International Online Marketing to China:

The Example of Weibo influencing buying behaviour

**Abstract**: In the modern world dominated by information technology, communication channels like television, radio, newspapers and magazines are becoming outdated and outrun in popularity by the internet media. The closed ecosystem of the online channels in China with the most foreign apps blocked and replaced with the Chinese analogs provides for a completely different, independent from the outside world environment for online marketing. Social media is an extremely powerful tool for introducing new products and building customer trust. However, foreign businesses aiming to enter the market in China need a blueprint on how to properly utilize this potent instrument, what is the right choice of the platform and which target consumer is it the most suitable for.

This article provides general guidelines on digital marketing origins in China, summarizes information about social media and its influence on buying behavior. For this research, a Chinese online platform Sina Weibo will be taken as an example of a perfect channel for content marketing and key opinion leader marketing to the Chinese consumers. Having its long-aged existence and user loyalty combined with its extensive content it’s made an ideal platform for building brand awareness in China.

**Keywords**: International marketing; social media; buying behavior; Weibo