HiLL PUBLISHING

Journal of Humanities, Arts and Social Science, 2023, 7(5), 962-968
https://www.hillpublisher.com/journals/jhass/
ISSN Online: 2576-0548
ISSN Print: 2576-0556

A Research on Huawei's Brand International Communication Based on Brand Communication Theory: A Case Study of Huawei's Communication in the United States

Yiyu Chen

Guangxi University, Nanning, Guangxi, China.

How to cite this paper: Yiyu Chen. (2023) A Research on Huawei's Brand International Communication Based on Brand Communication Theory: A Case Study of Huawei's Communication in the United States. *Journal of Humanities, Arts and Social Science*, 7(5), 962-968.
DOI: 10.26855/jhass.2023.05.016

Received: May 5, 2023
Accepted: May 30, 2023
Published: June 29, 2023

***Corresponding author:** Yiyu Chen, Guangxi University, Nanning, Guangxi, China.

Abstract

With China's emphasis on scientific and technological innovation, increasing investment in scientific research and development, and encouraging scientific research achievements, more and more leading China brands in products and technologies are competing in foreign markets, among which Huawei is the best. In the development of the national market, the international communication of China's brand is very important. It not only needs to solve the cross-cultural problems in the international communication of brands, but also pays attention to the use of strategies and channels in international communication. The author uses the opportunity to study in the United States and takes the American market as an example. Moreover, the author collects data and distributes questionnaires to discuss and study the international communication status of the Huawei brand, as well as the American people, especially young consumers' views on the Huawei brand. This article tries to find problems and put forward suggestions, and summarizes the enlightenment of international communication of China enterprises.

Keywords

Brand communication, International communication, Intercultural communication

1. Research Questions

Many excellent enterprises in China are stepping onto the international stage. As the best among China brands, Huawei's strategies in international communication have a great reference value for local enterprises that will step into the international market. The ultimate purpose of brand communication is to build the audience's awareness of the brand and facilitate purchase behavior. This study mainly focuses on two issues: How Huawei's brand international communication strategy affects foreign consumers' cognition of the brand, and whether this brand international communication strategy can ultimately affect the final purchase behavior.

2. Literature Review

2.1 The relevant research on international communication of foreign brands

First of all, it studies the strategic management and significance of brand international communication from the aspect of enterprise brand management. Pitta DA and Katsanis LP (1995) believed that if an enterprise can create a unique brand image when developing the international market, it can bring help to the enterprise and enhance the competitiveness of the enterprise in the brand competition in the international market.

Aaker et al. (2009) researched on the global brand management organization and concluded that there are four organizational forms of global brand management: a global brand group formed by the product brand management leaders of overseas branches, a global brand manager composed of middle managers in charge of brand management in the head office and brand managers in overseas branches, an operation, and management team composed of the company's top management and managers of various functional departments, and a brand leader led by the company's CEO.

Furthermore, it is the research on whether the localization strategy or standardization strategy should be adhered to in the process of international communication of the corporate brand. The discussion of this issue also runs through the whole process of brand international communication. Theodore Levitte (1983) proposed that the globalization of the economy must promote the globalization of products. In the current situation, the rapid rise of transportation, information and communication, port logistics, internet, and other industries enables consumers to purchase products from all over the world. Satisfying diversified consumers with homogeneous products requires the formulation of their product or brand strategy (Theodore Levitte, 1983). Riesenbeck et al. (1991) pointed out that local and international strategies in the specific operation process need to be integrated, depending on the specific communication objectives, contents, and products.

2.2 The research on domestic brand communication

The concept of brand communication first appeared in the book "Brand Communication Theory" co-authored by Prof. Shu and Prof. Yu. They believed that brand communication refers to the process in which brand owners communicate and interact with target consumers continuously and stably through various means of communication and maximize their brand assets (Shu & Yu, 2002).

Zhao (2015) divided the process of Chinese enterprises' exploration of brand internationalization into four stages in "An Analysis of the Communication Process and Development Path of Enterprise Brand Internationalization in China". The first stage is the period of pre-brand international communication (1984-1994), which is also the period of brand awareness enlightenment for Chinese enterprises. The second stage is the developing period of brand internationalization (1995-2001) and the third stage is the brand internationalization test period (2002-2008). The fourth stage is the integration period of brand internationalization (2009-2022).

Furthermore, it is to further research the difficulties faced by the international communication of Chinese corporate brands and the specific resolvable strategies. Liu and Zhang believed that the external environment facing the international communication of the China brand is even more difficult due to the leading position of the western developed countries in international communication of the brand. Therefore, the government and the enterprises in the international communication should work together to develop.

2.3 The research of Huawei brand international communication

The research on relevant issues of Huawei's enterprise and its brand is mainly carried out by domestic scholars. In the article "A Research on Huawei's International Competitive Strategy", Wang Zheng (2015) believed that the current international division of labor has begun to undergo major changes. Enterprises must seek a strategy that can improve their interests and adapt to the development of internationalization. It analyzes the development process and the current situation of the company and its internationalization strategy as well as Huawei's marketing strategy in the North American market and puts forward Huawei's internationalization strategy recommendation in the North American market (Song, 2012). Liao (2014) believed that Huawei must stick to its basic technology and research innovation, carry out risk management of the company through the method of full shareholding, and balance the management of product lines at home and abroad in order to enable the company to have a more long-term and stable development after numerous failures of external expansion.

The second is the research on Huawei's brand culture adaptation. He Lou's "An Introduction to Huawei Philosophy" (2013) gave a detailed description of Huawei's corporate culture and public relations approach and made a detailed analysis of Huawei's crisis public relations strategy.

The third is the research on the international marketing strategy of the Huawei brand. Gao (2010) mentioned that Huawei's first marketing strategy was to surround the city with the countryside and to maximize the channel's benefits through channels from direct sales to distribution.

Hence, it can be found that the relevant research on Huawei brand communication has never been stopped but it is more of a strategic analysis based on a certain region or specific means and methods. It lacks the strategic height

of overall international market communication and also lacks quantitative research on Huawei brand international communication.

3. Research and Design

3.1 The research object

In this study, the common people in the United States are taken as the research object. A total of 428 valid samples are sampled in this questionnaire, of which 224 are male and 204 are female. The gender ratio is balanced. The majority of respondents in this questionnaire are young people. The reason is that the offline distribution of this questionnaire takes into account the target audience of the Huawei brand. The marital status is as follows: 240 unmarried and 188 married.

3.2 The questionnaire design

This questionnaire has constructed three dimensions. The first dimension is the cognitive approach of the Huawei brand. The main items include brand awareness, brand-specific cognitive approach or media (advertisement/news/interpersonal/other approaches), and what kind of advertisements have been watched (print advertisement/video advertisement/outdoor advertisement). The second dimension is Huawei's brand awareness. The specific items consist of five parts: whether the advertisement is concise and understandable, whether it is impressive, whether it is creative, whether it contains China elements, and whether it identifies with the values conveyed by Huawei's brand advertisement. The third dimension is the use of the Huawei brand, which consists of whether Huawei brand products are purchased or being used and whether the products used meet the expectations after watching advertisements. In addition to the above dimensions, basic information items and test items are added to the design of the questionnaire. The basic information items included age, monthly income, marital status, occupation, and gender.

3.3 The research assumptions

Based on the above dimensional division and logical path, the following assumptions are made in this study:
H1: Huawei brand advertising has a large coverage in the US market.
H2: Huawei's brand advertising improves the awareness of the US audience of the Huawei brand.
H3: Huawei brand advertising promotes US audiences to buy and use Huawei brand products.

4. The Findings

4.1 The cognitive approach of the Huawei brand

According to the data, the general audience in the United States has a high awareness of the Huawei brand. There is the potential for further improvement in awareness. You can see Figure 4-1 for the proportion of respondents' awareness of the Huawei brand in this questionnaire.

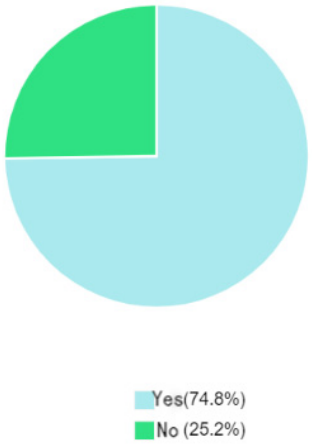

Figure 4-1. Perception of Respondents on Huawei Brand.

For "how do you know about Huawei?", this multi-choice topic shows that the majority of people know Huawei's brand through advertisements, but it cannot be ignored that many people also know Huawei's brand through the news. The reason is probably that the Sino-US trade war has a connection with Huawei, which in turn has increased Huawei's popularity in North America. You can see Figure 4-2 for information about the way that the respondents in this questionnaire know the Huawei brand.

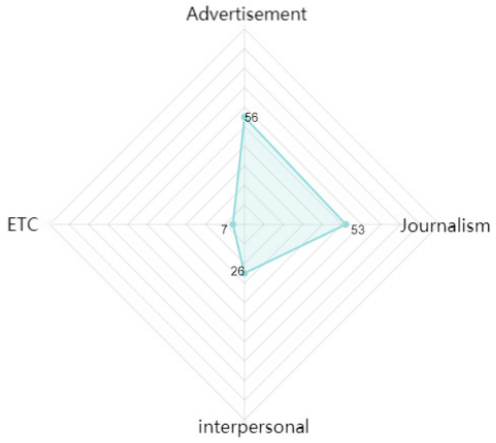

Figure 4-2. Ways for Respondents to Know Huawei's Brand.

From the data, we can see that the number of people who watched video advertisements is the largest among the many choices of which types of Huawei advertisements the respondents have seen, which is in line with the current era of video communication. You can see Figure 4-3 for the distribution of the types of advertisements watched by the respondents in this questionnaire.

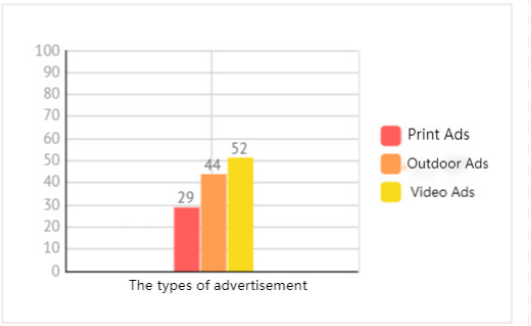

Figure 4-3. The distribution of types of Huawei advertisements viewed by respondents.

See Figure 4-4 for the distribution of the types of outdoor advertisements watched by the respondents in this questionnaire.

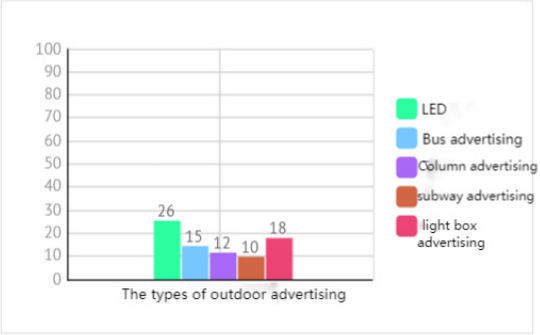

Figure 4-4. The distribution type of outdoor advertisements watched by the respondents in this questionnaire.

In response to the 208 respondents who have watched Huawei's video advertisements, we can find that a considerable number of people have watched Huawei brand advertisements through mobile smart media such as smartphones and mobile tablets. You can see Figure 4-5 for the media distribution of the respondents watching Huawei video advertisements in this questionnaire.

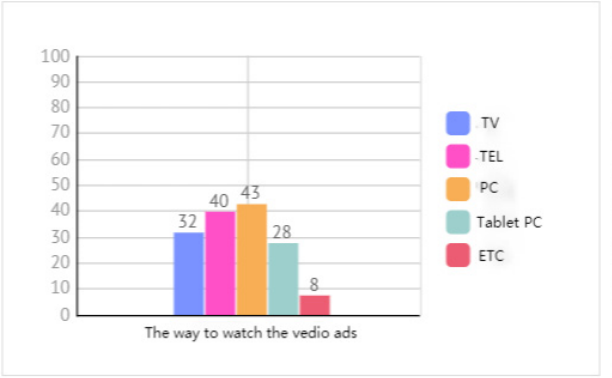

Figure 4-5. Media distribution of Huawei video advertisements viewed by the respondents in this questionnaire.

4.2 Huawei brand awareness

The data show that most of the audiences who have watched Huawei's advertisements have no great obstacles in understanding the information conveyed by Huawei's advertisements. You can see Figure 4-6 for the opinion distribution of the respondents on whether Huawei's advertisements are concise and understandable.

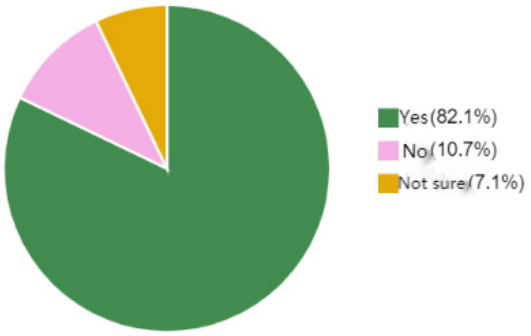

Figure 4-6. Opinion distribution of respondents on whether Huawei's advertisements are concise and understandable.

The respondents who think Huawei's advertisements have left a deep impression on them are still in the majority. Many respondents hold a negative or uncertain attitude toward this. You can see Figure 4-7 for the distribution of opinions on whether Huawei's advertisements are impressive.

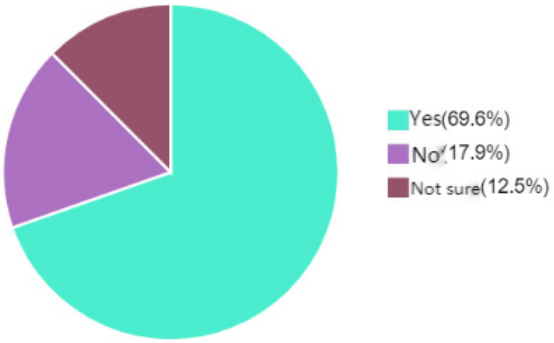

Figure 4-7. The opinion distribution of respondents on whether Huawei's advertisements are impressive.

Among the respondents who have watched Huawei's advertisements, the data shows that Huawei's advertisements are not creative enough. You can see Figure 4-8 for the opinion distribution of the respondents on whether Huawei's advertisements are creative.

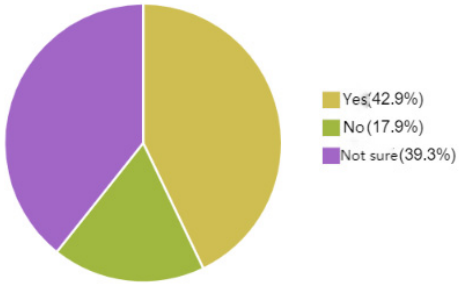

Figure 4-8. The distribution of respondents' opinions on whether Huawei's advertisements are creative or not.

From the data, it can be seen that the majority of the respondents who watched Huawei's advertisements failed to find the China element in Huawei's advertisements. This may be intentional on the part of the advertising producers to avoid unnecessary cultural barriers arising from the overuse of China-based expressions. You can see Figure 4-9 for the opinion distribution of the respondents on whether Huawei's advertisements contain China elements.

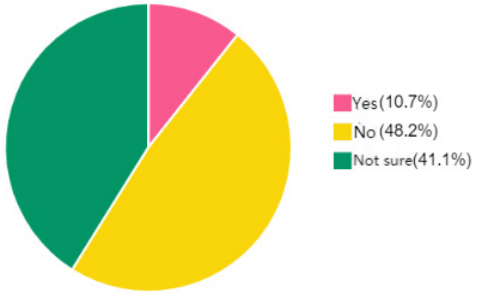

Figure 4-9. The opinion distribution of the respondents on whether Huawei's advertisements contain China elements.

5. The Analysis of Results

The results of data analysis of the questionnaire survey show that the first and second items of the survey hypothesis can be supported but the support for the third item of the survey hypothesis is limited. Therefore, it can be concluded that Huawei brand's all-media channel construction promotes brand communication. The use of specific angles in advertising communication strategies can enhance consumers' recognition of brand value. However, the factors that ultimately affect purchase decisions are still subject to the local market access mechanism.

5.1 All media channels promoting brand communication

Through the above analysis of all media channels for Huawei brand's international communication, it can be seen that Huawei with the arrival of the new media era has built a platform in line with the communication mode in the international market through the construction of the new media matrix, which not only enables enterprises to grasp the initiative in information transmission but also provides a platform for the direct communication with foreign and local consumers. The survey data also shows that most people make an impression of the Huawei brand by watching its advertisements. Therefore, the establishment of an all-media channel for international communication of the Huawei brand undoubtedly boosts the spread of the brand and enables American consumers to have an initial understanding of the Huawei brand.

5.2 The advertising communication strategies enhancing value recognition

In terms of the second hypothesis of the survey, Huawei brand advertising improves the awareness of the public about the Huawei brand, and the survey also partially supports this hypothesis. For the international communication of corporate brands, the biggest problem is how to overcome cultural differences and communicate with consumers

in the communication countries. In the process of international communication of the Huawei brand, great attention is paid to the application of advertising communication strategies. The intertextuality of advertising discourse, the integration of localization, globalization, and nationalization, the deep insight into consumers' psychology has eliminated the gap of cultural background and successfully aroused the resonance of consumers in the target country. The survey data also shows that most of the interviewees who have seen Huawei brand advertisements can understand the concept conveyed by the advertisements and agree with it.

5.3 The market access mechanism affecting purchase decisions

The survey data are not sufficient to support this assumption, which indicates that the communication behavior of the Huawei brand has not been able to ultimately promote consumers to purchase products. In a simple interview, it can be found that many interviewees did not buy products in the end although they watched the advertisements of Huawei and had a good impression of the Huawei brand because they accepted the concept of brand communication.

6. Conclusion

After a comprehensive analysis, we can find that the young generation in the United States is open and inclusive towards the brand of China. Although they do not frequently come into contact with the Huawei brand due to the market environment, everyone who has used Huawei products approves of its brand. At the end of the whole brand communication chain, it is the market access mechanism determined by the local political environment that determines whether consumers buy products. Therefore, enterprises must pay attention to international strategic management and crisis public relations to prevent brand communication from becoming useless.

References

Aaker, D.A. (2009). Joachimsthaler E. Brand Leadership - Building Assets in an Information Economy [J]. Free Pr, 2009: 65-70.

Koblarp Chandrasapth, et al. (2022). A multimodal discourse-mythological approach to understanding brand-based conflicts in online consumer communities: The case of Samsung vs. Huawei. Journal of Business Research, Volume 144, May 2022, Pages 1103-1120.

M Yan, Y Hu, X Dong. (2021). Managing complementary assets to build cross-functional ambidexterity: The transformation of Huawei Mobile. Management and Organization Review, 2021.

Pitta, D.A. & Katsanis, L.P. (1995). Understanding brand equity for successful brand extension [J]. Journal of Consumer Marketing, 1995, 12(4): 51-64.

Riesenbeck, H. (1991). A feeling, how global are global brands? [J]. The Mckinsey Quarterly, 1991.

Song, L. (2012). A Research on Cross-cultural Management of Huawei in North American Market [D]. Wuhan University of Technology, 2012:76-81.

Sun, X & Su Y. (2007). China Enterprise Brand Internationalization Path Selection [J]. China Brand, 2007(1):6-10.

Theodore, L. (1983). The Market Globalization [J]. Harvard Business Review, 1983.

Wang, Z. (2015). A Research on Huawei's International Competitive Strategy [D]. Guangdong University of Foreign Studies, 2015: 13-14.

Yanhui Mao, et al. (2020). Apple or Huawei: Understanding flow, brand image, brand identity, brand personality and purchase intention of smartphone. Sustainability, 2020, 12(8), 3391; https://doi.org/10.3390/su12083391.

Yu, M & Shu, Y. (2002). The theory of Brand Communication [J]. International Press, 2002(3).

Zhao, H. (2015). China enterprise brand internationalization of the dissemination process and development path analysis [J]. Bohai University Journal (Philosophy and Social Sciences Edition), 2015 (2): 133-137.

Ziliang Deng, et al. (2018). Unconventional Internationalization of Huawei: The Role of Core Values. https://link.springer.com/chapter/10.1007/978-3-319-76306-4_13.