed at the beginning of the name of the dish.

Second, marketing copywriters should take cultural differences internal and abroad into account. Many Sichuan traditional food should not be rigidly translated word by word, but should consider the ingredients and characteristics of the food while translating expressions that can be understood by the target consumer, even if it is a direct phonetic translation of the name, there should be followed by an explanation, so that overseas consumers can truly understand the product and avoid misunderstandings caused by inaccurate translation. For example, Yeerba is a traditional Sichuan snack which made by glutinous rice wrapping with fresh Lotus leaves and steaming it over high fire. It can be translated as Glutinous Rice Dumpling in Lotus Leaves, which not only explains the ingredients but also describes its form, so that foreign customers can understand it at a glance.

Third, in order to ensure the quality of the marketing copywriting, businesses should also hire professionals to revise the translation and make it more relevant to the language habits of target customers.

3.2.3 Improve Typesetting

For each business, copywriting can not only pay attention to the product copy itself, its typesetting can not be ignored. A simple and beautiful copywriting layout can bring good browsing experience to consumers. Let's take the promotion of Dandan noodles, a famous Sichuan snack, as an example. First of all, according to the actual situation of the product, typesetting should first "simplify" the content of the product copy to attract customers and enhance their understanding of the product. Dandan noodles are a kind of noodles accompanied with minced meat, chili oil, sesame seeds and scallion. The content description of Dandan noodles is simplified as "Sichuan noodles with peppery sauce", which not only preserves the main information of the product, but also indicates that it is a characteristic food of Sichuan. Secondly, we should pay attention to the format of typesetting. In general to ensure the unity of the font size, in the details to pay attention to emphasize the food taste, color, shape and other characteristics and advantages, such as bold description of the "spicy" characteristics of Dandan noodles, so that the copywriting is clear. Finally, we should pay attention to the reasonable use of text and pictures, proper combination, in line with consumers' reading habits. For example, we can not only add the picture of Dan Dan noodles, but also use the picture of the production process to attract consumers' attention. In short, we should strive to improve the comfort and interest of consumers in the browsing process.

3.3 Promote the Digitalization

Under the influence of the background of cross-border e-commerce era, online marketing has gradually become an important mean. Closely linking marketing copywriting with cross-border e-commerce is the way to keep up with the development of the times and seek development in the competitive market. There are actually many ways to digitize marketing copywriting, and this article only proposes the following points for the reference of each business.

3.3.1 KOL Marketing

In recent years, KOL marketing has become popular both internal and abroad because of its low cost and high efficiency. The combination of marketing copywriting and internet celebrity economy is bound to have a great effect. In foreign countries, many businesses contact famous bloggers to sell goods on various platforms, which digitize the marketing copywriting. Through the bloggers live trial and evaluation, face-to-face interaction with consumers, and answer all questions to consumers, the solidified marketing copywriting is softly implanted in a different way. Besides, this way will makes consumers feel more real and friendly and encourages them to place orders more naturally with the personal experience of KOL. If Sichuan cuisine wants to become international, it is more persuasive and convincing to overseas consumers by cooperating with foreign local net celebrities and marketing the food on social platforms frequently used by overseas consumers, such as LinkedIn, YouTube, Instagram, TikTok, Facebook, etc.

3.3.2 Short Video Marketing

Short videos can mobilize consumers' emotions and attract their attention through both auditory and visual senses in just a few minutes. Short video shooting for Sichuan cuisine marketing can be done from two perspectives: one is to provide emotional value to consumers and resonate with them. For example, Li Ziqi's "Daily Food" creates an idealized warm and comfortable lifestyle by constructing a fresh and warm image space, adding lyrical copywriting and music, and mobilizing users' emotions to aspire for a better life[4] so as to guide them to place orders. This marketing approach is a kind of soft marketing, giving the product additional value, which makes products more easily to be accepted and increases sales. Second is to shoot food recipe videos teaching people the production of daily Sichuan food and integrating Sichuan food into the process, through interesting and explanatory text and the food purchase link attached to the side, so that consumers can see the production process of the product and at the same time can learn cooking techniques more easily. This will, to a certain extent, increase consumers' trust in the product and make them more willing to buy the food through the link, thus achieving a good marketing effect. Take Panzhihua's mango as an example, create a account in abroad short-form video platform and introduce the process of making mango-type food, such as mango pudding, mango nougat, mango sago pudding and so on, which is an effective marketing of the product itself.

3.3.3 Promotion and welfare policy

Preferential and welfare policy writing is crucial to food marketing. First, benefits can be provided to new customers. When consumers buy one kind of food, the merchants can send other kinds of food to consumers for free tasting and send a postcard to introduce the brand and food products. Take A kuan, a gourmet food brand in Chengdu, Sichuan Province, for example, when consumers place an order for the most classic product sour and spicy broad noodles, the merchants can also send the new product pickled pepper lemon broad noodles to the consumers. Give consumers a taste of the new. It can not only win the goodwill of consumers to repurchase, but also promote the popularity of the brand. Second, customers who have bought gourmet products can take the way of cash back or gift with good reviews, which can lead to a win-win situation. Consumers can get additional benefits, and the more good reviews the business get, the more potential customers can be accumulated. Thirdly, on the birthday of customers or during holidays by sending short messages or private messages to consumers with official accounts to send blessings and preferential policies, such as small gifts or coupons to buy gourmet products, will

make consumers feel that they are valued and increase their loyalty to the brand.

4. Conclusion

In the era of cross-border e-commerce, problems in international marketing copywriting of Sichuan cuisine industry need to be solved urgently. Sellers should also learn to innovate and expand marketing approaches, pay attention to the clever combination of marketing copywriting content and marketing form, and pay attention to resource integration, achieve multi-media integration, online and offline combination, so as to expand sales channels in the process of continuous publicity and promotion, obtain long-term and stable sales path, and promote international sales.

Acknowledgement

Undergraduate Innovation and Entrepreneurship Training Program of Chengdu University of Information Technology---Research on the Challenges and Countermeasures of International Marketing Copywriting of Sichuan Tourism Products in the Era of Cross-border E-commerce (202210621269)

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