

Research on Countermeasures for the Rise of New Domestic Products in the Context of International Trade Friction

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Abstract

In recent years, with the intensification of international trade friction, the market status and value of new domestic brands have been continuously improved, reflecting from the side the comprehensive rise of China's economy, culture and technology. At the same time, with the enhancement of China's power, the rise of new domestic products is an inevitable economic and cultural phenomenon and a manifestation of China's power. Its rise is not only guided by national strategic policies but also promoted by market forces and the media, as well as the love and support of the public. It is the result of the joint promotion of many parties. The new domestic products should not be just a trend but should become a continuous trend in the process of the country's continuous prosperity, and become an important force to promote the construction of modern cultural power. Based on this, this paper analyzes the development status of new domestic products, discusses the problems faced, and puts forward the theoretical thinking on the development of new domestic products.

Keywords

New Domestic Products; Reasons for the Rise; Development Suggestions.

1. Introduction

In the context of the continued deterioration of the global epidemic in recent years, the basic economic policies of the United States and Europe prioritize stimulating the domestic economy, actively protecting the domestic market, and advocating the return of manufacturing and supply chains. It can be understood that the major countries in the United States and Europe are advocating their domestic products and focusing on their domestic markets. Therefore, each country promotes its domestic products and national trend industry, which has become a world trend in the current international context.

People usually refer to innovative products that the digital economy empowers localized domestic brands as new domestic products. In recent years, domestic products and national trends have begun to rise, and people have gradually changed from worshipping foreign products to recognizing domestic products. Since the reform and opening up, a large number of foreign brands have poured into China. Due to the impact of foreign brands, a large number of domestic brands that we have just started went bankrupt or were acquired, resulting in many domestic brands no longer existing. In such a fierce business battle, domestic products have found a new way of development, using big data to gain insight into consumers' new needs, continuously improving the quality of products and services, and relying on e-commerce platforms to complete the core transformation, winning the favor of the vast number of young consumers. explosive growth.

2. Analysis of the Current Situation of New Domestic Products

2.1. The Audience is Mainly Post-90s Leading the New Consumption Trend

With the recovery of domestic products, the "national tide culture" was launched, which is a very popular term recently and has attracted much attention among young people. "National tide culture" is a trend that combines traditional culture and modern aesthetics. It is the in-depth use and combination of Chinese traditional culture by brands, representing the deep integration of my country's aesthetics, cultural elements, and modern front-end fashion.

According to the "Baidu 2021, National trend Pride Search Big Data" report jointly released by Baidu and People's Daily Online Research Institute, the attention of national trend has increased by 528% in the past 10 years, of which the post-90s generation has become the main force of attention, with 48.6% of the attention. Followed by 25.8% of the post-00s and 16.9% of the post-80s, 4.2% and 2.7% of the post-70s and post-60s, respectively, it can be seen that the "national tide" is rapidly integrating into our lives. It can be seen from the above data that the post-00s are the potential stocks of the "national side", and they want to create the future with the "Chinese science and technology dream". In the past year, post-00 searches for "technology"-related majors and universities have increased by 180%. The post-90s are the backbone of the national side. At present, most post-90s can already decide their expenses. Beauty, cars, and movies are the national-tide consumer goods they focus on. The post-80s generation is the "pusher" of the national side, and topics of digital, variety shows, and games are hotly discussed by them. The creation and entrepreneurship of national tide-related content have also become the focus of young people born in the 1990s and 1980s. Compared with young people, silver-haired people have become the "inheritors" of the national side. Among this group of users over 60 years old, ancient town cultural tourism, intangible cultural heritage, and time-honored brands are their topics, and they use cultural tourism to engrave the memory of the national side.

2.2. Copying Foreign Countries, it is Difficult to Form a Culture

The rise of many new domestic brands is based on the successful cases of foreign brands and then simulated learning, from product concepts to operation models, full of *deja vu*. Some of them co-branded with foreign IPs to acquire young consumers, but the products are shoddy. Some of them learn from foreign brands and simply and rudely print their LOGO on their clothes. What's more, taking advantage of the fact that the original brand has not entered the country, firstly register the name of the brand in China, and then sell the same product, from the appearance to the name, it is the same, it is impossible to tell if you don't look carefully, only consumers buy it home, The difference can only be found after use. These brands may be able to make quick money in a certain period, but they do not demonstrate corporate values, have no strong brand concept and fail to grasp the real pain points of consumers.

2.3. The Lack of Market Supervision have Led to Serious Product Homogeneity

In this era of "symbiosis and sharing" of resources, to reduce detours and improve the quality of short-term operation in the enterprise life cycle, many enterprises follow the management concept of "I have it, you have it, everyone has it". Gradually moving towards homogeneity, the laziness of managers, and the lack of market supervision have led to a large number of homogenized products entering the market, making the products of every company of the same type very similar, and consumers are difficult to compare in the selection process. Products with lower prices, which lead to a large number of companies with very low gross profit margins, can only increase profits through mass sales, but such homogeneous products cannot retain consumers for a long time, and finally, the sales volume is reduced, and the company cannot continue. sooner or later. Throughout the century-old store, the secret of its survival is to have unique products that conform to its corporate personality, rather than copying and

duplicating them. Only by avoiding homogenization and creating a distinctive brand can it retain customers for a long time.

3. Suggestions for the Development of New Domestic Products

3.1. Strengthen Brand Building and Innovate Marketing Models

First of all, local governments at all levels must actively respond to national policies, provide a comfortable development environment for domestic products, increase supervision, reasonably formulate product quality standards, and maintain market operation order. In addition, relevant departments should support leading enterprises to achieve enterprise alliances and mergers, play the role of leading enterprises as a weather vane, and help domestic product companies to build national famous brands, thereby improving the quality of domestic products.

Secondly, new domestic enterprises need to constantly improve themselves, strengthen their brand building, create unique brand culture, and explore new sales channels and marketing methods. The construction of new domestic brands should not only highlight the core characteristics but also have product innovation. If there are no characteristics and innovations, similar brands will appear, cause the phenomenon of getting together, and fall into the bottleneck of homogenization, and consumers will find it's hard to tell the difference between you and other brands. In recent years, the rapid development of online platforms has continuously impacted the traditional marketing channel system, and many innovative marketing models have emerged. The marketing model of new domestic brands should keep pace with the times, strengthen channel reengineering and operational reform, drive offline experience with online promotions and online purchases, build multiple shopping scenarios, carry out precise, digital, and personalized omnichannel operations, and Rely on Taobao, Xiaohongshu, Douyin, Weibo, Station B, Kuaishou and other platforms, we actively create new marketing models such as live streaming, short video advertising, content marketing, etc., to effectively seize the commanding heights of consumers' minds and the market. New domestic enterprises should make full use of the development of the digital economy, optimize marketing channels and innovate marketing models, do a good job in the construction of sales systems, invest in more human and material resources, and build a comprehensive marketing model by combining online and offline. And combined with market demand to formulate corresponding marketing methods, timely grasp the sales information of products, expand the influence of corporate brands, and expand domestic and foreign sales markets.

3.2. Create a Unique Brand History

Brand history is a special cultural resource integrated into the enterprise, which records the origin and development of the brand. It is an important part of corporate culture and an important contextual basis for establishing a differentiated brand impression. Throughout the world-famous brands, all have their unique brand history, some are fascinating stories, such as the story of Givenchy and Hepburn, which can be relished and enduring; some are a kind of nostalgia, such as the Hermes brand The LOGO is a carriage. Brand history can greatly arouse people's nostalgia and promote the generation of cultural identity and national identity psychology. For the application of brand history, Pechoin can be considered to be at the forefront of domestic products. In 2018, the "Pique" gift box jointly launched by Pechoin and HEYTEA reflects the full flavor of old Shanghai in its packaging design and series of promotional images. The style of expression is close to the old Shanghai when Pechoin was founded in the 1930s. It vividly reproduces the historical origin of the Pechin brand. The design elements are selected from the architecture of the old Shanghai period of the Republic of China, women in cheongsam, window grilles, etc. Pulling back to that era, it evokes the nostalgia of consumers

and increases the national identity of its brand. For some domestic products with a short brand history, the brand history can also be shaped. New domestic brands can consider building the brand's external impression from the perspective of combining corporate culture with Chinese history or oriental aesthetics, such as the emerging domestic beauty brand Huaxizi.

3.3. Take Social Responsibility and Accumulate User Favor

The popularity of HongxingErke in 2021 is a typical example. HongxingErke's "character" empowers the "brand" and allows it to be known for its "quality". From this, we can see the value of the internal culture of the company and the external image of the brand. HongxingErke uses the live broadcast room as an important window for dialogue with consumers. The whole live broadcast atmosphere is "down to earth", the price of shoes is very cheap, and a pair of shoes is only one or two hundred yuan has always advocated rational consumption, and even the president listens to feedback online at any time. HongxingErke is a cheap domestic brand in the eyes of the public, and the price of its products is relatively low, which makes some people who pursue the brand feel that there will be a "drop-in price" when using its products. Some netizens even thought that HongxingErke was about to "collapse". And it is this brand that is about to "collapse". In the case of its losses, it donated 50 million yuan to the disaster in Henan. In addition, netizens also found that HongxingErke has been making low-key "huge" donations. The new crown pneumonia epidemic, Wenchuan earthquake, etc. have not fallen once. This moved netizens and directly prompted netizens to flock to HongxingErke's live broadcast room to buy in large quantities. The online popularity promoted the offline experience store. In today's society, more attention has been paid to the way of thinking and behavior of enterprises and the social attributes of enterprises, and the public's expectations for social development and enterprises' actions are increasing. What an enterprise needs to do is to persevere implement its values into action, handle the relationship between economic benefits and social benefits, consolidate its product strength, actively assume social responsibilities, be an excellent citizen, and at the same time, effectively demonstrate corporate values and create good products, provide good service, create a good image, and establish a brand image of truth, goodness, and beauty.

3.4. Realize Intelligent Creation and Technology Pilot

In the end, domestic products must go abroad and go to the world. Made in China must get rid of the labels of "inferior quality" and "low-end" and move towards "made in China" and "created in China". Many domestic brands must rise rapidly in the fierce market competition and take the lead. For example, China's leading short video platform in the world has influenced the way of life of people all over the world; the huge number of online payment users makes Western countries sigh about the convenience of payment; the convenient and fast shared bicycles are also all over the streets of Singapore, Malaysia, and other countries. These life technologies allow everyone to enjoy the convenience, and at the same time let Chinese products continue to go out of the circle, become the pride of the Chinese people, enhance national self-confidence, and make more and more people pay attention to China's scientific and technological progress.

4. Summary

Every country in the world has its cultural memory and cultural values that it recognizes. Along with the "national tide" is the revival of my country's excellent traditional culture. The evolution from domestic products to the "national tide" is not the same. It is easy to see that national trend has developed from certain commodities to new cultural symbols. This symbol brings reliable products, convenient life, high-tech technology, and an unprecedented sense of cultural identity. The rise of "National Tide" is underway, and now "National Tide" is facing the test of the next decade or even a century. Accelerate the development of cutting-edge technology, attach

importance to the collaborative development with life technology, actively absorb all the positive thoughts of human beings, and open up new content and new retail channels. At the same time, it must be closely connected with cutting-edge technology, empower industrial construction with cutting-edge technology, form a more positive market atmosphere, and continue to focus on building the three capabilities of branding, intelligence, and internationalization. Domestic brands must unswervingly adhere to the refined "Made in China", highlight the background of Chinese culture, and let the world see the power of China and listen to the voice of Chinese trends.

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