Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Languages

Bachelor Thesis

Internet Advertising and Its Effectiveness (A Case Study of China)

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

BACHELOR THESIS ASSIGNMENT

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Informatics

Thesis title

Effectiveness of advertising in different cultural environments (a case study of China)

Objectives of thesis

The aim of this bachelor thesis is to study and compare the advertising strategies of companies in Western countries locally and in China and Chinese companies for local Chinese consumers and in Western countries.

Methodology

The bachelor thesis will be divided into two parts, the theoretical part and the analytical part. In the theoretical part, it will be explained how advertisement works, what physical and online advertising strategies are and what marketing techniques can be used. In the analytical part, the impact of cultural differences on advertising will be researched. Differences between Chinese and European advertising will be examined. The following methods will be used: analysis, synthesis, qualitative and quantitative data collection, surveys, and statistics.

The proposed extent of the thesis

30-40 pages

Keywords

China, cultural differences, Europe, international advertising, online advertising, physical advertising

Recommended information sources

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Prague on 16. 03. 2024

Declaration

I declare that I have worked on my bachelor thesis titled "" Internet advertising and its effectiveness (a case study of China)" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 15.03.2024   _____

Acknowledgement

Internet Advertising and Its Effectiveness (A Case Study of China)

Abstract

This thesis presents a comparative analysis of internet advertising strategies between China and Europe, focusing on case studies of KFC and Brandy Melville to illustrate the localization of their internet advertising in the Chinese market. The goal is to understand the unique approaches required for effective internet marketing in China compared to European practices. The methodology encompasses a mix of case study examination and data visualization techniques, such as line graphs, bar charts, and comprehensive data tables, allowing for a detailed and systematic exploration of advertising strategies. The findings of this thesis highlight the differences in internet advertising tactics across these regions and culminate in offering strategic recommendations for international companies aiming to penetrate the Chinese market. These recommendations emphasize the need for customization in line with China's unique cultural and consumer dynamics. Overall, this thesis provides valuable insights into the adaptation of internet advertising strategies in the rapidly evolving and culturally distinct Chinese digital marketplace.

Keywords: Brandy Melville, China, Cultural Nuances, Internet Advertising Strategies, KFC, Localization

Internetová reklama a její účinnost (Případová studie Číny)

Abstrakt

Tato bakalářská práce představuje srovnávací analýzu strategií internetového inzerování mezi Čínou a Evropou, zaměřující se na případové studie KFC a Brandy Melville, aby ilustrovala lokalizaci jejich internetového inzerování na čínském trhu. Cílem je pochopit jedinečné přístupy vyžadované pro efektivní internetový marketing v Číně ve srovnání s evropskými praktikami. Metodologie zahrnuje kombinaci zkoumání případových studií a technik vizualizace dat, jako jsou čárové grafy, sloupcové diagramy a komplexní datové tabulky, které umožňují podrobné a systematické zkoumání inzertních strategií. Zjištění této práce zdůrazňují rozdíly v taktice internetové inzerce mezi těmito regiony a vyvrcholí nabízením strategických doporučení pro mezinárodní společnosti, které se snaží proniknout na čínský trh. Tato doporučení zdůrazňují potřebu přizpůsobení v souladu s jedinečnými kulturními a spotřebitelskými dynamikami Číny. Celkově tato práce poskytuje cenné vhledy do adaptace strategií internetové inzerce v rychle se vyvíjejícím a kulturně odlišném čínském digitálním trhu.

Klíčová slova: Brandy Melville, Čína, KFC, kulturní nuance, lokalizace, strategie internetového inzerování

Table of content

1　Introduction

As the global economy becomes increasingly interconnected, multinational corporations are confronted with the diverse and intricate challenges posed by different national and regional markets. This complexity is a direct consequence of the globalization process, which brings together consumers with varying cultural backgrounds, value systems, and consumption habits. Such diversity offers both opportunities and challenges to multinational corporations, especially in their brand marketing strategies. The traditional approach of global standardized marketing often struggles to meet the nuanced demands and preferences of local markets. This realization has led to a greater emphasis on localization strategies, which are crucial for multinational companies to navigate the global landscape effectively (Pang, 2023).

In this context, China's market emerges as a particularly compelling example. The country's unique political system, rich cultural heritage, and distinct internet regulatory environment set it apart from other markets. As more multinational corporations recognize the vast potential of the Chinese market in this new era of economic competition, they are quickening their pace to establish a presence there, seeking a competitive advantage. However, to truly resonate with Chinese consumers, these corporations are increasingly adopting marketing localization. Tailoring their strategies to align with local preferences, cultural nuances, and consumption patterns, these companies are striving to attract the attention of Chinese consumers. Given China's large consumer base and the intensity of competition, a well-crafted localized approach is essential for standing out. By blending global perspectives with local insights, multinational corporations are not only navigating the complexities of global trade but are also carving out significant niches in dynamic markets like China, balancing global reach with local relevance (Zheng, 2019).

In the theoretical part of this thesis, marketing, advertising, and specifically the current state of internet advertising in China are discussed. The thesis also compares the strategies of internet advertising in China with those in Europe and delves into the effectiveness of localizing internet advertising. In the practical section, the case of KFC's localized marketing in China, especially in the realm of internet advertising, is analyzed. Additionally, using the Czech Republic as a European representative, the differences in KFC's internet advertising strategies between China and the Czech Republic are compared.

The thesis also examines the Italian fashion brand BM's localized internet marketing strategies in China, scrutinizing its internet advertising strategies in terms of channels, themes, and content. Furthermore, Chinese people's attitudes towards BM's internet marketing messages are analyzed through surveys, suggesting that maintaining the current internet advertising strategy might be risky. Finally, the thesis offers suggestions on how to effectively conduct localized marketing in China and discusses areas for improvement.

2 Objectives and Methodology

2.1 Objectives

The primary aim of this study is to delve into an in-depth analysis of China's internet advertising market. The research focuses on exploring and contrasting the nuances of internet advertising practices between China and Europe through detailed case studies. A significant part of this objective involves drawing comparisons to highlight the distinct strategies adopted in these two regions. The ultimate goal is to culminate this analysis by offering practical recommendations for international companies. These suggestions are intended to assist these companies in navigating the complexities of the Chinese market, thereby facilitating their entry and marketing efforts within this unique and rapidly evolving digital advertising landscape.

2.2 Methodology

This bachelor thesis investigates the effectiveness of internet advertising with a focus on a case study of China, comparing the strategies between China and Europe through the lens of the KFC and Brandy Melville brands. The objective is to understand the approaches required for effective internet marketing in China compared to European practices, employing a mix of case study examination and data visualization techniques, such as line graphs, bar charts, and comprehensive data tables. This allows for a detailed and systematic exploration of advertising strategies. The findings highlight the differences in internet advertising tactics across these regions, culminating in offering strategic recommendations for international companies aiming to penetrate the Chinese market. These recommendations emphasize the need for customization in line with China's unique cultural and consumer dynamics.

This bachelor thesis highlights the use of data visualization techniques, such as line graphs and bar charts, to observe trends and shifts over time within the internet advertising sector. Additionally, organizing data in tables provides a structured approach to data arrangement, enhancing the clarity and ease of comparing critical information. This structured data presentation aids in pinpointing patterns, correlations, and significant distinctions between the advertising landscapes in China and Europe. Moreover, an in-depth content analysis of internet advertisements is conducted to decode the messaging strategies, cultural subtleties, and consumer engagement tactics deployed across different markets.

The literature review section provides a comprehensive foundation in understanding the essentials of marketing, its strategic planning, and its operational tools. It explores the concept and historical development of marketing, responding to shifts in consumer behaviors, technological advancements, and market landscapes. Furthermore, the literature review delves into the multifaceted nature and functions of advertising. It begins with an analysis of advertising as a sophisticated communication technology, emphasizing the psychological tools and processes involved. The primary functions of advertising, including disseminating information, promoting sales, establishing brand identity, stimulating market demand, and contributing to economic growth, underscore the role of advertising in shaping business strategies, influencing societal conversations, and driving economic development.

In the analysis of the Chinese market, this thesis delves into cultural, regulatory, and digital aspects as they pertain to internet advertising. The unique political system, rich cultural heritage, and distinct internet regulatory environment set China apart from other markets. The digital environment in China, with its significant number of internet users, indicates the vast potential for internet advertising in this market. Insights into the growth trends and market share proportions of different types of internet advertising in China, such as e-commerce and short video advertising, offer a nuanced understanding of the digital landscape in one of the world's most populous countries.

Through detailed case studies of KFC and Brandy Melville, this thesis illustrates the effectiveness of internet advertising in China. KFC's success is attributed to its deep understanding of Chinese cultural elements and its integration into online advertising. In contrast, Brandy Melville capitalizes on current social media trends, creating public opinions and topics of discussion. However, the sustainability of BM's internet advertising approach, focusing on women's appearances and body image, raises concerns. The thesis suggests the

need for both brands to consider evolving cultural sensitivities and societal norms in their advertising strategies.

In conclusion, this thesis underscores the significance of localized marketing and internet advertising in China. For multinational corporations, adapting to the unique internet landscape and cultural dynamics of China is crucial. While immediate trends can offer short-term success, a long-term approach respecting cultural sensitivities and evolving social norms is essential for enduring success in the dynamic Chinese market.

3 Theoretical Review

This chapter offers a theoretical review that encompasses the essential principles of marketing and advertising, with a particular focus on the advent and proliferation of internet advertising. It further delves into the strategic frameworks and localization efforts that shape consumer engagement in the digital marketplace, especially within the vibrant context of the Chinese market.

3.1 Introduction to Marketing

In this section, the concept and historical development of marketing are explored. Marketing, as a dynamic discipline, has undergone significant transformations, responding to shifts in consumer behaviors, technological advancements, and market landscapes. The core of a marketing strategy, vital for aligning business objectives with market demands and opportunities, is examined. This includes analyzing target markets, establishing a unique positioning, and developing competitive advantages. Additionally, the foundational framework of the 4Ps of marketing – Product, Price, Place, and Promotion – is dissected. This framework is crucial for businesses to make strategic decisions that align with the needs of their target audience and fulfill marketing goals. Together, these topics provide a comprehensive foundation in understanding the essentials of marketing, its strategic planning, and its operational tools.

3.1.1 Definition of Marketing

Starting in the 1910s, marketing was recognized as focusing on product disposal and distribution methods, as seen from the producer's viewpoint. This perspective integrated marketing with merchandising, covering both distribution and acquisition aspects (Butler, Swinney, & Hamilton, 1919).

In the 1920s, the understanding of marketing broadened, now encompassing a wider range of services in the distribution chain from producers to consumers, while explicitly excluding any alterations to the product's physical form (Moriarty, 1923).

By the 1930s, marketing was acknowledged for its role in creating place and time utilities, becoming an integral part of the production process. This era highlighted

5

marketing's significance in facilitating the ownership transition and the physical distribution of goods (Converse, The Elements of Marketing, 1931).

During the 1950s, the concept of marketing evolved further, now incorporating the creation of time, place, and possession utilities. It involved a comprehensive range of activities related to the transportation and handling of goods and services from production to consumption (Converse, Huegy, & Mitchell, 1952).

The 1960s saw marketing being defined as a series of business activities that directed the flow of goods and services from producers to consumers. This definition focused on fulfilling consumer needs and achieving organizational objectives (McCarthy, 1960).

Since the 1980s, marketing has been conceptualized as an interactive exchange between producers and consumers, focusing on matching the producer's offerings with consumer needs and desires. This period is characterized by an emphasis on product planning, pricing, promotion, distribution, and servicing in the realm of goods and services. A key aspect of this modern view is the adoption of the "marketing mix" concept, which has become a fundamental framework in developing effective marketing strategies (Udell & Laczniak, 1981).

3.1.2   Marketing Strategy

A marketing strategy encompasses an organization's thorough plan or method to advertise its products or services to its intended audience. This strategy includes establishing clear goals, pinpointing the intended market segment, grasping the desires and inclinations of customers, and figuring out the optimal methods to approach and sway prospective buyers. Key components of a marketing strategy often consist of the positioning of the product, pricing strategies, selection of distribution channels, and various promotional efforts. The primary aim of such a strategy is to build a competitive edge, draw in and keep customers, and in the end, foster the expansion and profitability of the business (Aghazadeh, 2015).

3.1.3   Marketing Mix

The marketing mix, traditionally represented by the 4Ps—Product, Price, Place, and Promotion—plays a crucial role in this era's marketing approach. Product strategies deal with the design, features, and quality of the offerings. Price encompasses the pricing strategies and financial terms. Place refers to the distribution channels and logistics, ensuring

product availability to the consumer. Promotion involves communication methods such as advertising and public relations. Over time, the marketing mix has expanded to include People, Process, and Physical Evidence, acknowledging the significance of human factors, service delivery, and tangible customer experiences. These advancements reflect the increasing complexity and evolving nature of consumer needs and marketing strategies (Mandell & Rosenberg, 1981)

3.2 Introduction to Advertising

This section examines the multifaceted nature and functions of advertising. It begins with an analysis of advertising as a sophisticated communication technology, emphasizing the psychological tools and processes involved. The focus then shifts to the primary functions of advertising, including disseminating information, promoting sales, establishing brand identity, stimulating market demand, and contributing to economic growth. These aspects underscore the role of advertising in shaping business strategies, influencing societal conversations, and driving economic development.

Following this, the section offers an overview of different types of advertisements, from television and print to radio and internet advertising, each with distinct characteristics and potential impacts. This exploration highlights the diversity and complexity of the advertising field.

Overall, the section seeks to provide a thorough understanding of advertising as an integral component of marketing, examining its various functions and types and emphasizing its critical role in consumer engagement and business success.

3.2.1 The Concept of Advertising

Advertising is a communication technology that involves running a complex persuasion process. Its implementation requires the use of many specific tools, capable of exerting psychological pressure on the relevant public. The initiator of advertising communication is the sponsor, who aims to achieve communication objectives by sending objective information to a defined audience about the company, its products, or services (Popescu, 2003).

Given the existence of diverse kinds of advertising and instruments that are characterized by different usage, functions, and perspectives, there are various

definitions of the term "Advertising" (Janoschka, 2004). In 2002, advertising is defined as "mediated communication that uses print, electronic media, or any method other than direct person to person contact to convey a message to an audience (Richards & M.Curran, 2013). In 2007, the American Marketing Association revised its definition of advertising, stating that "Advertising is the placement of announcements and messages in time or space by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/or persuade members of a particular target market or audience regarding their products, services, organizations or ideas." (Gundlach & L.Wilkie, 2009). Article in the 2016 American Journal of Advertising (JA) defines advertising as "communication initiated by a brand that is intended to influence people." (Dahlen & Rosengren, 2016). By paraphrasing this definition in terms of its most salient quality, that is, its informative nature, advertising can be described as "Communication" since communication fundamentally means "information communicated" (Janoschka, 2004). The various definitions mentioned above are presented from different perspectives, but all include the clear point that functions of advertising are twofold: to inform and persuade consumers (Fennis & Stroebe, 2015).

3.2.2 Functions of Advertising

A core function of advertising is the dissemination of information. Advertising effectively spreads knowledge about products and services across a broad audience via various mediums, including television commercials and internet advertising (Sama, 2019). This communication is crucial in helping consumers make informed purchasing decisions by understanding product features, functions, and benefits. Promoting sales is another vital role played by advertising. It works to amplify product awareness and pique the interest of potential customers (Sama, 2019). Businesses leverage advertising as a driver of sales, connecting with audiences to meet their commercial targets. Advertising is instrumental in crafting and projecting a brand's identity. Continuous advertising efforts bolster brand recognition and foster brand loyalty (Fletcher, 2010). It can establish an emotional bond between consumers and the brand, reinforcing brand identification. Beyond merely informing, advertising has the power to generate or rejuvenate market demand. By illustrating a product's appeal, advertising can awaken a consumer's realization for needing that product, thus stimulating market expansion (Birim,

Kazancoglu, Mangla, Kahraman, & Kazancoglu, 2022).The advertising sector is a substantial economic force in its own right, creating employment opportunities and contributing to the vitality of the economy.Its economic impact is evident not only within the advertising industry itself but also in the media and adjacent sectors that it underpins (Molenaar, et al., 2021). Each of these functions reflects the multifaceted character of advertising, highlighting its importance as a tool for business strategy, societal dialogue, and economic development.

3.2.3   Type of Advertisement

The landscape of advertising is diverse, encompassing various formats each with distinct features and potential impact. Long established as a key player in advertising, television harnesses visual and auditory stimuli to captivate viewers, evoke emotions, and showcase product or service features. Television advertising is strong influencer on consumer purchase decisions (Smith & Swinyard, 1983). Print advertisements span newspapers, magazines, and flyers, typically combining text and imagery to relay detailed information to readers. Print advertising is effective in enhancing brand awareness and building consumer (Pola & Gould, 2012).Comprising slots on radio broadcasts, radio advertising capitalizes on sound to transmit a brand's auditory identity. It's beneficial impact on brand recall and the listeners' intent to purchase (Tellis, 2004). Internet advertising is a form of promotion that utilizes the internet and World Wide Web to convey marketing messages to attract consumers. This form of advertising has a more profound impact on the audience's mind compared to other marketing tools due to its extremely high exposure rate. (Mishra & Mahalik, 2017)

3.3   Introduction to Internet advertising

This section provides a comprehensive exploration of Internet advertising, an ever-evolving domain that plays a pivotal role in modern marketing. The journey begins with an insight into the concept and history of Internet advertising, tracing its evolution from the early 1990s with innovations like pop-up ads, the advent of search engine marketing, and the rise of social media advertising. The focus then shifts to the distinctive characteristics and advantages of Internet advertising, highlighting its multimedia integration, cost-effectiveness, interactivity, and precision in targeting. While acknowledging the

transformative impact of Internet advertising on marketing practices, this section also critically examines its drawbacks, such as issues with misinformation and competitive challenges for smaller businesses. Furthermore, key terms associated with Internet advertising, such as CTR, SEO, PPC, Conversion Rate, Social Media Marketing, Influencer Marketing, Content Marketing, and Banner Ads, are defined and discussed. These concepts underscore the multifaceted nature of Internet advertising and its significant influence on shaping consumer behavior and business strategies in the digital age.

3.3.1 Concept and History of Internet Advertising

Internet Advertising includes search engine advertising, social media campaigns, and web banners. Internet advertising stands out for its precision targeting capabilities and immediacy, facilitating spot-on ad delivery to chosen demographics (Smith, Fischer, & Yongjian, 2012). Internet advertising constitutes a growing share of ad budgets, significantly influencing branding and sales figures (De Vries, Gensler & Leeflang, 2012).

Internet advertising started in the early 1990s. Its main goal was to reach people more effectively. The first major step was in 1994, with the creation of pop-up ads by Ethan Zuckerman. These ads were new but quickly became annoying, leading to the development of ways to block them (OKO, 2024). The big change came in 1998 with Google. This was when ads started to focus more on search engines and paying for each click. GoTo.com was one of the first to use this approach, and it really changed how ads worked online. In 2000, Google launched Google AdWords (now known as Google Ads). This was about making ads better for people who were searching for things. Despite many online businesses struggling at this time, Google grew a lot (Karp, 2008). In 2003, Google bought AdSense, which was a big deal because it meant they could show ads that matched the content on websites. Not long after, social media started to grow. Facebook in 2004 and Google's purchase of YouTube in 2006 showed how important these platforms could be for ads. By the 2010s, as more people used the internet on their phones, ads started moving to mobile too. In 2016, money spent on mobile ads even passed what was spent on desktop ads (Yuan, Abidin, Sloan, & Wang, 2012).

3.3.2 Characteristics and Advantages of Internet Advertising

Internet advertising represents a dynamic marketing landscape that grants advertisers a set of distinctive advantages that are reflected in the following areas. Internet advertising surpasses traditional media by seamlessly integrating text, images, and audio to create a multi-sensory experience for consumers. This multimedia, hypertext format enhances consumers' perception, making them feel asif they are interacting with real products or services (Salameh, Ijaz, Omar, & Haq, 2022). Unlike traditional media, internet advertising is cost-effective and agile. It operates every day, allowing quick adjustments to ad content based on customer needs. This flexibility minimizes the economic burden of altering advertisements, acommon drawback in traditional media (Veleva & Tsvetanova, 2020). Internet advertising fosters interactivity and depth. Users can access detailedinformation with a single click, submit web forms, and provide valuable feedback. This enhances user engagement and bridges the gap between consumers and advertisers (Becker & Gijsenberg, 2023). Internet advertising provides accurate and timely statistical data, enabling advertisers to monitor ad performance directly. In contrast, traditional advertising relies on imprecise ratings and circulation figures for measurement (Veleva & Tsvetanova, 2020).

Internet advertising excels in tracking and measuring ad effectiveness. Advertisers can monitor views and click-through rates, gaining insights into audience responses and user behavior, allowing for better-targeted campaigns (Salameh, 2022). Online platforms accumulate extensive user data, including demographics and interests. This information empowers advertisers to target specific audiences effectively, tailoring advertising to user characteristics for precise placement and analysis (Paquette, 2013).

However, there are some significant drawbacks to internet advertising that cannot be overlooked. Misinformation is a prevalent issue, as online ads often display misleading images or statistics, leading to the spread of incorrect information. This affects both the businesses that advertise and the consumers who encounter these ads, potentially causing misrepresentations of business ideas. Additionally, the competitive nature of internet advertising poses a challenge, particularly for smaller or newer companies. While larger entities might navigate these waters with ease, smaller businesses often struggle to compete, which can hinder their growth. Another concern is the effectiveness of communication in internet ads. Customers may not receive comprehensive answers to their queries about a

product, leading to dissatisfaction and a lack of trust in the advertised product or service. These aspects underscore the need for businesses to be aware of and address these challenges in their digital marketing strategies (Kavitha, 2020).

Overall, internet advertising has changed a lot over time. It went from simple pop-up ads to a wide range of ads that are more focused and personalized. In the Digital Age, it's a key part of how things are marketed online.

3.3.3   Definition of Key Terms Associated with Internet Advertising

"CTR (Click-Through Rate)" is an important measure for evaluating the success of an online ad. It calculates what proportion of people click on an ad after viewing it (Kumar & Salo, 2018).

"SEO (Search Engine Optimization)" aims to enhance a website's ranking in search engine results, making it more visible and potentially drawing more natural, non-paid traffic (Davis, 2006).

"PPC (Pay-Per-Click)" is a commonly used advertising model in digital marketing where advertisers are charged each time their ad is clicked, prevalent in search engine and social media advertising (Kritzinger & Weideman, 2013).

The "Conversion Rate" is a crucial statistic indicating the percentage of website visitors who complete a specific action, such as a purchase or form submission, compared to the site's total traffic (Davis, 2006).

In "Social Media Marketing," platforms like Facebook, Instagram, and Twitter are used for promoting products or services, incorporating both unpaid posts and paid advertisements (Phan & Park, 2014).

"Influencer Marketing" taps into the power of individuals with a substantial online following to market products or services on various digital platforms (Fowler & Thomas, 2023).

"Content Marketing" involves crafting and sharing valuable, relevant, and consistent content to captivate and maintain a well-defined audience's attention (Rowley, 2010).

A "Banner Ad" refers to a digital advertising format that embeds an ad into a webpage, often positioned at the top, bottom, or sides of the site (Huang & Lin, 2006).

3.4 Theoretical framework of advertising strategies

This section delves into the theoretical framework underpinning advertising strategies, with a particular emphasis on Internet advertising and its influence on consumer purchase intention. It starts with an exploration of Internet advertising strategies within the digital marketing realm. The focus is on the strategic application of diverse advertising models, emphasizing the importance of Integrated Marketing Communications (IMC) in ensuring a uniform brand message across various online channels. This includes a synergy of online advertising, social media, public relations, and traditional methods, all aimed at creating cohesive and effective communication strategies. Additionally, the section delves into the significance of understanding consumer behavior and employing models like the AIDA framework to tailor advertising content, placement, and targeting. Various digital marketing channels and tools, including display advertising, SEM, and content marketing, are also discussed in relation to optimizing the customer journey and enhancing advertising strategies using data analytics and agile campaign management practices.

Following this, the section shifts to examining consumer purchase intention in the context of rapidly evolving information technology and the rise of new advertising media. It investigates how these new media types, by enhancing user experience and satisfaction, can positively influence consumer preferences and potentially drive purchasing decisions. This part of the discussion emphasizes the need to understand consumer responses to new media and the consequent impact on their purchasing intentions, highlighting the critical role of new media in fostering brand loyalty and shaping consumer behavior in today's digital marketplace.

3.4.1 Internet Advertising Strategies

In the digital marketing domain, the strategic application of advertising strategies is crucial for the success of online campaigns, necessitating a blend of diverse approaches and models. This necessity stems from the rich insights gained from contrasting internet advertising with traditional methods (Markham, Gatlin-Watts, & Bounds, 2001). A key aspect of this approach is Integrated Marketing Communications (IMC) where companies synchronize their online advertising strategies across various marketing channels to ensure a uniform brand message. This synchronization involves a careful coordination of multiple promotional tools like online advertising, social media, public relations, and conventional

advertising methods, aiming to create a cohesive and impactful communication strategy. (Kliatchko, 2015), Moreover, understanding consumer behavior and preferences is vital in crafting effective online advertising. Companies leverage these insights to fine-tune their ad content, placement, and targeting strategies, ensuring they resonate well with their target audience. Often, they employ models like the AIDA (Attention, Interest, Desire, Action) framework to develop online ads that capture attention, stimulate interest, evoke desire, and motivate consumers to take action (Lee & Hoffman, 2015) .

On another front, the use of various digital marketing channels and tools plays a pivotal role. Companies often utilize a mix of methods, including display advertising, search engine marketing (SEM), social media advertising, email marketing, and content marketing, to effectively reach and engage their online audience. These methods are complemented by tools such as customer journey mapping and marketing funnels, which are crucial in mapping out the customer's online interactions and optimizing advertising strategies at each stage of the buying process. The significance of data analytics and performance measurement in online advertising cannot be overstated, as they enable data-driven decision-making (Sen, 2014). By tracking key performance indicators like click-through rates, conversion rates, and return on ad spend (ROAS), companies can gauge the effectiveness of their campaigns. Models such as ROI calculation and attribution modeling further assist in assessing the impact of online advertising efforts in driving conversions and achieving business objectives. Additionally, given the dynamic nature of the digital landscape, companies are increasingly adopting agile campaign management practices. These practices, incorporating frameworks like SCRUM or Kanban, allow for quick adaptation of online advertising strategies based on real-time data and market trends, ultimately leading to improved campaign responsiveness and results. This comprehensive incorporation of various theoretical frameworks enhances the planning and execution of online advertising campaigns, effectively engaging target audiences and driving conversions to achieve marketing objectives in the digital sphere (DeLane, 2023).

3.4.2 Consumer Purchase Intention

Due to the rapid development of information technology, new types of advertising media are becoming increasingly popular. Therefore, it is necessary to study these new advertising media, learning more about consumer preferences for new media and the potential impact of new media on purchasing intentions. Advertisements that adopt these

new media types can have a positive effect on consumers. Research indicates that they can enhance user experience and satisfaction. Improving user experience can meet consumer needs and foster brand loyalty (Ahn, Lee, Lee, & Paik, 2012).

3.5 Localization in Internet Advertising

This section delves into the critical importance of localization in the realm of internet advertising, particularly in today's globally connected yet culturally diverse market. The section begins by emphasizing how localization transcends simple translation, requiring a nuanced understanding and adaptation of marketing messages to suit different cultural contexts and consumer behaviors. Effective localization ensures that marketing efforts are not only linguistically accurate but also culturally relevant and sensitive, thus resonating deeply with the target audience. The focus then shifts to the impact of localization on marketing and advertising strategies. The discussion explores the debate between standardization and localization in the context of expanding global markets. It highlights how different markets, especially in developing countries, necessitate tailored marketing approaches that consider local environmental, social, legal, and political factors. This section also examines the balance between global strategy and local adaptation, advocating for the significance of empowering local subsidiaries to engage in localized advertising initiatives while maintaining overarching brand consistency. Through this comprehensive exploration, the section underscores the indispensable role of localization in internet advertising as a means to connect more meaningfully with diverse audiences and to foster brand loyalty and business growth in international markets.

3.5.1 Importance of Localization

In the field of internet advertising, the importance of localization is crucial, especially when dealing with diverse and culturally varied markets. Localization goes beyond mere translation of content; it involves a deep understanding and adaptation of marketing messages and strategies to align with the local culture, values, consumer behaviors, and market dynamics. Effective localization in internet advertising ensures that marketing efforts resonate with the target audience, leading to higher engagement, relevance, and ultimately, conversion rates. It involves tailoring content, visuals, and overall marketing strategies to meet the unique expectations and preferences of different regions or cultural groups. This

approach is not just about linguistic accuracy but also cultural appropriateness, ensuring that the advertisements are contextually relevant and sensitive to cultural nuances. Moreover, localized advertising can significantly enhance brand perception and customer loyalty, as it demonstrates a brand's commitment to understanding and valuing its diverse customer base. In today's globalized yet culturally diverse world, localization in internet advertising is not just a best practice but a vital component for the success and growth of businesses in international markets (Lee, Kim, Kim, & Choi, 2021).

3.5.2 Impact on Marketing and Advertising Strategies

As the economy develops, some brands gradually expand their scale, extending from the domestic market to foreign markets. One of the most controversial and frequently debated issues in marketing/advertising is whether the international marketing strategy should be standardized across national markets or localized for individual country markets (Ramaprasad, 2013).Different international markets may require detailed marketing strategies based on variations in consumer personalities, lifestyles, product usage levels, demographics, etc. This is especially true for developing countries with significant differences (Kale & Sudharshan, 1987). In terms of environmental factors, the environmental factors of each country refer to natural factors (such as climate, terrain, and natural resources), social environment (such as religion, education, language, etc.), legal environment (such as legal policies, regulatory systems, and taxation, etc.), and political environment (the political party system of the country). These factors often have an impact on marketing methods (James H. Donnelly, 1970).

Although standardized marketing/advertising can save costs and create a more comprehensive brand image, Macit (2015) believes that in the era of globalizing pricing and channels, issues should be considered in a global context. Marketing managers need to continuously adopt appropriate strategies, and it's essential to give local subsidiaries more leeway to explore localized advertising campaigns. The corporate headquarters should have a minimal guiding role.

3.6 Analysis of the Chinese market

This section delves into the unique characteristics of the Chinese market, focusing on its cultural, regulatory, and digital aspects as they pertain to internet advertising. It begins with an in-depth look at the cultural and regulatory factors that shape the internet environment in China. Special emphasis is placed on the importance of navigating content censorship and online regulation, highlighting the need to avoid politically sensitive topics and to align advertising content with China's cultural and social values. This part of the section underscores the necessity of understanding and adhering to local policies and cultural nuances to ensure successful market integration and brand stability.

Following this, the section shifts to examining the digital environment in China, exploring the platforms and media habits prevalent in the Chinese market. It discusses the significant number of internet users in China, indicating the vast potential for internet advertising in this market. Insights into the growth trends and market share proportions of different types of internet advertising in China, such as e-commerce and short video advertising, are provided. These insights shed light on the evolving preferences and behaviors of Chinese internet users, offering a nuanced understanding of the digital landscape in one of the world's most populous countries.

Overall, this section aims to provide a comprehensive analysis of the Chinese market, highlighting the complexities and opportunities for internet advertising within this unique and rapidly evolving environment.

3.6.1 Cultural and Regulatory Factors

The internet environment in China is unique, especially in terms of content censorship and online regulation. When using the internet for advertising in China, it's crucial to avoid politically sensitive content and taboo topics. These sensitive topics include issues related to Hong Kong, Taiwan, Xinjiang, and Tibet. The Chinese government holds specific policy stances and perspectives on these topics. Therefore, companies and advertisers looking to adapt to the Chinese market need to thoroughly understand and comply with these policies and regulations to ensure their content does not spark unnecessary controversy or legal issues. This means advertising content should avoid directly or indirectly touching on these sensitive subjects while also aligning with China's cultural and

social values. By doing so, advertisers can better integrate into the Chinese market while maintaining the stability and reliability of their brand image (Mulvenon & Chase, 2005).

In China, cultural factors, such as the concept of "mianzi" or "face," significantly impact internet advertising. "Mianzi" refers to a person's reputation, honor, or social standing within their community. This deeply-rooted concept motivates Chinese customers to buy items that enhance their social status, including products and services like education. Additionally, the Chinese festive calendar is filled with many holidays not recognized or celebrated in the West, such as the Chinese New Year and other traditional festivals. Successful brands capitalize on these occasions by introducing exclusive products and collections tailored to Chinese festivals, which helps to please customers and increase sales. Furthermore, symbolism in colors and numbers is crucial in Chinese culture. White is associated with death and funerals, while the number eight is considered very lucky. Also, the intricate symbolism system extends to numbers; for instance, while "3" is generally seen as neutral or positive, it implies separation in interpersonal relationships. Understanding and integrating these cultural nuances is vital for effective internet advertising in China, as they significantly influence consumer behavior and preferences (Li, Li, & Zhao, 2009).

3.6.2   Digital Environment, Platforms, and Media Habits in China

As of the end of 2023, China, being the most populous country in the world, has over 1 billion internet users, ranking first globally (see Table 1 below). Internet users account for 74.36% of the total population. However, it can be observed that the internet penetration rate in the United States is very high, with internet users comprising 93.79% of the total population. But due to the large population base of China, it has the highest number of total internet users. This fact underscores the importance of internet advertising in marketing strategies.

Table 1 The top 6 nations ranked by total number of internet users in 2023

Rank	Nation	Region	Internet Users	Population	Internet Penetration Rate
1	China	Asia	1.05 billion	1.412 billion	74.36%
2	India	Asia	692 million	1.408 billion	49.15%
3	US	North America	311.3 million	331.9 million	93.79%
4	Indonesia	Asia	212.9 million	273.8 million	77.76%
5	Brazil	South America	181.8 million	214.3 million	84.83%
6	Russia	Europe/Asia	127.6 million	143.4 million	88.98%

Source: Duarte, F. (2023, November 22). Countries with the Highest Number of Internet Users

　　While the market size of China's internet advertising has been continuously increasing, the growth rate is on a declining trend, as shown in Figure 1 below. In 2022, China's internet advertising market reached 1006.54 billion yuan, surpassing one trillion for the first time. However, the year-on-year growth rate was only 6.84%, marking the first time in recent years it fell below 10%. By 2023, aided by the gradual economic recovery and the rapid development of technologies like artificial intelligence, the market showed a rebound, reaching 1136.86 billion yuan, with a year-on-year growth rate of 12.95%.

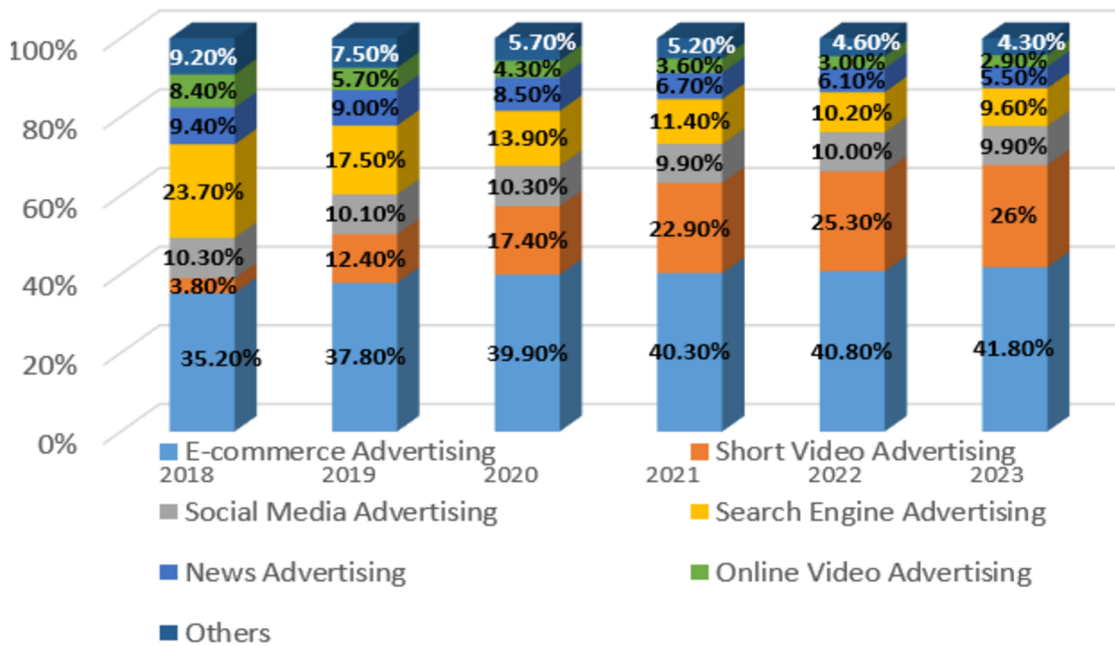**Figure 1 The Scale of China's Internet Advertising Market from 2018-2023**
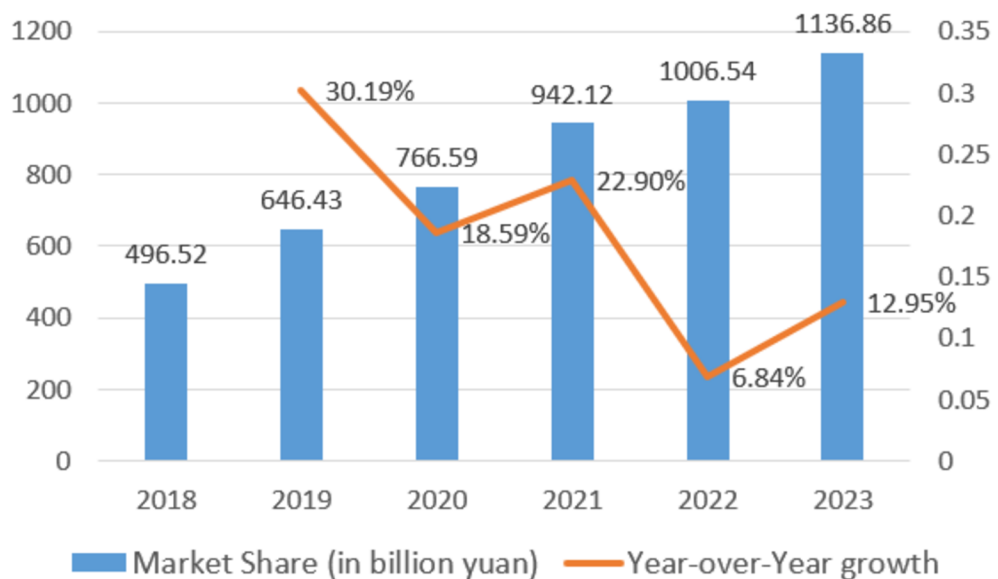
Source: Created by the author, based on data from XYZ Research(https://www.yjbzr.com), China Internet Advertising Data Report of 2023 and the National Bureau of Statistics of China(https://www.stats.gov.cn).

As shown in the Figure 2 below, from 2018 to 2023, e-commerce advertising held the leading market share in China, growing steadily from 35.2% in 2018 to 41.8% in 2023. Short video advertising, another rapidly growing segment, saw its market share increase from 3.8% in 2018 to 26% in 2023. As one of the most popular content mediums, short videos have increasingly become a favored mode of communication for many advertisers.

Figure 2 Market Share Proportion of Different Types of Internet Advertising Media in China from 2018 to 2023

Source: Created by the author, based on data from XYZ Research(https://www.yjbzr.com), China Internet Advertising Data Report of 2023 and the National Bureau of Statistics of China(https://www.stats.gov.cn).

3.7 Comparison of Chinese and European Internet advertising

The internet advertising landscapes in China and Europe differ significantly due to their unique cultural, legal, and market environments. China, a one-party state led by the Communist Party of China, has distinct characteristics shaped by its national nature and internet policies, leading to restrictions on services like Google and YouTube. This has contributed to the uniqueness of the Chinese internet. As we can see in Table 2, the Chinese market is dominated by localized search engines like Baidu and Sougou, and e-commerce platforms such as Taobao and Douyin, which emphasize the integration of social media and innovative marketing. Social media platforms like WeChat and Weibo are not just

communication tools but also incorporate everyday services like payment, with Alipay and WeChat Pay being central to daily transactions. Additionally, China's Cybersecurity Law mandates strict compliance with data localization and network security. On the other hand, the European market is led by international search engines like Google and Bing, and online retail platforms such as Amazon and eBay, with a focus on user privacy and data security, influenced by the General Data Protection Regulation (GDPR). In terms of payment, PayPal and Stripe offer a variety of online payment solutions. Content-wise, Chinese platforms place more emphasis on collectivism and social improvement, while European platforms focus on individual experience and joy. In terms of political sensitivity, Chinese platforms must adhere to national policies and Party Central Committee requirements, whereas European platforms prioritize freedom of expression under legal standards (Li, Li, & Zhao, 2009). These differences reflect the distinct approaches and practices in internet advertising strategies across the two regions.

Table 2 Chinese vs. European Internet Advertising 2023

	Chinese Internet advertising	European Internet advertising
Search Engine	Baidu, Sougou	Google, Bing
E-commerce	Taobao, Douyin, Pinduoduo	Amazon, eBay
Social Media	WeChat, Weibo	Facebook, WhatsApp
Online Payment	Alipay, WeChat pay	PayPal, Stripe
Law	China's Cybersecurity Law	General Data Protection Regulation
Video platform	Douyin, Kuaishou	YouTube, Instagram
Content	Focusing on collectivism - making the whole family happy and improving society.	Focusing on personal feelings - emphasizing personal experience and joy.
Political Sensitivity	Authority: Respecting national policies and complying with the demands of the Party Central Committee in all aspects.	Freedom: Expressing opinions individualistically as long as they conform to legal standards.

Source: Created by the author

3.8 The effectiveness of localization strategies

In light of the unique internet environment in China, internet advertising strategies there should focus on specific areas: The internet censorship in mainland China, known as the Great Firewall policy, allows the government to use technology to filter information on the internet within the region. This includes scanning for sensitive words to prevent users from finding restricted content on local search engines. Therefore, if your website contains these sensitive terms, it's likely that your web pages will not appear in search results within mainland China. One benefit of localization is avoiding the use of keywords that are blocked by the firewall system. Localization is an efficient way to attract more Chinese customers without circumventing the firewall policy, and it also demonstrates respect for national sovereignty and security measures (David, 2024).

The internet advertising industry in China highlights the importance of localization strategies. In this one-party state led by the Communist Party of China, advertising content must conform not only to strict censorship regulations but also align with China's unique cultural and social values. International brands face multiple challenges of language, culture, and law when entering the Chinese market, making localization key to success. Effective localized advertising strategies take into account the nuances of local language, cultural customs, and consumer behavior traits. In China, successful advertising is not just a tool for selling products, but also a means of establishing cultural and emotional connections with consumers. The implementation of such strategies not only aids international brands in succeeding in the Chinese market but also serves as a model for local Chinese brands, enabling them to compete more effectively on the global stage (Sinclair, 2008).

4 Practical Part

The practical part of this study delves into the effectiveness of internet advertising in China, illustrating through detailed analyses of two specific cases. The first focuses on KFC's localized advertising strategies in China. By contrasting KFC's advertising methods in China with those in Europe, using the Czech Republic as a case study, this research reveals the profound impact of cultural differences on advertising effectiveness. This analysis not only concentrates on the adaptation of advertisement content to local cultures but also explores the integration of traditional cultural elements with modern advertising.

Subsequently, the focus shifts to Brandy Melville's online advertising practices in China. Utilizing social media platforms like Xiaohongshu and Weibo, the brand has successfully created trending topics, emerging as a leader in social media marketing. This section will detail how Brandy Melville crafts content to generate buzz and influence among young consumers, thus revealing the power and strategies of internet advertising in contemporary China.

These two cases, KFC and Brandy Melville, represent different emphases on content and form, offering a comprehensive perspective to understand the diversity and complexity of internet advertising in the Chinese market.

4.1 Analysis of KFC's Localization Advertising in China

KFC, one of the most popular fast-food chains globally, boasts over 25,000 stores across 145 countries and territories. In 2020, there were 24,104 operational KFC outlets worldwide. Ranking just after McDonald's, KFC is the second-largest fast-food chain globally with a brand value of $12.87 billion in 2020. China represents its biggest market with more than 5,600 outlets, and daily, KFC serves around 12 million customers worldwide (Lindner, 2023).

KFC's localization strategy in China, specifically in Mainland China, began in Beijing in 1987. Over 36 years, KFC has established a strong presence, integrating into the local lifestyle. As of now, KFC has opened over 9,000 restaurants in more than 1,800 cities and towns across every province, direct-controlled municipality, and autonomous region in China. In 2022, KFC China achieved a total revenue of $15.91 billion, accounting for 76.2% of the company's total revenue. Since entering the Chinese market, KFC has continually adjusted and optimized its strategies to adapt to the local culture and consumer needs, leading

to a consistent increase in the number of stores in China up to 2023, benefiting from various localization strategies.

Figure 3 Number of KFC stores in China from 1987 to 2022
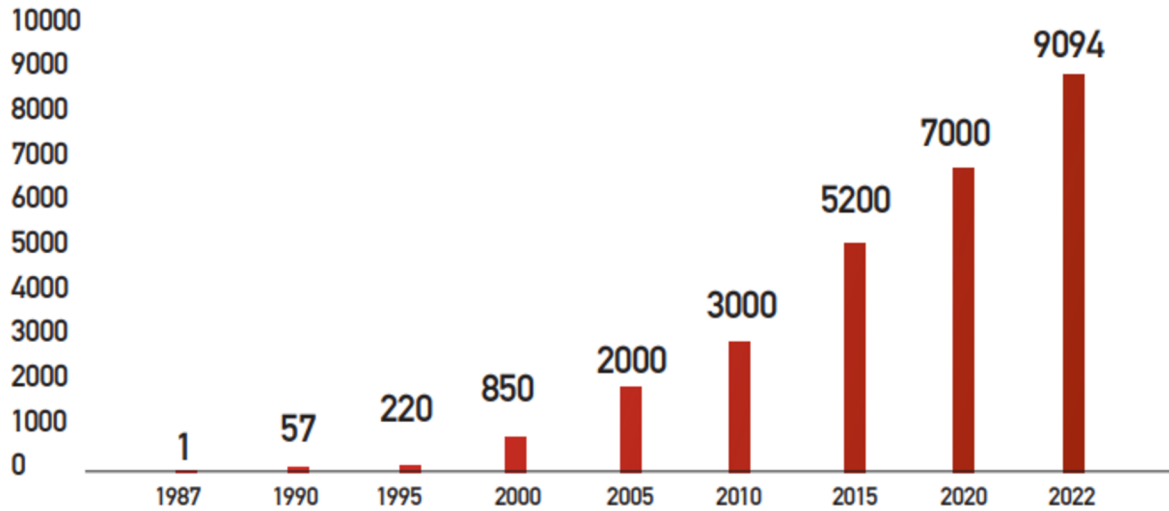
Source: Created by the author, based on the data from www.kfc.com

In the Chinese market, KFC has developed a robust brand culture over 36 years through localization strategies. Tailoring products to Chinese tastes, like limited-edition items and incorporating local beverages such as Qingdao beer, KFC has successfully merged "fried chicken + beer" into its marketing. KFC also embraces Chinese traditional culture, creating an emotional connection with consumers through special festival meals and decor that integrates red color, 'Fu' characters, and traditional blessings. Moreover, KFC enhances its brand recognition and influence in China by engaging in social initiatives and supporting charities, like the collaboration with the China Foundation for Poverty Alleviation to aid children in impoverished areas. Locally, KFC adapts its store design and decoration to reflect local aesthetics and cultural elements, ensuring uniqueness while maintaining brand consistency. Special themed stores, such as the Jiangnan-style store in Shanghai and the natural wood-themed store in Pudong, cater to diverse consumer preferences (Pang, 2023).

4.1.1 Localization of Product Types

To cater to Chinese consumers' tastes and habits, KFC has introduced numerous localized products (see the Table 3 below), like the "Every Side is Chinese" series. Additionally, they offer region-specific items to meet diverse local preferences, such as Beijing chicken rolls, Sichuan spicy chicken, and traditional duck soup. Porridge options

like mushroom chicken porridge and fancy breakfast porridge were also introduced. KFC China's menu includes soy milk, fried dough, and rice-themed breakfast sets, embracing Chinese breakfast habits. Their localized offerings include spicy fried chicken and pepper-salt chicken wings, aligning with the Chinese penchant for spicy food. Special items for traditional festivals, like the "New Year Chicken Set" for Spring Festival and the "Family Bucket" for family gatherings, enrich the menu and appeal to more Chinese consumers.

Table 3 KFC Localized Specialty Product Series in China from 2002 to 2022

Launch Year	Product	Region	Feature
2002	Old Beijing Chicken Roll	Beijing	Beijing specialty
2004	Portuguese Egg Tart	Nationwide	Portuguese style
2008	Soy Milk, Tender Beef Cubes	Nationwide	Sichuan spicy taste
2010	Soy Milk, Rice Balls, Pancake Rolls	Nationwide	Chinese breakfast
2021	Good Morning City Taste Series	Nationwide	Includes different regional breakfast specialties
2021	Hot Dry Noodles	Wuhan	Wuhan specialty
2021	KFC Beef Noodles	Hunan	Hunan specialty
2022	Every Side is Chinese Series	Nationwide	Beef Hot Dry Noodles, Scallion Oil Noodles, Beef Rice Noodles
2022	KFC Xiao Long Bao	Shanghai and others	Shanghai specialty

Source: Created by the author, based on KFC's WeChat Mini Program.

KFC in different cities in China offers local snacks that match the local characteristics. Therefore, KFC in Beijing and the Czech Republic were used as a comparison to compare the product pricing of KFC in China and Europe. It is clear that most KFC products in China are cheaper than those in the Czech Republic. Excluding Chinese-style breakfasts, late-night snacks, and other special products, the main items like burgers, desserts, and beverages are also quite different. The Chinese people generally love spicy food, so there are more spicy

elements in the products, and at the same time, there are very few sweets, especially chocolate components (see Table 4 below)

Table 4 Comparison of basic KFC menu prices between China and Europe (Beijing vs Czech Republic) in 2024

	Product (Beijing, China)	Price (CZK)	Product (Czech Republic, Europe)	Price (CZK)
Chicken Pieces	Orleans Grilled Wings (2 pcs)	47	3x Hot Wings	60
	Spicy Chicken Wings (2 pcs)	43.84	3x HOT&SPICY STRIPS	74
	Golden Chicken Nuggets (5 pcs)	43.84	Crispy Chicken Bites (300g)	195
	Popcorn Chicken	45	1 piece of Kentucky Chicken	65
	Golden Fried Chicken Drumstick	48.74		
Beverages /Desserts	Pepsi (Medium Size)	32.48	Pepsi 0,33l	55
	Mixed Fruit Juice	42.22	Apple Juice 0,33l	55
	Strawberry Sundae	40.6	Strawberry shake medium	65
	Brown Sugar Pearl Sundae	40.6	Caramel shake medium	65
	Portuguese Egg Tart (1 Piece)	27.61	Chocolate shake medium	65
	Red Bean Pie (1 Piece)	27.61	Triple Chocolate Muffin	65
			Brownie with salted caramel	65
Burger	Spicy Chicken Leg Burger	69.82	Zinger	117
	Orleans Chicken Leg Burger	71.45	Kentucky Gold Grander	145
			Grander Texas	133
			Zinger Double	157

Source: Created by the author, based on KFC's WeChat Mini Program and www.kfc.cz

4.1.2 Localization of Advertising Language

In the Chinese market, internet advertising localization is one of the key marketing strategies adopted by KFC. They launch localized internet advertisements targeted at Chinese consumers, showcasing elements like traditional Chinese festivals, family, and friendship, thereby establishing an emotional connection with the consumers. Every Chinese New Year, KFC launches special holiday-themed internet advertisements that emphasize family reunions and a festive atmosphere, encouraging people to choose KFC as a gathering place for families. Additionally, they ingeniously integrate traditional Chinese art forms, such as Peking Opera or Chinese calligraphy, with KFC products, creating unique visual effects and cultural ambience in their internet ads to attract Chinese consumers.

KFC's internet advertising strategy, by combining multimedia technology with traditional Chinese culture, has created a distinctive form of internet advertisement that resonates widely with Chinese consumers. For example, they cleverly blend a phrase from the Chinese poem "Qing Yuan Chun - Snow," which goes "江山如此多娇" (the landscape is so enchanting), with the brand's advertising slogan, "生活如此多娇" (life is so enchanting), seamlessly merging the poetry with KFC's brand image, showcasing the beauty of Chinese poetry and directly presenting a modern brand image.

Moreover, KFC progressively integrates modern elements into Chinese culinary culture, forming a brand image with a unique Chinese style. They have capitalized on internet development and young people's pursuit of beverages, tracing back to Chinese tea culture, carefully selecting fine teas, and after scientific blending and meticulous preparation, they launched the Jiu Long Golden Jade Oolong Milk Tea. This product, with the internet ad slogan "一杯好喝的奶茶，世界都为之暂停" (A delicious cup of milk tea, and the world pauses for it), has deeply attracted consumers' attention. The internet advertisement introduces the selection and preparation process of the tea leaves, conveying to consumers the soft aroma and rich taste of the milk tea.

In their 2019 internet advertising campaign, KFC introduced late-night snack products, fully showcasing Chinese characteristics. KFC's home delivery skewer bucket paired with a fragrant marinade series created the concept of a late-night snack diner, capturing consumer attention. This late-night snack product achieved pleasing results in

terms of sales volume and speed, laying an important foundation for KFC's subsequent development of a "Chinese style" path.

Through its strategy of internet advertising localization, KFC has successfully linked its brand image closely with traditional Chinese culture, creating an emotional connection that resonates with consumers. This localized approach to internet advertising has had a positive impact in the Chinese market, enhancing KFC's brand recognition and affinity. KFC wins over a wide range of consumers with Lunar New Year-themed internet ads, family scenes, and collaborations with traditional artistic elements and Chinese artists. This localized internet advertising strategy has laid a solid foundation for KFC's long-term development in the Chinese market.

4.1.3　Localization of Internet advertising Strategies

KFC in China has adopted numerous localized strategies for its internet advertising, as indicated in Table 5. KFC conducts its internet advertising campaigns through various popular Chinese social media platforms such as Douyin, Weibo, and WeChat. Unlike the KFC app in Europe, China has a preference for using mini-programs, which are accessible directly through WeChat or Alipay. Moreover, KFC in China has engaged in internet advertising on food delivery platforms and collaborated with them. Lastly, KFC has invested in China's "internet celebrities" or influencers, who recommend KFC to their followers by creating food review videos. These videos often include direct links to purchase KFC products on platforms like Douyin.

Table 5 Summary of KFC China's Internet Advertising Channels and Cases in 2024

Marketing Category	Marketing Channel	Specific Measures	Implementation Examples	Achieved Results
Social Media Marketing	Social Media	Posting brand content, promoting new products, and engaging in interactive activities on social media	Posting about the new fried chicken rice product on Weibo, inviting users to comment and share to participate in a lottery activity.	Expanding brand influence and increasing consumer interaction.

		platforms such as Weibo, WeChat, Douyin, etc.		
Co-Branding Marketing	E-commerce and Food Delivery Platforms	Collaborate with e-commerce and food delivery platforms to provide convenient shopping and delivery services	Partner with delivery platforms to launch promotional activities and fast delivery services, enhancing user experience	Increase delivery sales and improve brand accessibility.
Word-of-Mouth Marketing	Social Media	Spread brand image through consumer word-of-mouth and reviews, inviting famous bloggers to experience and promote products	Invite well-known food bloggers to KFC for food evaluations and recommendations.	Enhance brand reputation and increase consumer trust.

Source: Created by the author, based on the search results for KFC videos on Douyin

Table 6 Comparative Analysis of KFC's Internet Advertising Strategies in China and the Czech Republic in 2024

Aspect	China	Czech Republic
Cultural Adaptation	Emphasizes integration with local culture, uses local festivals and popular elements.	Maintains a global brand image, emphasizing international characteristics.
Product Promotion	Focuses on new and innovative products, especially those tailored to local tastes.	Focuses on classic products and globally recognized menu items.

Digital Marketing Strategy	Active in digital marketing, especially on social media platforms like Weibo and WeChat.	More traditional online advertising methods, like Facebook and Instagram promotions.
Customer Engagement	Relies heavily on customer participation through interactive online games and contests.	Less use of interactive advertising methods.
Market Positioning	Targeted mainly at younger consumers, including young families and students.	Marketed as a universally appealing fast-food choice, attracting a broad consumer base.

Source: Created by the author, based on the search for KFC-related keywords on Xiaohongshu, TikTok, WeChat, Instagram, Facebook, and other platforms.

We can clearly see the significant differences in internet advertising between KFC in China and the Czech Republic. KFC in China emphasizes cultural localization, with its advertising strategies closely integrating Chinese traditional festivals and local popular culture, thereby attracting local consumers more effectively. This localization strategy is reflected not only in product promotion but also in social media and customer interaction, aiming to build a connection with the younger generation.

In contrast, KFC in the Czech Republic maintains a more globalized brand image. Its internet advertising focuses more on traditional marketing platforms and globally recognized products, employing less localization. This demonstrates KFC's ability to adjust its advertising strategies according to the market characteristics and cultural backgrounds of different regions, while also highlighting the diversity of market demands in different areas.

4.2 Special Case Analysis: BM (Brandy Melville) style in China

Brandy Melville, established in Italy in 1970 by Silvio Marsan, gained popularity primarily in California. The brand is known for its unique approach to fashion, appealing predominantly to young women and teenagers. It offers high-quality, affordable items, often featuring simplistic, flowy, and loose styles, using fabrics like sheer and knit (Roller, 2023). The brand's "one size fits most" sizing policy has been both a point of attraction and criticism. BM's marketing strategy includes minimalistic photo shoots

and a laid-backatmosphere, differentiating it from typical fashion companies. The company uses socialmedia as its main promotional channel, leveraging platforms like Instagram and Weibo toreach its target audience. Despite facing criticism, BM has become a leading fashioncompany among teens, thanks to its distinctive branding and marketing approaches (Roller,2023).

Due to extensive internet advertising, the "BM style," derived from the initials of the Brandy Melville brand, has become incredibly popular in China. This trend reflects the Chinese market's receptiveness to Western fashion and pop culture. The use of "BM" as a shorthand arises from the original brand name being too lengthy and cumbersome in the Chinese context, aligning well with the English practice of using acronyms and proving easier to disseminate within Chinese language settings. Additionally, the "BM style" shares a similar naming logic with the previously popular "BF style" (Boyfriend style), making it more accessible and appealing to fashion-conscious women.

The term "BM style" extends beyond a mere fashion descriptor; it has evolved to denote a specific community - the "BM girls," who are young women wearing Brandy Melville's smaller sizes. This group is typically defined as women between the ages of 15 to 25, who are not only Brandy Melville's target customers but also significant participants in social media and fashion culture. However, the associated "BM girls size chart," with its narrow standards of body size, has sparked considerable controversy, criticized by some as promoting an unhealthy beauty standard.

On social media platforms, the "BM style" is manifested through a series of highly replicable outfit photos. These images often feature a fresh and elegant color palette, combined with elements of nature and campus life, thereby creating a distinctive style. This method of sharing experiences with similar brands or styles has not only deepened the cultural impact of the "BM style" but also propelled its popularity in the Chinese market.

4.2.1   BM Brand Internet Advertising Strategy Analysis

The analysis focuses on how Brandy Melville's internet advertising has propelled the popularity of "BM Style" through social media networks, using three dimensions: channel, subject, and content. The interaction of elements within these dimensions has transformed "BM Style" from just a brand clothing style into a widely discussed topic. Gradually, it has become a controversial cultural symbol collection.

- **Channel: Overlapping and Reflecting on Social Media Platforms**

Little Red Book (XiaoHongShu) is a foundational platform for sourcing information on the "BM Style" controversy. Established in Shanghai in 2013, it is a popular lifestyle sharing app among young users, mainly accessed on mobile devices. Little Red Book users document their lives and share lifestyles through short videos and pictures, creating interactions based on interests. Within this platform, user activities primarily involve sharing and acquiring information, with fewer debates on the aesthetic and value orientations behind "BM Style." However, during the emergence of "BM Style" into mainstream popularity, Little Red Book provided a platform for controversial behaviors and events related to "BM Style." It also highlighted the views and experiences of its users regarding this fashion style, thus brewing a momentum for "BM Style" and its practitioners to gain widespread recognition and influence.

Weibo is a primary platform for producing and disseminating opinions on the "BM Style" controversy. As China's largest social media platform, Weibo has increasingly become a vital arena for accessing real-time information and discussing trending topics. It played a significant role in the emergence and escalation of the "BM Style" controversy. This was partly due to information and practitioners from Little Red Book gradually sharing their experiences and behaviors on Weibo. Additionally, under the influence of fashion opinion leaders and mainstream media reviews, issues like "BM Style" check-ins, popularity of clothing, and aesthetic preferences were introduced to Weibo. Leveraging its topic function, Weibo created an open space for interactive discussions. Over time, with the accumulation of discussions, this evolved into a controversial topic.

WeChat became the main platform for consolidating opinions and shifting towards private discussions after the "BM Style" became widely popular. During the fluctuation and decline phases of the "BM Style" topic, WeChat played a crucial role in spreading the conversation. As the controversy fermented and perspectives converged, people began to form relatively fixed attitudes. WeChat, known for its regional focus and strong interpersonal relationship features, became the space for individuals to convey personal attitudes and solidify consensus. Users exchanged their views on "BM Style" through forwarding and commenting on articles and engaging in in-depth discussions, thus moving the conversation from public forums to more private interactions. As opinions became more established and the external hype around the topic diminished, the intensity of debates subsided, gradually returning to normal, everyday social interactions within the community.

- **Subjects: Multifaceted Participants Interacting and Influencing Each Other**

The key players in the online advertising and spread of "BM Style" during its rise to popularity include the brand itself, fashion opinion leaders, and ordinary social media users.

The first category of participants in the dissemination of "BM Style" is the brand side. The brand side, mainly referring to the operators and employees of Brandy Melville, plays a pivotal role in promoting the "BM Style." Their primary actions revolve around marketing this style, with the core objective of managing and maintaining the brand, promoting the company's sustainability and growth, and gaining influence both economically and in socio-cultural spheres. The content and characteristics of their communications are closely linked to shaping and disseminating "BM Style," enhancing corporate profits, and increasing influence. As the originators of "BM Style," their communicative actions primarily include developing and spreading brand culture, engaging in brand promotion on social media, and planning events and controversies. Regarding their market promotion activities in China, Brandy Melville's management of their social media platforms has been quite effective in personalizing, socializing, and stylizing the brand. This is mainly reflected in the corporate social media accounts they have established on Little Red Book and Weibo. These accounts continue the promotional style used on Brandy Melville's Instagram, focusing on concise copy and stylized images as the main content, periodically posting new product images and model photoshoots to engage followers with likes, comments, and interactions. Additionally, the brand has developed both web and app versions of its official online store, offering clear product images and detailed information such as size, material, and country of origin.

The second group of key players in the dissemination of "BM Style" comprises fashion influencers or Key Opinion Leaders (KOLs). In the context of the widespread use of mobile internet and smart devices, an increasing number of KOLs from various fields have emerged, providing information and opinions to netizens. Particularly in the fashion industry, these influencers possess a wealth of accurate product information and are trusted and accepted by relevant audiences, offering advice on fashion and consumer choices. As people's participation in social media platforms grows, the importance of these influencers has risen, with many shifting their primary activities to the online world. In the promotion of Brandy Melville, numerous social media users, acting as self-media, have published information about the brand, stores, clothing styles, and shopping experiences. They play a crucial role as intermediaries in spreading the "BM Style" topic beyond its initial circles.

Due to the decentralized nature of online social interactions, these individuals act as KOLs within their follower base, influencing their purchasing behaviors.

The third category involves ordinary social media users, a diverse group engaged in the widespread discussion of "BM Style." These individuals include Brandy Melville's customers, the audience of fashion influencers, and general social media users who are peripherally involved in the "BM Style" discourse. This group is complex and highly heterogeneous. For the brand, these various social media users represent potential customers to target for profitability. For fashion influencers, the attention of these audiences translates into traffic, which is essential for their "secondary selling" activities. Ordinary social media users are the ever-emerging active participants in the evolution of the "BM Style" topic. They can be considered the "consumers" in the commercial sense of the "BM Style" chain and "feedback providers" in the context of information dissemination. Therefore, in analyzing these users involved in the spread of "BM Style," it is important to consider their dual roles in disseminating relevant information and their underlying motives.

- **Content: Coexistence and Mutual Benefit of Multiple Fashion Symbols**

In the context of internet advertising for "BM Style", various forms of content are intricately intertwined and presented collectively. Due to the diverse presentation formats on social media platforms, including text, images, videos, and their combinations, it's challenging to categorize the content characteristics solely based on their forms. Looking at the themes of content published by different subjects, the main types can be divided into three categories: displaying fashion symbols, showcasing body images, and presenting dressing scenes and ceremonial activities.

In the dissemination process of "BM Style," clothing symbols form the core of its style and are the focal point of evaluation and discussion on social media. Regarding the "BM Style" fashion symbols propagated on social media, the presentation of patterns and colors is a key distinction from other styles. This aspect is often emphasized in social media posts that feature this apparel. In terms of color, Brandy Melville's clothing primarily uses low-saturation solid colors or similar shades, with minimal use of large patchwork colors. Official online store product images showcase that the brand's garment patterns are predominantly represented by checks and florals (as seen in Figure 4). This characteristic has been widely recognized and confirmed in analyses by fashion influencers, becoming a representative element of the "BM Style."

Figure 4 Brandy Melville Clothing/Dress Patterns in 2023

Sources: brandymelville.com

Secondly, body image is a core symbol that people focus on when discussing "BM Style." On social media, individuals showcase their external appearance through sharing photos and videos. This also allows others to understand the external appearance and body concepts of certain social groups and whether these align with their perceptions. In social media content related to "BM Style," the way the body presents clothing is an important aspect that draws attention, aside from the clothing itself. In other words, when people start to notice the body and body concepts beneath the clothes, that's when "BM Style" truly becomes a hotly debated topic. This is also a key factor in why "BM Style" has become widely discussed.

The display of "BM Style" body image is primarily achieved through the portrayal of models and their relationships. The image of the models includes their expressions and body postures in "BM Style" imagery. Models showcasing "BM Style" are typically women in their early twenties, slender, and mostly fair-skinned. These young women often appear relaxed, linking the clothing items with their personality, lifestyle, and daily life, creating a youthful and casual atmosphere.

Figure 5 Internet advertising image of Brandy Melville in 2023

Source: Little Red Book account Brandy Melville

Dressing scenes and ceremonial check-ins are issues that various parties consider from a socio-cultural perspective in discussions about "BM Style." Looking at the scenes, the locations where consumption occurs are most closely associated with "BM Style." Brandy Melville's two stores in Mainland China, located on Anfu Road in Shanghai and in Sanlitun in Beijing, are hailed as "fashion check-in sanctuaries" on Chinese social media, especially on the Little Red Book platform. Taking Anfu Road as an example, a review article pointed out that as of April 2021, the number of searches for "Anfu Road" on Little Red Book increased by 354% compared to the same period in 2020, and more than 40 times compared to April 2019; the number of notes published containing the keyword "Anfu Road" increased nearly 1.8 times compared to April 2020, and about 9.4 times compared to April 2019. Such location choices are particularly important for Brandy Melville, a brand that rose to fame through social media, and form a significant cultural footnote in the emergence of "BM Style," providing a "backdrop" for cultural practices of the participating youth groups. Many young women choose the physical store as the scene to showcase their outfits, closely linking their personal style to the brand, demonstrating their identification with the brand and emphasis on real experience, enhancing the imitability of "BM Style" practices.

Meanwhile, although "BM Style" originated from Brandy Melville's brand culture, it has gradually entered the view of more people through the social sharing of numerous participants. Check-in content related to "BM Style" on social media can be divided into two

aspects. First, check-ins at shopping scenes. On the Little Red Book platform, searching for "Brandy Melville Store Exploration" and "BM Store Exploration" yields over 12,000 notes (as of March 2022); second, check-ins related to product experience, with notes related to "BM Check-In" and "BM Style Check-In" totaling over 11,000 (as of March 2022).

4.2.2　The New Controversy of "BM Style" in China

Although Brandy Melville quickly penetrated the Chinese market through superior internet advertising and online marketing techniques, it also sparked new controversies. As the trend spread, media discussions about the controversial topics related to the Brandy Melville style once again boosted the brand's exposure. Following the peak in Baidu search index for the "Brandy Melville trend" after June 2021, media coverage of the Brandy Melville trend gradually shifted from neutral to negative, primarily criticizing the phenomenon of aesthetic homogenization and discussing body image and age anxiety. Much of the controversy surrounding the Brandy Melville trend stems from a keen awareness of the differences in popular trends between China and abroad. In June 2021, Sina Fashion published an article titled "Popular domestically, resisted abroad, does the Brandy Melville trend also make you 'love and hate'?" (reprinted from Poster Fashion), which seemed to mark a shift in media attitudes towards the Brandy Melville trend. However, the controversy surrounding the trend instead sparked curiosity, reflection, and discussion, leading to its wider dissemination.

Table 7 Media Articles Related to the Spread of BM Style Popularity from 2019 to 2023

Publishing Date	Media / Social Platform	Article Title	Core Idea
2019-03-04	Zhihu	Brandy Melville - A Girls' Clothing Brand That Sells Only One Size?	Introduction to BM Brand
2019-05-02	Sohu	Just Arrived in Shanghai and Already Long Queues, What's the Story Behind Brandy Melville That Only Sells Size S?	Introduction to BM Brand

2019-08-21	Zhihu	Stop Wasting Money on Proxy Shopping! Brandy Melville Now Has an Official Website in China!	BM Product Purchase
2020-04-01	Pacific Fashion Network	What Does BM Style Mean? What are BM Girl and BM Style Clothes?	Analysis of BM Style
2020-04-25	Zhihu	This Year's Super Trendy BM Style, What Exactly is it?	Analysis of BM Style
2020-04-26	Zhihu	Will This Year's BM Style Fresh Floral Check Skirts Be Everywhere?	Analysis of BM Style
2020-04-28	LADYMAX	Why is the Girls' Brand Brandy Melville So Popular in China?	Analysis of BM Style
2020-05-08	Zhihu	Fashion Matching | What Kind of Devilish Trend is BM Style?	Analysis of BM Style
2020-05-11	Sina Fashion	How Did This Year's 'BM Style' Become So Popular?	Analysis of BM Style
2020-05-15	Zhihu	What Magic Does the 'BM' Style, That's Exploding All Over the Internet, Have?	Rise of BM Style
2020-05-18	Vogue Business	The 'BM Style' Hyped by Internet Celebrities, Whose Body Anxiety Does it Consume?	Controversy of BM Style
2020-05-26	36Kr	How Did 'BM Girls' Become So Popular?	Rise of BM Style
2020-05-28	36Kr (Reprinted from Entertainment Hard Candy)	How Many Weeks Does it Take to Make Girls on the Street Show Their Waist?	Rise of BM Style
2021-06-09	ELLEMEN	Why Is BM Style Becoming Increasingly Fierce?	Rise of BM Style

2021-06-12	Fashion COSMO	Thousands of Girls in Sanlitun Becoming BM Girls	Rise of BM Style
2021-06-24	GQ Lab	Year's Controversial Brand BM New Store Visit: Are They All White, Young, and Skinny?	Controversy of BM Style
2021-06-27	Sina Fashion (Reprinted from Poster Fashion)	Popular in China, Boycotted Abroad - Has BM Style Made You 'Love-Hate' it?	Controversy of BM Style
2021-06-28	36Kr (Reprinted from Donews)	Hiding in the Alleys, Only Loving Spicy Girls, Fast Fashion BM's Fame Goes Beyond	Rise of BM Style
2021-07-05	36Kr (Reprinted from Zero Sales Krystal Planet)	Sweeping Ins and Little Red Book, What's Behind the Growth of Brandy Melville's 'BM Style'?	Rise of BM Style
2022-05-10	Sina Finance	The Worst Brand in the World: Starting with Brandy Melville Staff Insulting People	Controversy of BM Style
2022-05-16	MAGS Aesthetic Notes	American BM Style for Midsummer, Are You Ready?	Rise of BM Style
2022-05-17	Fashion Dressing Versatility	The Globally Popular BM Style, Short, Tight, Revealing Fashion for Petite Girls	Rise of BM Style
2022-07-11	Honest Brand Reviews	Brandy Melville Review - Must Read This Before Buying	Analysis of BM Brand
2022-10-16	Thread Curve	13 Brands Similar to Brandy Melville	Analysis of BM Brand

2023-06-09	Top Advertising	The Aesthetic Ceiling of 'White, Thin, Young', Is BM Not Appealing Anymore?	Decline of BM Style
2023-06-25	Fashion Harper's Bazaar Art	What is BM Style? Why Do People Love and Hate it?	Controversy of BM Style

Source: Created by the author

As BM style has evolved, controversies surrounding it have grown increasingly intense. A compilation was made in Table 6 above by searching for highly relevant and popular articles using 'BM' and 'Brandy Melville' on Baidu and WeChat public accounts. The duplicate reprints have also been eliminated. These articles focus on various aspects of the Brandy Melville brand and its BM style, especially on the controversies it has sparked.

The controversy surrounding Brandy Melville in the realm of internet advertising, especially as it gains momentum in China, mainly revolves around several key aspects. Primarily, the brand's one-size-fits-all policy has come under intense scrutiny for promoting a narrow beauty standard and lacking inclusivity in body sizes. This approach is particularly contentious as it targets a young demographic, influencing the self-image and esteem of teenagers and young adults. In the context of Chinese media, cultural differences significantly impact the perception of Brandy Melville's aesthetics, leading to divided opinions among consumers and critics. The use of social media influencers who predominantly fit a specific body type has also fueled the debate, raising questions about the brand's commitment to diversity. Additionally, the brand's role in setting trends and shaping consumer behavior, especially among the youth, has been a topic of discussion, with concerns about the pressure it exerts on young people to conform to a specific style. Overall, these factors contribute to the growing media backlash against Brandy Melville in China, highlighting issues of body positivity, diversity, and cultural sensitivity in its internet advertising strategies.

5 Results

In this bachelor thesis, a comprehensive literature review was conducted, followed by a detailed analysis of the effectiveness of internet advertising in China, focusing on the contrasting approaches of KFC and Brandy Melville. This exploration provided insights into how localized advertising strategies and the utilization of social media platforms can significantly influence brand success within the Chinese market.

KFC's strategy in China exemplifies the effective adaptation of marketing efforts to align with local tastes and cultural preferences. By incorporating elements of Chinese culture into its advertising content and product offerings, KFC has successfully integrated itself into the local lifestyle, establishing a strong presence across numerous cities. This approach not only respects traditional cultural elements but also leverages modern advertising techniques, demonstrating the profound impact of cultural sensitivity on advertising effectiveness. The comparison between KFC's strategies in China and the Czech Republic further underscores the importance of cultural localization in marketing practices.

On the other hand, Brandy Melville's success in China is largely attributed to its strategic use of social media platforms, such as Xiaohongshu and Weibo, to generate buzz and influence among young consumers. By creating trending topics and engaging content, Brandy Melville has emerged as a leader in social media marketing within the Chinese market. This case study reveals the power and potential of internet advertising in modern China, showcasing the diverse and complex landscape of digital marketing strategies.

Both KFC and Brandy Melville offer distinct perspectives on the role of content and form in internet advertising, providing a comprehensive view of the strategies that can lead to success in the Chinese market. The analysis of KFC's localization strategies highlights the brand's efforts to cater to Chinese consumers' preferences through localized products, advertising language, and internet advertising strategies. These strategies have enabled KFC to resonate deeply with the Chinese audience, enhancing brand recognition and affinity.

Brandy Melville's case study, however, brings to light the controversies associated with internet advertising, especially regarding the promotion of narrow beauty standards through the "BM style." Despite its popularity, the critique surrounding the brand's one-size-fits-all policy and its impact on body image and self-esteem among young consumers signals the need for a more inclusive and sensitive marketing approach.

In conclusion, this thesis underscores the critical importance of understanding and adapting to local cultures and consumer behaviors in internet advertising. The cases of KFC and Brandy Melville in China demonstrate the potential benefits and challenges of localized marketing strategies and social media engagement. These findings offer valuable insights for multinational corporations looking to navigate the complex and dynamic Chinese market, emphasizing the need for cultural sensitivity and inclusivity in developing effective internet advertising strategies.

6 Discussion

The discussion section reflects on the theoretical foundations laid out in the literature review and connects these insights to the empirical findings from the case studies of KFC

and Brandy Melville. It critically examines the strategic use of localization in internet advertising, drawing on the theoretical perspectives of consumer purchase intention (Ahn et al., 2012) and the significance of Integrated Marketing Communications (Kliatchko, 2015). The adaptation of KFC's marketing strategies to align with Chinese cultural norms and the innovative use of social media by Brandy Melville demonstrate the practical application of these theoretical concepts, underscoring the importance of cultural understanding and flexibility in the global marketplace.

In the case of KFC, the company's success in China is attributed to its comprehensive localization strategy, which includes the adaptation of product offerings, marketing communications, and digital engagement tactics to fit the Chinese cultural context and consumer preferences. This approach is supported by the theory that localized marketing strategies can significantly enhance consumer engagement and brand loyalty in diverse cultural settings (Lee et al., 2021). Moreover, the results corroborate findings by Smith and Chen (2020), who emphasize the effectiveness of merging traditional cultural elements with contemporary advertising methods to engage local audiences effectively. This strategy not only taps into the cultural heritage of the target market but also meets modern consumer expectations, showcasing a sophisticated grasp of local preferences and behaviors. The integration of such elements is essential for multinational corporations aiming to solidify their market presence with the historical and contemporary values of their target demographics.

Brandy Melville's case presents a contrasting perspective, highlighting the challenges and controversies associated with promoting a narrow beauty standard through the "BM style" in China. This situation illustrates the potential risks of neglecting cultural sensitivities and societal norms in internet advertising. The critical reception of Brandy Melville's marketing strategies echoes concerns raised in the literature regarding the importance of inclusivity and diversity in advertising content to ensure sustainable brand success (Fowler & Thomas, 2023).

This discussion also shows the evolving digital landscape in China, characterized by a unique set of regulatory, cultural, and technological factors that influence internet advertising practices. The prominence of platforms like Xiaohongshu and Weibo in Brandy Melville's marketing strategy exemplifies the need for multinational companies to adapt to China's distinct digital environment (Mao, 2020).

In conclusion, the analysis of KFC and Brandy Melville's internet advertising strategies in China provides valuable insights into the complexities of navigating the Chinese market. It emphasizes the necessity of localized marketing approaches that are sensitive to cultural nuances and consumer behaviors. The findings from this thesis contribute to the broader understanding of international marketing and offer practical implications for companies seeking to enhance their internet advertising effectiveness in China and other culturally diverse markets. Future research should continue to explore the dynamic interplay between global marketing strategies and local cultural contexts to uncover deeper insights into the success factors for international advertising campaigns.

7 Conclusion

This bachelor thesis aimed to dissect and evaluate the intricacies of internet advertising within the Chinese market, particularly through the lens of two divergent case studies: KFC and Brandy Melville. The study meticulously explored how these brands navigate the challenges and opportunities presented by the Chinese digital advertising landscape, emphasizing the critical role of localization in marketing success.

KFC's achievements in China is largely attributed to its deep integration of local cultural preferences and norms within its marketing and product strategies. This approach not only ensured the brand's resonance with the Chinese audience but also underscored the broader applicability and success of culturally tailored advertising strategies in a global context. KFC's success story in China serves as a compelling case for the importance of cultural adaptation in marketing, reinforcing the thesis' underlying hypothesis about the effectiveness of localized internet advertising strategies.

Conversely, the analysis of Brandy Melville highlighted the potential pitfalls of not fully considering cultural and societal norms in internet advertising strategies. The controversy surrounding Brandy Melville's "BM style" in China illuminated the complexities of marketing to a culturally diverse audience and the importance of inclusivity and sensitivity in brand messaging. This case study provided a nuanced understanding of the Chinese market's reception to foreign marketing tactics, offering valuable lessons on the limits of globalization in marketing strategies.

Outcomes of KFC and Brandy Melville in the Chinese market illustrate the nuanced balance between globalization and localization in internet advertising.

This work offers significant academic and practical contributions to the field of international marketing. Academically, it enriches the literature on globalization and localization in advertising, providing detailed case studies that demonstrate the varying effectiveness of these strategies in the Chinese context. Practically, the findings serve as a guide for multinational corporations planning to enter or expand within the Chinese market, highlighting the importance of cultural sensitivity and adaptation in marketing strategies.

The research shows the dynamic interplay between global marketing practices and local cultural contexts, offering insights into achieving successful international marketing campaigns. By exploring the intricacies of internet advertising in China, this thesis not only sheds light on the specific challenges and opportunities in one of the world's largest markets but also contributes to a deeper understanding of the global-local nexus in marketing.

In conclusion, this bachelor thesis underscores the vital importance of cultural adaptation and sensitivity in the success of international marketing strategies, particularly in the context of internet advertising in China. The comparative analysis of KFC and Brandy Melville provides a comprehensive overview of how localization and an understanding of cultural nuances play crucial roles in navigating the complex and rapidly evolving Chinese market.

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47

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9 List of Tables

10 List of Figures