Nation and World: The Marketing Model of Internationalization of Local Brands – A case study of Genshin Impact

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Abstract. The research background of the paper is that the Genshin Impact has become very famous in recent years. The game made $4 billion in revenue in just two years after its launch. The game's worldwide popularity has attracted a lot of attention. Thus, this paper wants to find out the producer uses which kind of methods to attract such many players and gain a large amount of profit. The paper uses a literature review and case analysis as research methods. By using these two methods to research, this paper finds that the producer of the game Genshin Impact uses lots of market strategies to attract players. Also, this research wants to explore how the game Genshin Impact successfully integrates traditional Chinese culture and promotes traditional Chinese culture to overseas players. The conclusion is producer of Genshin Impact uses different market strategies to attract players and help promote traditional Chinese culture to overseas people.

1. Introduction

This study focuses on exploring what marketing strategies Genshin Impact has used to become a popular game in many countries around the world. The study of this topic allows learn useful marketing methods to attract consumers to gain profits. Of course, by analyzing the marketing strategy behind it, one can know what kind of marketing is effective today and can open the market to the world. This can also lay a foundation to learn this kind of marketing techniques in the future. This study is mainly based on how the domestic game Genshin Impact became a popular game all over the world.

This article analyzes what kind of marketing and content creation the game uses to attract players. Through real cases, it shows how it is marketed, disseminated, planned, and finally becomes a circle of the game. It is known that good games focus on the core. Studied the mechanism of Chinese culture in the creation and dissemination of the game, Genshin Impact as the main research object, emphasizing the importance of meaning form, publicity atmosphere, gaming, and audience interaction. Also, Literature analysis is used to search and read relevant materials and literature. The advantage of this method is that it can well analyze how the public views the success of this game, what they think the future development of this game will be, and what needs to be improved. This method is conducive to the research.

The ultimate goal of this research is to understand the marketing strategy and means used by the game Genshin Impact, and hope that other domestic games can learn from it and then apply it to their own games, so as to help more domestic games enter the world market. In order to achieve this goal, this paper uses two learning methods to elaborate on how to carry out research.

2. Background

"Genshin Impact" speeded up the process of industry products. After the game industry entered the era of product king, the Matthew effect on the product side intensified, emphasizing the logic of explosive products, accelerating the development process of the industry product from the aspects of art, technology, narrative, music, gameplay, etc., and raising the threshold of product research and development investment, but also improving users' understanding and aesthetic appreciation of high-quality games, and increasing the requirements for game quality [1].

Especially in the young category, the phenomenon of quality comparison between various products is particularly obvious. Study the rare cases of the products released on all platforms of Genshin Impact, including mobile games, PC, console, and cloud games, and achieve excellent commercial performance on all major platforms, truly release the value of "all-platform", user level is the basis of game performance, based on high-quality game content, cross-platform can obtain more user growth [2].

The biggest feature of the open world is its open world. Players can freely explore, challenge missions, and carry out various activities in this world. The game
3.1 Internalization ideas of Genshin Impact

This video game is calculatingly showcasing different cultures, different from a typical design because most video games adhere to Western styles. In this role-playing video game, the protagonist must seek their lost sibling through a journey traversing seven regions, which displays and imitates the cultures and landscapes of seven countries in reality. Deliberately showcasing cultural diversity deviates from the traditional dos of the gaming industry, an excellent idea to internalize the video game. The success of the game across the world and the respect for different cultures showcased on online platforms have proven how effective this strategy is.

3.2 Literature review

In the literature review, the research will focus on the mobile game market and the game culture. It also examines the existing literature on problems that developing and maintaining the game may encounter. This will help identify any information that may be useful or needed to answer any research questions. The development of the Genshin Impact and other mobile games has been motivated by the internet, engineering, mathematics, psychology, mass communication, science, and technology. The video gaming industry is rapidly becoming a significant force in the entertainment and business world. According to Shliakhovchuk and Muñoz Garcia, today, video games have become “sophisticated tools inhabiting and disseminating racial, gender and cultural meaning.” [2].

In the article "Research on the Communication Effect and Creation Mechanism of Chinese Culture in Game Media in the Internet Era- Taking Genshin Impact as an Example", Tang Yingqi and other scholars studied the connotation of Chinese culture gamification, the creation of communication atmosphere and the form of Chinese culture gamification, taking the game Genshin Impact, which has a good communication effect at home and abroad, as the main research object through literature review and case analysis. And the audience subject of Chinese cultural games and so on. However, the content of the marketing means of the game is not much involved, this paper will start with the marketing strategy and marketing means and carry out research on the Genshin Impact [3].

Role-playing video game like Genshin Impact portrays how real-life experiences can blend with virtual ones to show the realities of different cultures. Genshin Impact can considerably break through its current cultural and entertainment functions. It may influence and change people's social life [4]. Therefore, video gaming has the advantage of influencing culture diffusion. Researchers and scholars are analyzing mobile and online video game market models and competitive environments. Since the Genshin Impact was launched, internationalization has been the main direction of the game's operation strategy. The Genshin Impact has attained a better position in the gaming industry, making most of its income from other countries. The gaming
industry has expanded over the years, where researchers base most of their theoretical research.

Internalization has been researched and has evolved a lot over the years. With the development of online and mobile games, more disciplines are engaged in the gaming industry. They have also improved social interaction among people from different countries and cultures [5]. Internalization also provides an excellent opportunity for entrepreneurial ventures, which helps promote the game internationally. Challenges that may arise due to internalization are confronted by entrepreneurial enterprises, local governments, international organizations, and large corporations. The competition of Genshin Impact in the global market is improved by economic liberalization, which helps global players enjoy better services. Mi HoYo's success included the companies.

Genshin Impact has been the gaming god that has withstood the gaming industry pressure. It has a high consumer stickiness, shown by its outstanding quality, extreme popularity, and subdivisions in the available games. After the launch of the Genshin Impact, the company that developed this game witnessed a unicorn business a year later. Therefore, this game has greatly impacted the company. According to Chang et al. game culture research has proved that Genshin Impact has paved a new path in the gaming world due to its anime-styled game theme. This has caused culture diffusion since Genshin Impact was accepted in the gaming market and facilitated traditional culture output. The Genshin Impact is set to deeply break through the current entertainment and cultural functions and influence social life.

The best matrix researchers can use is the SWOT analysis to identify the strengths and weaknesses of the Genshin Impact since it would help them access generous funding and precedence in overseas markets. The developers of the Genshin Impact should also emphasize advancing the game to be of better quality and promote a two-dimensional culture [5]. Due to the development of more games of the same caliber as the Genshin Impact, they should also focus on different competition strategies to help the game retain and achieve a better position in the gaming industry. Most research findings show that the gaming industry is thriving in international markets since it has abundant funds, talented teams, they have dynamic capabilities, and good market entry strategies. The Chinese have now accepted online and mobile games into their culture after the Genshin Impact acceptance by other nations. This game has been used to spread the Chinese culture to international markets and has impacted these markets and the Chinese culture. Therefore, the gaming industry has a hand in promoting different cultures.

Conclusively, the primary solution to achieving high-quality development in the gaming industry is creating the primary publishing position of precise games. Genshin Impact is a game that aims to prioritize technology since it has clear goals that are evident in the game. It creates awareness for other game developers where they learn the development strategies online games undergo in a new light. It also provides them with future prediction progress for the gaming industry in general. Therefore, the internalization of the Genshin Impact promotes market and development strategies for the gaming industry worldwide [6]. Mi HoYo, the company responsible for the Genshin Impact development, is a successful gaming company because it is committed to developing quality games, has a unique range of gaming products, and has no desire to make quick profits. Therefore, the invention of Genshin Impact has gained its reputation in the global market with the ongoing competition in the wide range of gaming products.

Scholar Yin Jiacheng studied in the article "On the Sea and Spread of Chinese Mobile Games -- Taking Genshin Impact as an Example" that in order to promote the sea and spread of Chinese mobile games, first of all, mobile game manufacturers should establish the concept of taking more social responsibilities and implement the concept; Secondly, relevant departments need to continuously improve policies and build a long-term supervision and guidance mechanism for the game industry based on China's national conditions; In addition, mobile game manufacturers can also combine the excellent music and art culture of the Chinese nation and actively link with the national cultural industry. However, the content of other marketing means used by game developers is not much involved, so this paper will start with other marketing means to study [7].

In the article "Research on Traditional Chinese Culture Communication Mode of Domestic Games -- Taking Genshin Impact as an Example", scholars Zhang Jing Lan and Yao Jia studied the open-world role-playing game Genshin Impact developed by Mi HoYo as an example and explored the strategies of domestic games to spread traditional Chinese culture by analyzing the process of Genshin Impact communication to traditional Chinese culture. However, the content of other marketing means used by game developers is not much involved, so this paper will start with other marketing means to study [8].

In the article "Research on Cross-cultural Communication from the Perspective of Participatory Culture -- A Case Study of the Chinese game Genshin Impact", scholar Tang Jie studied the role of participatory culture in cross-cultural communication of Genshin Impact and explored the practical path of using participatory culture to carry out cross-cultural communication, so as to help cross-cultural communication. First, grasp the target audience and build community connections. However, the content of other marketing means used by game developers is not much involved. This paper will start with other marketing means [9].

In the article "Exploration of the Path of Cultural Export of Domestic Games from the Perspective of Cultural Confidence -- Taking Genshin Impact as an Example", scholars Chen Yu and Li Zhaokun studied that from the perspective of cultural confidence, the game Genshin Impact, by integrating the common ideas of the East and the West, triggers the emotional resonance of players, and to a certain extent crosses the cultural gap, which not only makes more and more
people begin to understand and like Chinese culture, but also helps them to understand and like Chinese culture. And it is also of great significance to enhance the soft power of cultural export. However, the content of other marketing means used by game developers is not much involved, so this paper will start with other marketing means to study [10].

3.3 Marketing strategies

Genshin Impact's creators, Mi HoYo, have employed regional and global marketing strategies leveraging content creators and influencers from different countries to promote the game. Another marketing strategy is celebrating different cultural festivals in the game, making it engaging and relevant to different players [1].

Conclusively, Genshin Impact is an excellent example of an internalization concept with a unique game design, cultural references, and community-building efforts. The game has fostered a worldwide global base and intelligently marketed different cultures, unlike other video games that usually lean more on the Western style.

4. Case analysis

"Genshin Impact" at the core of the game experience based on the mechanism of an open-world adventure game, including facets of the ecological environment is reflected in realistic ecological and freehand brushwork in traditional Chinese painting two kinds, namely the contains of natural and geographical feature reduction, also includes the interpretation of the cultural characteristics of the social custom, order, rules and so on.

The worldview in the game is not completely disconnected from the world. It is a "mirror" of the real world and social rules, a free space where virtual and real coexist. In addition, the open worldPU players a high degree of autonomy and freedom, the player can according to the sequence and methods of the expected independently explore the game world of vast, interact with the elements in the game, and trigger the corresponding random events, promote the development of the plot.

The game uses traditional Chinese culture to create its unique atmosphere, which is a very innovative attempt and a good model for other games in China. It also has beautiful and vivid graphics to create an immersive feeling for the player.

4.1. Analysis of causes

First, high-quality game production, "Genshin Impact" is developed by the Chinese game company Mi HoYo, with its excellent art design, game mechanics, and exquisite music design, so that players are immersed in it.

Second, free play mode, "Genshin Impact" uses free download to play, in-game purchase mode of operation, but the purchase content is not necessarily a necessary condition to promote the progress of the game.

Third, diversified role and element system, the "Genshin Impact" game mechanism includes multiple elements and different characters, they come from different countries, have different clothes, and different ways of fighting, players can form their own diversified team through diverse roles to face different situations of combat.

Fourth, excellent operation and publicity team. The popularity of a game is not limited to the excellence of the game itself, but more about the publicity and operation before and after the release of the game.

Fifth, excellent combination of traditional Chinese culture, even if the "Genshin Impact" is not related to reality, players can always find some of the traditional festivals and architectural styles of real countries in the game.

Overall, the success of "Genshin Impact" combines high-quality game production, play mode, and perfect integration with traditional Chinese culture, which all contribute to the success and popularity of the game in a short period of time.

5. The logic of the marketing process around national culture

The core game experience of Genshin Impact is based on the mechanism of its open-world adventure game, in which the description of the ecological environment is embodied in two ways: realistic ecology and freehand ecology, namely, the restoration of natural and geographical styles, and the interpretation of social customs, order, rules, and other cultural characteristics.

The presentation of Chinese elements in map scenes, the restoration of natural scenery, and the expression of humanistic spirit in architectural art are not only valuable in presenting external scenes but also in infiltrating the spiritual core of Chinese culture into game storylines. The combination of Eastern scenes and the Chinese humanistic spirit in the game can enable overseas players and audiences to better and deeper perceive Chinese cultural temperament.

When people see news and promotional videos from other countries, they may realize that this is a highly purposeful input of ideology and ideological viewpoints; Many people may also realize that foreign film and television works are essentially an expansion of cultural values in other countries, a global cultural distribution.

The characteristics of the game itself, de ideological and eliminate the mentality of vigilance. Games are mainly related to self-entertainment, self-experience, and self-happiness, reflecting a strong subjectivity. Many people do not consider it as an output channel for information and opinions, and its ideological tendencies and ideologies are also obscured in entertainment.

6. Conclusion

The results of the research are that this report mainly explains from different angles how the game Genshin
Impact is spread around the world as a game developed by Chinese people. So it can further draw the conclusion that the report mentions the market strategies that the game Genshin Impact uses to attract players from all around the world and spread the Chinese traditional culture to people from various cultures. This study provides a lot of valuable reference significance for future research in this direction and mainly affects the future development direction of domestic games. In the future, it will more focus on the ability to find and analyze more strategies from the game Genshin Impact to conduct in-depth research, which can help other kinds of Chinese games to know what strategies they should use to attract foreign players and spread to the world. The article was to explore the game in the spread of Chinese cultural issues, does not provide a clear solution or suggestion. The inclusion of suggestions on how to overcome these problems will make the article more practical. Some ideas and arguments can be developed further. For example, the integration of games with Chinese culture can further explore how to ensure the authenticity and depth of cultural elements.

**Authors Contribution**

All the authors contributed equally and their names were listed in alphabetical order.

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