Comparative Analysis of Marketing Research between China and United Kingdom

Qianyu Li*

University of Birmingham, Birmingham B15 2TT, United Kingdom

*Author to whom correspondence should be addressed.

Abstract: This paper conducts clustering, potential semantic indexing, comparison, and inductive analysis of research papers on marketing between China and the UK from January 2020 to September 2024. The study found that the Chinese marketing research focuses on digital transformation, policy impact, value co-creation, and emerging e-commerce models. In contrast, the UK marketing research focuses more on sustainability, technology integration, real-time research, and personalized marketing strategies. The study also found that there were few marketing articles published in Chinese and CSSCI journals in China, while the SSCI journals published in English were 62 times more than in Chinese. According to the research, digital marketing and data-driven decision-making, diversified marketing channels, sustainability and circular economy, technological innovation and cutting-edge technology application, meta-universe and blockchain technology, AI + marketing development, brand building, and international market expansion will become the research hotspots in the field of marketing in the future. The research suggests that China should strengthen the construction of an academic marketing platform, and China and the UK should strengthen cooperation in marketing research, learn from each other's strengths, and jointly give full play to their advantages in technology application, market and economy, strategy and innovation, and social media, to contribute to global economic development and marketing research.

Keywords: China and Britain; Marketing research; Comparative analysis

1. Introduction

1.1. Research background

Marketing is a process in which enterprises acquire, maintain, and increase customers by creating, delivering, communicating, and exchanging products and values to meet consumer needs and desires. Marketing usually includes market research, market segmentation, target market selection, market positioning, product strategy, price strategy, promotion strategy, distribution strategy, customer relationship management, market entry strategy, competitive strategy, market analysis, brand management, digital marketing, data analysis, regulatory compliance, social responsibility, etc. Marketing is crucial to the development of enterprises, and it is the key force connecting enterprises with the market, promoting economic development and social progress.

Marketing in China started relatively late, but it has developed rapidly in recent years. In the early

1930s, marketing was introduced into China. The development of China's marketing has also experienced the evolution process from the cognitive period after the initial introduction, to the practical period of blind imitation and blind follow-up, and then to the exploration period of painful review and rational reflection, reflecting the characteristics of low-level "native-born," from the point to the surface, and gradually expanding the application scope and field [1]. In recent years, China's marketing industry has developed rapidly, especially in the Internet industry, which has gradually changed from follower to a leading role.

The UK occupies an important position in the field of global marketing, and British scholars and practitioners have made important contributions to the development of marketing theory. In the 21st century, with the rise of the Internet and digital technology, the British marketing industry also began the digital transformation, digital marketing become mainstream, brand and enterprises began to use social media, search engine optimization (SEO), content marketing digital channels to contact and attract consumers, had a profound impact on the global marketing practice.

1.2. Literature study

From the literature research, there are many papers studying the development process of marketing in China and the UK, but it is very rare to conduct a direct comparative analysis. Such as Wang *et al.*, with Chinese marketing research literature as the research object, analysis that China marketing management research topic should pay attention to the scientific research direction and social and economic development goals, based on combining marketing management practice do theoretical or applied research, put forward the support, operational solution [2]. Wu and Nie, based on the visual analysis of domestic research on brand marketing, found that social media marketing, brand communication, and value co-creation in the era of big data are the current research hotspots [3]. Zhang and Guo's research that Xi's economic thought from the global, highly summarizes the high-quality development and market environment, the market main body formed the theory, supply quality, business environment, market size and international market theory five basic argument, has been clear about the marketing innovation and development of favorable conditions and development potential [4].

British market research and research institutions often publish marketing trend report, such as Kantar research, in 2023, 67% of marketers are positive about the possibility of generative artificial intelligence (GenAI), the industry is exploring the opportunity to use GenAI, to improve the efficiency of our development and personalized ideas and large-scale innovation, marketers and agents by creating more visual concepts to discuss GenAI, inject new impetus for the conception stage, and help conceive the story. In our future, there may even be space for synthetic media planning [5]. Clark *et al*. deeply discussed the current situation and future of the marketing discipline, studied the influence of Shelby Hunt, made a profound analysis of marketing theory, proposed the path to restore the status of the marketing discipline, and expanded the pioneering R-A theory of Shelby Hunt, namely resource advantage Resource-Advantage theory [6]. SIS International's The UK Market Research report, which highlights the importance of UK market research, including sustainable consumption and ethical consumption, artificial intelligence and machine learning integration, agile and real-time research, personalized and microsegmentation, customer Voice (VoC) initiatives, and other [7]. Chamboko-Mpotaringa and Tichaawa, a comprehensive overview of published academic materials in the context of tourism marketing, believe that the metaverse is causing a paradigm shift in tourism marketing [8].

1.3. Study value

This paper to China network (CNKI), Web of Science journal data as the source data, using cluster analysis, LLR analysis, comparative study, inductive research method, on January 1, 2020 to September 30, 2024,

China, the two most representative countries of the global marketing research hotspot, analysis of the two countries marketing research hotspot, research institutions, research experts, summarizes the two marketing research characteristics, differences, research conclusion, research recommendations. Research to understand the research focus in the field of marketing, research direction change, for the two countries business, research institutions, relevant experts and scholars to strengthen mutual understanding, enhance exchanges and cooperation, joint research to promote the development in the field of global marketing research has very important practical value and academic significance.

2. Study methods and data

2.1. Study methods

2.1.1. Cluster analysis

Cluster analysis is a statistical method for grouping objects in a dataset to make objects within the same group more similar than objects in different groups. This paper mainly adopts K-means analysis, which is one of the most popular clustering algorithms in data mining and machine learning [9]. Its goal is to divide n points in the dataset into k clusters, so that each point belongs to the nearest cluster center to minimize the total internal sum of squares of clusters. The core goal of the K-means clustering algorithm is to minimize the sum-of-within-cluster square error (WCSS).

2.1.2. LLR clustering

LLR clustering, the Log-Likelihood Ratio clustering, is a statistical model-based clustering method that evaluates the similarity between different clusters by calculating log-likelihood ratios. LLR clustering is particularly suitable for clustering analysis of text data because it can deal with the problem of one word's polysemy and one sense multiple words, thus improving the accuracy of clustering.

2.1.3. Comparative study method

Comparative research is a research method that involves a systematic contrast of two or more objects, groups, phenomena, or concepts to identify similarities and differences between them. This approach is often designed to understand commonalities and personalities in different situations or to assess the impact of different variables on outcomes [10]. Comparative studies can be either quantitative or qualitative, specifically depending on the nature of the research questions and data, and these papers are mainly conducted using qualitative comparative research methods.

2.1.4. Inductive research method

Induction is a method of logical reasoning that extracts general conclusions or principles from particular observations or data. In scientific research, induction is usually used to form hypotheses or theories from experimental results or observational data. Induction is characterized as it relies on empirical data to support conclusions rather than derive results from a theoretical perspective. This paper mainly conducts inductive analysis through empirical data from cluster analysis.

2.2. Study data

2.2.1. Data source

CNKI database belongs to China National Knowledge Infrastructure (CNKI), and is the largest academic paper database and academic electronic resource integrator in China. The core of Peking University is a periodical

catalogue jointly compiled by Peking University Library and periodical workers and experts from more than a dozen university libraries in Beijing. CSSCI (Chinese Social Sciences Citation Index) is a database developed by the Chinese Social Sciences Research and Evaluation Center of Nanjing University. It mainly searches for the inclusion and citation of papers in the field of Chinese humanities and social sciences.

The Web of Science Database is a global leading citation database covering over 9,200 journals from 1900 to now, covering 178 research disciplines. SSCI, the Social Science Citation Index (Social Sciences Citation Index), is an important international social science literature search tool created by the American Institute of Scientific Information (ISI).

2.2.2. Acquisition situation

In this study, the author conducted a search with "marketing" as the theme in CNKI. The period was set from January 1, 2020, to September 30, 2024. The Chinese and English extension, Peking University core, and CSSCI options were selected, and a total of 479 records were retrieved as sample literature analysis data.

The search included "marketing" as the theme in the Web of Science Core Collection citation index SSCI, with the period set to 1 January 2020 to 30 September 2024, and 29065 data were retrieved when the country was set to the People's Republic of China. A total of 13999 data points were retrieved when the country was set to England.

3. Research process

3.1. Analysis of Chinese marketing research situation

3.1.1. Analysis of the inclusion status of Peking University Core and CSSCI

Key keyword (K) LLR cluster analysis of 478 records collected from the CNKI database was performed by CiteSpace software [11], and the output results are shown in **Figure 1**. Analysis of the figure, it can be found that during January 2020 to September 2024, in the CNKI database, published the core of Peking University and CSSCI journals, about marketing research focus on marketing, marketing strategy, feed enterprises, seed market, rural revitalization, brigade fusion, rural tourism, brand marketing and so on eight key direction. There were 138 institutions involved in the study, but the number of stories published was very scattered.

3.1.2. Analysis of SSCI collection and publication status

Subject word (T) LLR cluster analysis of 29,040 records collected from the Web of Science database was performed by using CiteSpace software, and the output results are shown in **Figure 2**. Analyzing this figure, As it can be found, Between January 2020 and September 2024, In the SSCI database, Related papers marked as China, On the focus of marketing research, More attention should be paid to the seven key directions of stock price crash risk, purchase intention, stock market, urban China, innovation performance, environmental regulation, and supply chain.

3.2. Analysis of the UK Marketing research situation

The subject word (T) LLR clustering of 14946 records collected from the Web of Science database was analyzed using CiteSpace software, and the output results are shown in **Figure 3**. Analyzing this figure, as it can be found, between January 2020 and September 2024, in the SSCI database, related papers in the country marked as the UK, the marketing research focuses on cryptocurrency market, South Korea, social media, entrepreneurial orientation, circular economy, and capital structure.
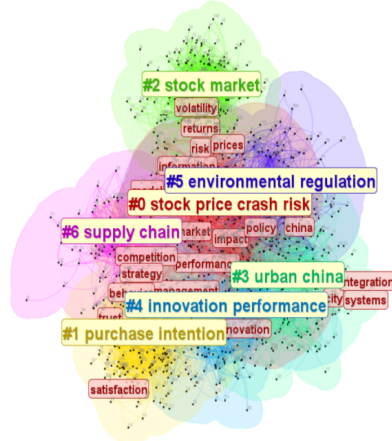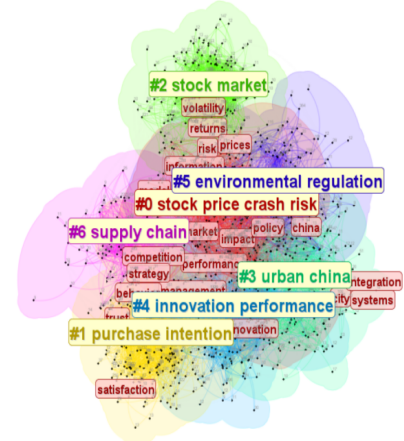
| Figure 1. China (CSSCI) | Figure 2. China (SSCI) | Figure 3. UK (SSCI) |

3.3. Comparative analysis of the marketing research situation between China and the UK

3.3.1. LLR analysis

LSI analysis of the "marketing" research topic articles collected from Peking University Core and CNSCI database using CiteSpace software from January 1, 2020, to September 30, 2024, and **Table 1** was obtained.

Table 1. Theme analysis table of China marketing research in September 2020–2024

Data point	Contour coefficient	LLR
27	0.96	Marketing; feed enterprise; marketing strategy; block chain; service contact;
17	0.789	Marketing strategy; "Belt and Road"; Internet; live delivery with goods; current status;
16	0.903	Feed enterprises; feed products; big data; economic benefits; sustainable development;
11	0.911	Seed market; technology innovation; cutting-edge technology; artificial intelligence; innovation strategy;
9	0.932	Rural revitalization; feed industry; family farm, higher vocational college; professional group;
8	0.991	Integration of culture and tourism; mode; cross-cultural communication; cultural and creative products; marketing;
7	0.987	Rural tourism; network; industrial integration; product promotion; tourism function;
5	0.989	Brand marketing; brand value; ebm model; service innovation; marketing strategy;
3	0.989	The Communist Party of China; subject history; Marketing; Marketing; Feed enterprise;
3	0.979	Industrial development; industrial chain; Dongtai watermelon; countermeasures; bitter gourd;

LSI analysis of "marketing" China research topic articles collected from the Web of Science core collection database from 1 January 2020 to 20 September 2024, **Table 2**.

Table 2. Subject analysis table (SSCI) in China, September 2020–2024

Data point	Contour coefficient	LLR
258	0.734	Risk of stock price crash; stock return; stock liquidity; stock price synchronization; corporate governance;
202	0.83	Purchase intention; social media; intermediary role, behavior intention; customer participation;
191	0.896	Stock markets; crude oil; spill over risk; economic policy uncertainty; volatility spill;
186	0.777	Urban China; Rural China; Hong Kong; Case Study; Housing Price;
171	0.807	Innovation performance; regulation; entrepreneurship orientation; digital transformation; strategic orientation;
164	0.784	Environmental regulation; carbon emissions; financial development; economic growth; green finance;
120	0.81	Supply chain; closed-loop supply chain; dual-channel supply chain; government subsidies; information sharing;

LSI analysis of the "marketing" UK area research subject articles collected from the Web of Science core collection database SSCI database using CiteSpace software from January 1, 2020, to September 30, 2024, resulting in **Table 3**.

Table 3. UK marketing research topic analysis table (SSCI), September 2020–2024

Data point	Contour coefficient	LLR
173	0.796	Cryptocurrency market; stock market; commodity market; financial market; stock return;
158	0.72	South Korea; Labour market; gender gap; Labour market results; Labour market;
138	0.736	Social media; sharing economy; social media encers; Influencer marketing; behavior intention;
126	0.824	Entrepreneurship orientation; export performance; international performance; absorption ability; strategic agility;
119	0.695	Circular economy; energy transition; adoption of circular economy; low-carbon transition; blockchain technology;
117	0.81	Capital structure; corporate value; financial development; foreign direct investment; international trade;

3.3.2. Comparative analysis of study topics

LLR clusters in **Tables 1** and **2** were combined into Data 1, and LLR clusters in **Table 3** were combined into Data 2, and the two groups were used for comparative analysis as shown in **Table 4**.

Table 4. Comparison analysis of marketing research topics in China and the UK from October 2023 to 2024

	Project	China	Britain
Similarities	Technology application	Both sets of data mention the application of technology, and the "blockchain," "big data," and "artificial intelligence" in Data 1 and the "blockchain technology" in Data 2 both show the importance of technology in their respective fields.	
	Market and economy	Both sets of data involve market and economy-related concepts, such as "marketing" and "stock market" in Data 1 and "financial markets" and "international trade" in Data 2.	
	Strategy and innovation	Both data sets emphasize the importance of strategy and innovation, such as the "marketing strategy" and "innovation strategy" in Data 1 and the "strategic agility" and "circular economy adoption" in Data 2.	
	Social media	Both data sets mentioned the impact of social media, with "social media" in Data 1 and "social media influencers" in Data 2 showing the important role of social media in different fields.	
Differences	Industry focus	More focus on feed enterprises and their related industries, such as "feed enterprises," "feed products," "seed market," and so on.	More coverage of financial markets, such as "cryptocurrency markets," "commodity markets," and "stock markets."
	Economic policy and the environment	Noted the concepts related to policy and the environment, such as "economic policy uncertainty" and "environmental regulation."	No explicit mention of these aspects was made.
	Market behavior and psychology	Concepts related to market behavior and psychology, such as "behavioral intention" and "customer participation," are mentioned.	Focusing more on macroeconomic and social issues, such as the "gender gap" and the "labor market."
	Specific areas of technology application	Technology applications are more inclined to be within the industry, such as the application of "artificial intelligence" in the feed industry.	Technology applications are more widespread, such as the application of "blockchain technology" in the financial markets.
	Development and transformation	The concept of development and transformation, such as "digital transformation" and "rural revitalization," is emphasized.	More focus on the "capital structure," "corporate value," and other aspects of corporate financial and market performance.
	Market segments	Specific market segments such as "family farms" and "higher vocational colleges" are mentioned.	Without such segmentation, more focus is on the performance of the overall market.

4. Study conclusions and recommendations

4.1. Study recommendations

Through the study, the following research is suggested:

First, we should grasp the direction and trend of marketing research. Digital marketing and data-driven decision-making. With the development of big data and artificial intelligence technology, data-driven marketing decisions will become the key. Personalized and customized services consumers' demand for personalized and customized services will be further enhanced. Diversified marketing channels pay more attention to the construction of diversified marketing channels, through the integration of online and offline, to achieve omni-channel sales, improve the brand influence, and market share. Sustainability and circular economy, with an increasing consumer demand for sustainability and circular economy practices. Metasmos and blockchain technology will be the main trends for marketers, especially in energy, resources and industrial and life sciences, and healthcare marketing. Changes in consumer behavior, especially the pursuit of immediate enjoyment and immersive experience, will become a new consumer trend. In marketing investment under economic uncertainty, brands tend to deal with instability and uncertainty through investment, improve organizational ability, and maintain flexibility. With the development of AI + marketing, the application of AI technology in marketing will continue to deepen. Through data mining, NLP, machine learning, and other key technologies, AI will optimize all aspects of traditional marketing and make contributions to the fields of user screening, content creation, creative delivery, effect monitoring, and behavior prediction. Brand building and international market expansion, brand building will become a strong support for promoting high-quality development and creating a high-quality life, at the same time, encouraging enterprises to rely on the international market for new consumption. With the variability of consumer purchasing behavior, consumers have a large choice and changeable demand. We should pay close attention to the market changes and meet the changing needs of consumers by increasing product colors and varieties.

Second, China should strengthen the construction of a marketing academic platform. Chinese domestic journals, Peking University core, and the CSSCI database have insufficient acceptance of marketing research results. A large number of scholars and institutions publish English papers in SSCI journals, which affects the development of the domestic marketing research field in China to a certain extent, and reform and innovation should be vigorously deepened.

Third, China and the UK should strengthen cooperation in marketing research. Britain in market research, started very early, university of London, university of Oxford, London, London school of economics, university college London, university of Cambridge, the economic policy research center, the university of Manchester, the university of Leeds, king's college London, university of Nottingham, university of Birmingham have made various contributions in marketing research, in the financial market, capital structure, company value of marketing leading position, China is currently in the digital transformation, economic policy uncertainty also has certain characteristics. The two sides also have a lot in common in technology application, market and economy, strategy and innovation, and social media, and they can strengthen mutual exchanges and cooperation.

4.2. Research outlook

Looking into the future, the research and development of global marketing will continue to face challenges and opportunities. This paper mainly analyzes cluster analysis, potential semantic index analysis, comparative analysis, and inductive analysis, and through KI database and the Web of Science core collection database. In the next step, the scope of data collection can be further expanded to further improve the universality and representativeness of the research. In terms of research methods, more analytical tools and models can also be used for analysis, especially with the introduction of artificial intelligence analysis technology.

Disclosure statement

The author declares no conflict of interest.

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