

Interculturality and identity were used to interpret the different ways that the tourists from the two countries perceiving the same site. The findings indicate that tourists from different cultural backgrounds have different ways to view the same tourist destination in terms of photo-taking angles, using of light, focus of contents, etc. This study will provide useful information to Japanese travel service providers (e.g., hotels) to attract Chinese tourists.

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**BRANDING INFLUENCED BY MANUFACTURER/CUSTOMER
INTERACTION ON THE SNS
(A CASE STUDY OF JAPANESE & GERMAN AUTOMOBILE
MANUFACTURERS IN CHINA)**

**ВЛИЯНИЕ ОБЩЕНИЯ ПРОИЗВОДИТЕЛЯ И ПОТРЕБИТЕЛЯ
В СОЦИАЛЬНЫХ СЕТЯХ НА СТРАТЕГИИ ПРОДВИЖЕНИЯ
(НА ПРИМЕРЕ ЯПОНСКИХ И НЕМЕЦКИХ
АВТОПРОИЗВОДИТЕЛЕЙ В КИТАЕ)**

Past research investigated the traditional propaganda means of corporate websites. However, with the development of internet, social networking site (SNS) is more and more important to the communication between manufacturers and customers. The study investigates the Chinese language websites of three major automobile manufactures, Toyota, Honda, and Volkswagen. In this presentation, I focus my discussion on the branding process.

Data are collected on three Chinese WEIBO sites: Toyota, Honda and Volkswagen. My initial analysis demonstrates how these manufacturers convey information to their consumers to build brand effect, and how the consumers who read these web posts react to the brand perception. My conceptual frameworks are based on the notion of footing (Goffman, 1981) and branding (Aaker, 1991).

My research findings show that footing on the side of the manufacturer on the SNS interaction plays a significant role in branding process. Furthermore, I will also discuss strategies employed by the manufactures to gain Chinese consumers' trust and to improve their sales volume.