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Research on Brand internationalization Development Strategy of Multinational Enterprises under the Background of Digitalization

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Abstract: Brand internationalization is the only way for enterprises to enter the international market and establish a global brand. In order to gain a competitive advantage in the international market, multinational enterprises need to pay attention to the importance of brand internationalization, especially in the digital age, by adopting effective marketing strategies in different cultures and countries to balance internationalization and localization has become an urgent matter. Therefore, by analyzing the impact of digital technology on brand internationalization, this paper aims to explore the brand positioning, promotion, management and localization strategies of multinational enterprises in the global market, and study the development strategies of brand internationalization of multinational enterprises in the digital era. Combined with typical case analysis, the application and effect of digital tools and platforms in the process of brand internationalization are revealed. The study found that digital technology not only changed the way brand communication and marketing, but also improved the efficiency and precision of brand management. Multinational companies need to find a balance between brand consistency and localization, and use digital technology to enhance the global competitiveness of their brands. This paper expands the research on the international development strategy of multinational brands and provides a reference for the formulation of multinational marketing strategies in the digital age.

Keywords: digital era, multinational enterprises, brand internationalization, digital marketing, brand management

1. Introduction:

With the rapid development of economy, brand internationalization has become an important means for enterprises to enhance their competitiveness and expand market share. With the rapid development of the Internet and digital technology, the competitive environment of the global market has undergone great changes, and the brand management and promotion methods of multinational enterprises in the global market have also undergone profound changes^[1]. The rapid spread of the internet and internet-based technologies is reshaping how companies build and manage global brands^[2]. The application of digital tools and platforms not only improves the efficiency and accuracy of brand communication, but also changes consumer behavior and market dynamics, and digital transformation can improve the innovation performance of multinational enterprises^[3]. Openness and cooperation enhance the external impetus for enterprises to make use of global resources to improve international competitiveness; Digital upgrading and transformation strengthens the internal engine of enterprise survival and development^[4]. In this context, it is of great theoretical and practical significance to study the development strategy of brand internationalization of multinational enterprises in the digital age.

In view of this, this study mainly adopts literature research, case analysis and comparative research. Through the review of relevant literature, the theoretical framework of the research is established. Through the case analysis of typical multinational enterprises, the paper discusses the specific practice of their digital brand internationalization strategy. Through comparative analysis, the paper summarizes the different strategies and effects of different enterprises in the process of brand internationalization. This paper studies the development strategy of brand internationalization of multinational enterprises in the digital age, summarizes their successful experience and challenges in the global market, and provides reference for other enterprises. Help enterprises make better use of digital technology, formulate and implement brand internationalization strategy, and improve their competitiveness and influence in the international market.

2. Literature Review

2.1 The definition and connotation of brand internationalization

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According to the definition of Whitelock and Fastoso, brand internationalization refers to the development process of showing a positive image to target customers overseas and establishing brand equity of an enterprise^[5]. Through a series of strategies and measures, the company promotes its brand to the international market, and establishes and maintains its brand image on a global scale^[6]. Brand internationalization includes not only the marketing activities of brands in different countries and regions, but also brand positioning, localization of products and services, cross-cultural management, brand standardization and adaptability. Its core objective is to enhance the brand's international visibility and market share through a unified brand image and positioning, while maintaining the brand's relevance and competitiveness in different markets.

2.2 The rise and development of digital technology

Digitization, i.e. the increased availability of digital data enabled by advances in creating, transferring, storing, and analyzing digital data, has the potential to “structure, shape, and influence the contemporary world”^[7]. The exponentially growing amount of data and the convergence of different affordable technologies that came along with the definite establishment of Information and Communication Technology are transforming all areas of the economy^[4]. The continuing convergence of the real and the virtual worlds will be the main driver of innovation and change in all sectors of our economy. The development of digital technologies, including the Internet, mobile Internet, big data, artificial intelligence and blockchain, has greatly changed the way enterprises operate and the market environment^[8]. Digital transformation is a major strategic initiative to promote enterprises to allocate global innovation resources and improve innovation performance^[9]. Enterprises can use these technologies to achieve more efficient market research, more accurate branding, and smarter customer service^[10].

2.3 The impact of digitalization on brand internationalization

Until the advent of the digital era, creating a global brand was a long and painstaking process. The brand had to secure physical distribution, country by country, and that meant cultivating strong relationships on the ground. Television and print advertising were the primary media to reach the widest possible global audience with the brand's promise. What the brand (company) did in one country had little effect on how it was regarded in another country^[2]. These truisms no longer hold in the digital age. The impact of digital technology on brand internationalization is mainly reflected in the following aspects.

2.3.1 Improve the efficiency and accuracy of brand communication

Digital marketing refers to strengthening the interaction between enterprises and customers and partners through digital-related technologies to better create, deliver and share value. Diversified digital marketing channels enhance the efficiency of brand communication^[11]. The rise in popularity of organizations integrating technology into their marketing strategy. AI is currently acting as a significant disruption in digital and social media marketing worldwide^[12]. Under the background of digital economy, the dominance of user value is an important force driving the change of enterprise management, promoting a series of changes in the internal management model of enterprises, and the enterprise marketing model tends to be precise and refined^[13]. Making a strategic shift to client-centered marketing strategies, provide businesses the opportunity to engage in a new era of innovative marketing practices, that use digital marketing to meet their primary marketing requirements^[14]. The development of digital technology allows enterprises to communicate their brand through multiple channels, including social media, search engines, email, mobile apps, etc. These digital marketing channels not only spread quickly and cover a wide range, but also deliver accurately according to user behaviors and preferences, improving the efficiency and effect of brand communication^[15].

Through big data analysis, enterprises can have a deep understanding of consumer behaviors and preferences, and carry out precision marketing^[16]. For example, by analyzing users' interactive behavior and search records on social media, enterprises can push personalized advertisements and content to improve the accuracy and conversion rate of brand communication^[17].

2.3.2 Changing the way brands are managed and consumers interact

The rapid spread of the internet and internet-based technologies is reshaping how companies build and manage global brands^[2]. Digital technology makes brand management more intelligent and efficient. Through the brand management system, enterprises can monitor the brand performance in the global market in real time, analyze consumer feedback, and quickly adjust the brand strategy. In addition, the application of artificial intelligence technology makes brand management more intelligent and automated, improving the efficiency and accuracy of management^[15]. Digital platforms provide more opportunities and means for brands to interact with consumers^[16]. Through social media, online communities and mobile apps, businesses can instantly engage with consumers around the world, enhancing user engagement and loyalty for brands. For example, through online live broadcasting and interactive Q&A, companies can communicate directly with consumers and enhance brand affinity and influence^[18].

2.3.3 Optimize channel management and distribution strategies

The development of e-commerce and cross-border e-commerce has enabled companies to break through geographical restrictions and achieve global sales. Enterprises can expand the international market by building their own e-commerce platforms or cooperating with third-party e-commerce platforms. At the same time, through the digital supply chain management system, enterprises can improve distribution efficiency and reduce operating costs. In addition, O2O (Online to Offline) model improves consumers' shopping experience through the integration of online and offline channels. Enterprises can attract consumers to offline physical stores through online platforms, provide services such as trying on and experiencing, and enhance consumers' sense of identity and satisfaction with the brand.

2.3.4 Strengthen product and service localization

Through big data analytics, companies can understand consumer needs and preferences in different markets and make localized improvements to products and services. For example, based on market research data, product features, design and packaging are adjusted to meet the needs of local consumers. Enterprises provide multilingual support and localization services through digital platforms to enhance the shopping experience of consumers around the world. For example, through multilingual websites and localized customer support, companies can better serve global consumers and enhance the international competitiveness of brands.

2.4 Analysis of brand internationalization strategy of multinational enterprises in digital age

In the digital age, the methods and tools of market research have changed significantly. Enterprises can use big data analysis and market monitoring tools to quickly obtain and analyze information about the global market, identify potential markets and consumer needs, and make scientific market choices. Digital technology provides a new means and platform for brand positioning and image management. Businesses can engage with global consumers through social media and online platforms to deliver brand values and image. At the same time, through data analysis, to understand the preferences and needs of consumers in different markets, for accurate positioning. Brand communication and promotion strategies in the digital age mainly include social media marketing, content marketing, search engine optimization and online advertising. Enterprises can use these digital tools to achieve global brand communication and precision marketing, and improve brand awareness and influence. Channel management and distribution strategies have also changed. Multinational enterprises can achieve global sales and distribution of products through e-commerce platforms, cross-border e-commerce and online and offline combination models. At the same time, through the supply chain management system, improve the efficiency and accuracy of distribution. Digital technology provides new tools and means for localization of products and services. Through data analysis and market research, companies can understand consumer needs in different markets and make local improvements to products and services. At the same time, through the online platform and customer service system, personalized service and support are provided to improve consumer satisfaction.

3. Methodology

3.1 Research method

This study needs to explore the "why" of digital technology can affect brand internationalization, and study the "how" of multinational enterprises to achieve brand development in the digital era. Exploratory case study is the most suitable method for the study of practical problems involving "why" and "how"^[19]. Therefore, this study selects typical cases study method, aiming to reveal the application and effect of digital tools and platforms in the process of brand internationalization by selecting representative cases and analyzing them in depth.

3.2 Case selection

Nike and tesila are typical representatives of the internationalization of multinational brands, enjoying significant competitiveness and market influence on a global scale, and successfully using digital means to achieve the international expansion of the brand. The case content selected in this study is suitable, and the case data is highly available, which meets the typical and universal requirements of the case. The sample cases are summarized as follows: **Nike** It is the world's leading sports brand, its products cover footwear, clothing, sports equipment and other fields. Nike company was founded in 1964 as Blue Ribbon Sports and changed its name to Nike in 1971. It is headquartered in Beaverton, Oregon, USA. Since its inception, Nike has become one of the most influential brands in the world through continuous innovation and excellent brand management.

Tesla Founded in 2003 and headquartered in California, Tesla is the world's leading electric vehicle and clean energy company. Tesla has rapidly risen to become a global brand through innovative electric vehicle products, smart technology and sustainable energy solutions.

The characteristic attributes of case samples are shown in Table 1.

Table 1 Characteristic attributes of case samples

| Characteristic attribute | Nike | Tesla |
|------------------------------|--|---|
| type of service | Sporting goods | Electric vehicles and clean energy |
| Internationalization process | <p>1. Early Stage (1964-1980) Founding and early expansion: Nike was founded in 1964 by Phil Knight and Bill Bowerman as Blue Ribbon Sports, and changed its name to Nike in 1971. In the 1970s, Nike quickly rose to prominence in the American market by introducing innovative products such as the Nike Cortez running shoe. First entry into the international market: In 1972, Nike began to export products to Canada and Australia, marking its first step into the international market.</p> <p>2. Global Expansion (1980-1990) European market: In 1981, Nike set up a branch in Europe and opened offices in France, Germany and the United Kingdom to further expand its influence in the European market. Asian market: In the mid-1980s, Nike entered the Asian market, especially Japan and South Korea. During this period, Nike began to set up manufacturing bases in Asian countries to reduce production costs and meet the growing market demand.</p> <p>3.Brand Globalization (1990-2000) Global advertising campaign: Nike launched a series of global impact advertising campaigns in the 1990s, such as the "Just Do It" slogan, this iconic AD greatly increased Nike's brand awareness around the world. Sponsorship of global sporting events: Nike began sponsoring major international sporting events and top athletes, such as the Brazilian national football team and Michael Jordan, which not only increased brand awareness, but also strengthened its presence in the global market.</p> <p>4. Deepening the Global Market (2000-2010) E-commerce platform and digital marketing: In the 2000s, Nike launched a global e-commerce platform and actively used the Internet and social media for digital marketing to interact directly with consumers around the world. Emerging market expansion: Nike vigorously expanded in emerging markets during this period, such as China, India and Brazil, through localized marketing strategies and product lines, successfully gained a foothold in these markets.</p> <p>5. Global Supply Chain Optimization and Sustainability (2010 -) Global Supply Chain Optimization: Nike continues to optimize its global supply chain by setting up multiple manufacturing and distribution centers in Asia, Europe and the Americas to improve production and distribution</p> | <p>1. Early Stage (2008-2012) Tesla launched its first electric sports car, the Roadster, in 2008, mainly for the North American market. During this period, Tesla began to tentatively sell vehicles in European and Asian markets, and participated in international auto shows to enhance brand awareness.</p> <p>2. Entering the European market (2013-2014) Tesla launched the Model S in Europe in 2013 and has established its European headquarters and distribution center in the Netherlands. That same year, Tesla achieved great success in the Norwegian market, where the Model S became the best-selling electric car. In 2014, Tesla opened a network of superchargers in several European countries, enhancing the user experience and the vehicles' ability to drive long distances.</p> <p>3.Expansion into the Asia Pacific market (2014-2016) In 2014, Tesla officially entered the Chinese market, opening its first experience stores and service centers in Beijing and Shanghai. In order to accelerate the development of the Chinese market, Tesla gradually established a localized sales and service network, and began to build supercharger stations in China. In 2015, Tesla also launched its electric vehicles in Japan, Australia and Hong Kong, further expanding its market share in the Asia-Pacific region.</p> <p>4.Establish a global production network (2016-2019) In 2016, Tesla acquired German automation company Grohmann Engineering to boost its production automation capabilities and establish a design and engineering center in Germany. In 2019, Tesla completed its first overseas Gigafactory 3 in Shanghai, China, which focused on the production of Model 3 and Model Y, significantly improving Tesla's production capacity and supply chain efficiency in the Chinese market.</p> <p>5.Deepen the global market (2020-</p> |

| | | |
|--------------------------------------|--|--|
| | <p>efficiency. Sustainability: Nike has launched the Move to Zero program, which is committed to achieving zero carbon and zero waste and driving a global strategy for sustainability through the adoption of environmentally friendly materials and technologies. Digital transformation: Nike is increasing its investment in digital technology, launching mobile apps such as Nike Run Club and Nike Training Club to enhance the brand experience for consumers.</p> | <p>)</p> <p>In 2020, Tesla began construction of its European Gigafactory Berlin in Berlin, Germany, where it plans to produce Model Y and batteries. Tesla is also building a new Gigafactory Texas in Austin, Texas, to meet demand in the North American market.</p> |
| Internationalization characteristics | <p>Through a combination of unified brand positioning and localization strategies, diversified product lines, global marketing and advertising, digitalization and e-commerce, global supply chain management, sustainability, cultural diversity and inclusion, and continuous innovation, Nike has successfully built a strong brand presence and market share around the world.</p> | <p>It is mainly reflected in its innovative products, global market expansion and sustainable development strategy. Global market expansion is achieved through high-performance electric vehicles, a global supercharging network and innovative technologies. The company has multiple Gigafactories in the United States, China, and Europe to optimize its supply chain and increase production capacity. Sustainable energy solutions and leading autonomous driving technology make it a leader in the global electric vehicle market.</p> |

3.3 Data collection and data analysis

Secondary data is obtained by analyzing corporate portals, news reports of major events, academic articles studied by relevant scholars, professional books, etc.

4. Cases: Digital brand internationalization development strategy

4.1 Case 1:Nike company

4.1.1 Digital brand positioning and promotion in different markets

Brand positioning Nike's brand positioning in the global market has always been around "innovation" and "sportsmanship". Whether in the United States, Europe or Asia, Nike delivers its core brand values by emphasizing innovative technology and sports culture.

Digital brand communication strategy Nike adopts three digital brand communication strategies, namely social media marketing, content marketing and online advertising. Nike interacts with consumers through Facebook, Instagram, Twitter and other global mainstream social media platforms to share brand stories and product information. Especially on Instagram, Nike has attracted a large number of young consumers through visually striking pictures and videos. Nike publishes a large amount of high-quality content on its website and social media, including athlete stories, sports coaching videos and brand campaign coverage. Through content marketing, Nike not only enhances the brand influence, but also enhances the brand loyalty of consumers. Nike uses digital advertising platforms such as Google Ads and Facebook Ads to carry out accurate advertising. Through big data analysis and user profiling, Nike can accurately target consumers and improve advertising effectiveness. Nike's digital division operates in a futuristic world, constantly moving, testing, learning and improving. With a focus on consumer science and analytics, digital marketing, software development, social media and more possibilities, smart, personalized digital experiences are delivered through every stage of brand engagement.

4.1.2 Digital channel management and distribution strategy

E-commerce platform Nike operates its own e-commerce platform Nike.com on a global scale, and cooperates with well-known e-commerce platforms such as Amazon and Tmall to expand online sales channels. Through the e-commerce platform, Nike not only realizes the global sales of products, but also can directly interact with consumers and obtain consumer feedback.

Online to Offline model Through the combination of Online and Offline O2O (Online to Offline) model, Nike improves consumer shopping experience. For example, consumers can check product information and inventory on the official website, and then go to a physical store to try on and buy. At the same time, Nike has set up interactive screens

and self-service shopping machines in physical stores to enhance the digital shopping experience.

4.1.3 Localization of digital products and services

Nike makes localized improvements to products according to consumer needs and cultural differences in different markets. For example, in the Chinese market, Nike has launched a series of specially designed products that combine traditional Chinese cultural elements to attract local consumers. Nike provides multilingual support and localization services through a digital customer service system. For example, on its global e-commerce platform, Nike provides customer service support and localized payment methods in local languages for different countries and regions to improve consumer satisfaction.

4.1.4 Nike's digital brand internationalization successful experience and lessons

Successful experiences Through big data analysis and user portraits, Nike can accurately locate target consumers, improve brand communication effect and market response speed. Nike integrates online and offline channels through O2O model to enhance consumer shopping experience and enhance brand stickiness. Nike according to the needs of different markets and cultural differences, localization of products and services, enhance the competitiveness of the brand in local markets.

Lessons learned When entering new markets, Nike needs to pay more attention to cultural adaptability and avoid brand communication mistakes caused by cultural differences. With the development of digital technology, data privacy protection has become an important issue. Nike needs to strengthen data security management, protect consumer privacy, and enhance brand trust.

4.2 Case 2: Tesla

4.2.1 Online direct selling model

Tesla broke with the traditional car sales model and adopted a direct-to-consumer online sales strategy. This model not only reduces the middleman link, but also reduces the cost of buying a car for consumers and provides a more consistent user experience.

Official website Tesla provides detailed product information, pricing and customization options through its official website. Consumers can order directly online, check delivery times and choose financial options.

Digital car buying experience Tesla's website provides virtual configuration tools that allow users to customize their vehicles according to their personal preferences, including colors, interiors, wheels and other options, allowing customers to enjoy a digital car buying experience.

4.2.2 Software update

Tesla's cars are equipped with advanced in-vehicle software systems that are capable of remote updates via Over-the-Air (OTA). This allows Tesla vehicles to be continuously improved, adding new features and optimizing existing ones without requiring users to travel to a service center.

With OTA updates, Tesla is able to uniformly push the latest software updates globally, ensuring that all users enjoy the latest features and improvements. OTA updates not only include upgrades to entertainment and navigation systems, but also significantly improve vehicle safety and performance.

4.2.3 Social media and brand communication

Tesla actively uses social media platforms (e.g. Twitter, YouTube, Instagram) for brand promotion and user engagement. The company's CEO, Elon Musk, frequently communicates with fans and customers through social media to release the company's latest news and product information.

Brand influence Through social media, Tesla has built strong brand influence and user loyalty. Fans and customers can get up-to-the-minute company information and events in real time.

Interactivity Social media platforms provide Tesla with a direct channel to interact with users around the world, enhancing the brand's affinity and transparency.

4.2.4 Localized production and market expansion

Tesla has established local production facilities around the world to support demand in international markets. For example, the Gigafactory Shanghai in China is Tesla's key production site in Asia. Local production not only reduces transportation and tariff costs, but also improves market response speed and production efficiency. Localized production allows Tesla to better adapt to the needs and regulations of different markets, offering products that meet local standards.

4.2.5 Electric vehicle charging network

Tesla has built an extensive network of Superchargers around the world to provide fast charging services to support users' long-distance travel and daily use. The extensive layout of superchargers improves the convenience and user

experience of electric vehicles and solves the range anxiety of users. The Tesla charging network integrates seamlessly with the vehicle navigation system to provide users with convenient charging location and path planning.

Through the above-mentioned digitalization and internationalization strategy, Tesla has achieved rapid expansion and brand influence enhancement on a global scale: Tesla has achieved significant market share in many international markets (such as the United States, China, and Europe) and has become the leader in the global electric vehicle market. Tesla's brand awareness and reputation have increased significantly, attracting a large number of loyal users and supporters. The company's revenues and profits continued to grow, and its stock market value steadily increased to become one of the world's most valuable automakers.

5. Discussion

When multinational enterprises enter new markets, they must face the needs and preferences of consumers in different cultural backgrounds^[20]. Multinational brands often find it difficult to enter the minds of consumers in the host country because of trade barriers and cultural differences^[21]. The development of overseas market needs to meet the corresponding social norms, value systems and cultural expectations of the host country, thus facing the pressure of social legitimacy^[22]. Ignoring cultural differences may lead to misunderstanding of brand communication and decrease of market acceptance. For example, certain marketing messages may be positive in one country but cause a negative reaction in another. In the process of brand internationalization, how to realize the localization of products and services is a key issue. Companies need to adapt product design, marketing strategies and customer service to the culture and needs of different markets.

While digitalization has brought about great changes in business marketing, it has also brought about some social and ethical issues, social and ethical issues that arise as a result of digitization based on six dominant technologies: Internet of Things, robotics, biometrics, persuasive technology, virtual & augmented reality, and digital platforms. The new wave of digitization is putting pressure on these public values, privacy, autonomy, security, human dignity, justice, and balance of power^[23]. Different countries and regions have different regulatory requirements for data privacy. Multinational companies need to comply with these regulations to ensure the legitimate use and protection of consumer data. For example, the European Union's General Data Protection Regulation (GDPR) imposes strict requirements on data privacy. Big data precision marketing can use technical means to transform the original disordered and directionless information transmission integration into an orderly and accurate information transmission, so as to achieve a win-win situation for advertisers and users. However, in practice, network security and user information security always have great risks and hidden dangers^[24]. With the application of digital technology, the network security risks faced by enterprises are increasing day by day. Data breaches and cyber attacks can have a serious impact on brand reputation and consumer trust^[25]. Openness and cooperation enhance the external impetus for enterprises to make use of global resources to improve international competitiveness; Digital upgrading and transformation strengthens the internal engine of enterprise survival and development^[26]. In the process of digital transformation, multinational enterprises often rely on certain platforms and technologies. This reliance can create operational risks, especially when platform policies change or technical issues arise. Different markets have different levels of technology acceptance and usage habits. Companies need the flexibility to choose and adapt technology platforms to suit local market needs.

Therefore, before entering a new market, enterprises must conduct in-depth market research to understand the local culture, consumer behavior and competitive environment. In the process of brand internationalization, the influence of cultural differences, consumer nationalism, policies and regulations should be fully considered, and efforts should be made to gain the cultural identity and resonance of stakeholders^[27]. Through market research, enterprises can develop products and marketing strategies that are more in line with local needs. Multinational enterprises should build a diverse team, including members from different cultural backgrounds, to enhance the understanding and responsiveness of the target market. For example, when Procter & Gamble enters a new market, it often hires local employees to help it better adapt and integrate into the local market. Multinational enterprises should establish comprehensive data privacy compliance checks to ensure compliance with national data privacy regulations. Companies can conduct regular compliance reviews by hiring professional legal counsel and data privacy experts. Enterprises should strengthen network security protection measures and adopt advanced technical means to protect data security. This includes implementing measures such as encryption technology, multi-factor authentication and regular security reviews to prevent data breaches and cyber attacks. Enterprises should adopt a multi-platform strategy and avoid over-reliance on a single technology or platform^[28]. By partnering with multiple technology vendors, companies can reduce technology risk and increase operational flexibility and adaptability. Enterprises should continue to carry out technological innovation and explore the application of emerging technologies in brand internationalization. For example, artificial intelligence and big data analysis are used to improve the accuracy and effectiveness of brand communication.

6. Conclusion

In the digital age, the key elements and success factors of the brand internationalization strategy of multinational enterprises mainly include the following aspects. First, digital marketing and the effective use of social media are

crucial. Businesses need to use Facebook, Instagram, wechat and other platforms for brand promotion and consumer interaction on a global scale to build a strong online brand image. Second, the application of big data and data analytics technology enables in-depth understanding of consumer behavior and preferences in different markets, enabling precision marketing and personalized services to improve market penetration and user experience. At the same time, brand information and products need to be localized according to the local culture and language, to avoid cultural conflict, enhance market acceptance and identity. On the basis of maintaining the consistency of global brand image, enterprises should carry out differentiated design according to the needs of different markets and provide customized products and services to meet the expectations of different consumers. Innovation and the application of new technologies are also important driving forces for brand internationalization, and new technologies such as artificial intelligence and virtual reality can enhance brands' digital experience and market competitiveness. In addition, a successful internationalization strategy requires a deep understanding of the cultural, economic and legal environment of the target market and the formulation of an appropriate entry strategy through adequate market research and analysis. Flexible adjustment of strategy to adapt to market changes is the key to maintaining competitive advantage. Effective communication and collaboration are essential, and multinational enterprises need to establish multinational teams to promote the exchange of experience and resource sharing among different markets, so as to ensure the consistency and efficiency of brand strategy execution. A strong brand management system helps to maintain the consistency and positive image of the brand, and timely monitor and respond to brand risks. Good customer relationship management and excellent user experience can increase customer loyalty and collect customer feedback to continuously improve products and services. Finally, fulfilling corporate social responsibility and focusing on sustainable development can not only enhance the social image of the brand, but also enhance public trust and support for the brand. By combining the above factors and success factors, multinational enterprises can establish a strong brand influence in the global market and achieve lasting competitive advantage and success.

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