

Localization Translation Strategies for Cross-border E-commerce Product Descriptions and Consumer Response Study

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Abstract: *With the development of digital trade around the world, cross-border e-commerce has grown rapidly, and now more and more information is needed to help consumers make informed purchasing decisions. The first two parts of this paper will examine the effect of all kinds of localisation and translation strategies for product descriptions on consumers, and then provide some general theoretical support. First, we will unpack the theoretical dimensions of localisation translation, and then we will explore the linguistic features, textual functions and cross-context transmission mechanisms of cultural symbols. According to the theory of cognition and cross-cultural communication, construct an information-processing model for localised texts at the consumer level and analyze the functions of cognitive schemas, emotional trust and cultural distance in this process. Finally, this paper will explore the connections among all the above (e.g., linguistic accuracy and adaptation of textual style), consumers' perception of value, purchasing behaviour and long-term loyalty. This paper offers the theoretical foundation and strategic ideas for good cross-cultural communication in cross-border e-commerce, and also presents all the ways of text reconstruction for changes in consumer emotions.*

Keywords: *cross-border e-commerce, product description, localisation translation, consumer response, cultural adaptation, cognitive schemas.*

Introduction

With the development of cross-border e-commerce in recent years, product descriptions have become an essential link in the introduction of foreign goods to the local market, and their ability to convey information effectively directly affects the results of marketing activities. Language transfer does not just bring over the corresponding transplanted words; an entire new cultural system and consumer behaviour need to be built around them. Most of the above studies have been conducted in isolation in the fields of linguistics or marketing and have not examined in detail how the translation strategies of localised products affect consumers' emotions and behaviour. Therefore, all the links in the construction of the analysis system for various stages of translation strategy and consumer perception need to be connected. To solve the problems in the previous study, this paper will present the theoretical contents of localisation translation and explain how consumers experience and feel about translated works internally; finally, it will determine whether a particular translation strategy affects people's desire to consume such content. Therefore, this paper hopes to improve the overall quality and accuracy of cross-border e-commerce services for all users.

1. Construction of the Theoretical Dimensions for Localization Translation of Cross-border E-commerce Product Descriptions

1.1 Analysis of the Linguistic Features and Textual Functions of Localisation Translation

Cross-border e-commerce product descriptions are a type of commercial text, and as such, they have obvious composite and purposeful linguistic features. At the level of lexical units, they combine professional product terminology with marketing language for the public, so translators need to use a vocabulary system that is familiar and attractive to consumers in the target country, but still maintains the correctness of technical parameters. Generally speaking, at the level of syntax, there is a high degree of conciseness and persuasiveness; thus, imperative sentences and conditional clauses are often

used to present consumption scenarios and value propositions. These kinds of language are used to achieve the two main goals of the text: first, to accurately present the physical attributes and functional information of the product so that consumers can make informed choices; second, to arouse the emotions of readers and make them feel good about purchasing the product. Therefore, localisation translation is not merely code-switching; rather, it is an organised reconstruction of the informative and vocative functions of the source text in the target context^[1].

The function reconstruction does not need to be shown in this way. The translator needs to know the practical habits, rhetorical preferences and stylistic norms of the target language very well. Some linguistic cultures are more likely to use indirect and euphemistic language in their appeals; others are direct and assertive. Speech speed, the use of colloquial words and formality, etc., can all affect how easily and reasonably the information is understood. That is to say, we need to select some of the information, present it in a different way, or add some embellishments according to the language standards and consumer psychology of a particular country; that is to say, we should ensure that the translated product descriptions are not only accurate in content but also sound natural and attractive to native speakers in that area.

1.2 The Transmission Mechanism of Cultural Adaptation and Symbolic Meaning in Translation

The first type of adaptation for localisation translation is cultural adaptation; that is to say, the transplantation and reinterpretation of cultural symbols and values in different contexts of a product. Product descriptions often use culture-specific pictures, metaphors, allusions, etc., to convey underlying social values, and together they form the "symbolic meaning" of the product. Direct, word-for-word translation may not be in line with local culture and will thus fail to reach the target audience. Therefore, localisation translation needs to be a cultural mediator. It is to make a "corresponding", "substitutional" or creative "new meaning" of symbols from the source culture in the target culture so that the lifestyle, emotions and social identity promoted by the product can be easily understood and accepted by the target consumers.

In order to communicate effectively, one needs to know the deep-thinking system and emotional culture of the people one is talking to. Since the symbols of colour, animals, numbers and other things have different meanings in different cultures, translators need to use good judgment in their translation work. Abstract values, such as social relations, family ideals and aesthetic orientation, also need to be expressed in words. For example, if the product description is about personal achievement, in a collectivist culture, it may need to mention the happiness of the family or recognition by the community. This is not a loss of culture; rather, by adapting, a new form of cultural communication and meaning creation will be established to help people better understand and appreciate the product in a way that is in line with their own culture.

1.3 A Multi-dimensional Theoretical Framework for Localization Translation Strategies

To construct a strategy for localizing the translation of cross-border e-commerce product descriptions, all relevant departments must be coordinated, and therefore an all-encompassing system that can meet the combined demands of changes in text and context should be built. The basis of this framework is the "linguistic-functional dimension", and its purpose is to achieve the equivalence of informative and vocative functions in the target context for the text. Specific Measures include normalisation of terms, syntactic adaptation, transformation of rhetorical devices, etc. The lowest level is that the cultural and cognitive factors need to be mapped and valued in the language system. At the same time, there is also substitution of cultural images, compensation for cultural deficiencies, and either a reduction or reconstruction of culturally sensitive items^[2].

In addition to the two above dimensions, we also need to consider the "audience-response dimension" and take into account the characteristics, media consumption habits and information processing preferences of the target consumer group in our plan. Translation strategies should be flexible and diverse; for example, one can adjust the style of online language according to different age groups or communities and combine text with pictures in multimedia works. The three factors work together to form a whole and are used to choose a localisation translation plan. Therefore, it can be concluded that the chosen and combined strategies are not random but are based on systematic studies of the linguistic ecology, cultural psychology, communication environment, etc., in the target market. The goal is to reduce communication errors among different cultures in the writing so that when people read about our products, they will have a good impression and positive feelings.

2. Information Processing Model of Consumer Response to Localised Product Descriptions

2.1 Consumer Cognitive Schemas and the Acceptance Path of Translated Texts

When consumers see the product descriptions in cross-border e-commerce, they do not need to learn these schemas from scratch; they can use the existing ones to understand the information. Cognitive schemas are psychological systems that people have formed about products, brands and consumption situations based on their own experiences and knowledge in life and culture. The first link in the acceptance path for localised translation work is whether the content is in line with what the readers already know. A translation that is very close to the original should follow the linguistic habits, conceptual categories and expressive logic of the target audience; thus, it will be easier for people to understand, help them absorb the information smoothly, and fit well with their own ways of thinking. On the contrary, if the translated text does not match the target schema at the level of vocabulary, syntax or concept, there will be cognitive dissonance, and it will be ignored or misunderstood by the recipient.

Therefore, the success of the translation strategy depends on how well it can activate or match the corresponding schemas in the consumers. Popularisation of translation for special terms, reinterpretation of product functions in light of changing life circumstances in China, and reflection of local culture in marketing language are all ways to achieve this cognitive alignment. The end point of the acceptance path is the formation of a new mental model for the product, and both the clarity and attractiveness of this model and the degree to which it is connected to consumers' self-concept or needs are directly determined by the quality of the translation. Strengthen Schema Matching and Sense Construction to improve the acceptance path of localisation translation and provide a better experience for consumers in the next issue.

2.2 Linguistic Motivation for Emotional Response and Trust Formation

Linguistic features of local product descriptions are important factors that affect consumer emotions and form first impressions. The emotional motivation of language is its capacity to evoke emotions; this includes the affective qualities of words, the resonance of stories and the friendliness of tone. Use words that have good cultural connotations, create consumption stories that are easy for people to feel emotionally, and sincerely and unpretentiously evoke positive emotions in consumers, such as joy, aspiration or a sense of security. These emotions will make people pay more attention to the information and provide an emotional basis for the formation of brand attitudes^[3].

Trust has been placed in the translator; therefore, they must be professional, consistent and dependable in their work. Professionalism and accuracy are shown in the error-free translation of product specifications and technical parameters, as well as in the correct use of industry terminology; thus, an image of professional credibility has been established. Consistency is to keep the same brand voice and value proposition in all the language editions and various parts of the text to strengthen the sense of brand reliability. To show that the brand cares about local culture and is respectful of it, one needs to learn all kinds of local culture and avoid any cultural taboos or improper use of honorifics; otherwise, it will not be loved by the people. Therefore, language is not only a means to transmit information but also a way to express emotions and build close relationships with others.

2.3 The Mechanism of Influence of Cultural Distance on Consumer Information Decoding

Cultural distance is the extent of differences in values, social norms, ways of thinking and expression among the culture of the target market and the culture of the source, and it systematically moderates the consumer's decoding process of translated product descriptions. There is a considerable cultural difference; that is, the symbols, metaphors and logical prerequisites of the original work differ from the cognitive environment of the foreign audience. At this time, if the translation strategy cannot fill this gap, consumers will have to exert more effort to decode it and may be confused by or misunderstand what it means culturally; thus, the main idea of the product will not be conveyed. Thus, cultural distance is also one of the reasons for the problems in information interpretation.

Many ways of cultural difference can be seen in the people themselves. Semantics at the level of semantics refers to the connotations and denotations of concepts. In fact, it is to determine whether the aim of a speech act (e.g., a promise or an appeal) can be understood. At the level of symbols, it refers to whether consumers can understand the cultural connotations and social values of a product. One of the

main reasons for using localisation translation is to solve problems caused by cultural differences. The range of the strategies is the whole scope of "cultural adaptation" (revision according to the norms of the target culture) and only a part of "cultural fusion" (retention of some foreign elements and provision of a framework for understanding). Based on the detailed analysis of all factors in cross-cultural communication, determine the best strategy that balances the cognitive resources people are willing to expend for understanding with the need for novelty and appeal, and thus aim to achieve effective transmission of information and comprehension by consumers.

3. Correlation Mechanism of Localization Translation Strategies and Consumer Behavioural Intention

3.1 Mapping the Relationship Between Linguistic Accuracy and Consumer Perceived Value

Linguistic accuracy is a necessary condition for consumers to know in order to judge whether a company is responsible and professional, and it will have a positive impact on their sense of value. Perceived value is the total trade-off a consumer is willing to make between the advantages and disadvantages of a product, and linguistic accuracy directly contributes to the information value in the "advantages" section. If the product description can offer specific and accurate information on the technical parameters, material properties, functions, applications, etc., then consumers will be able to form a reasonable understanding of how the product works and will feel less risk due to uncertain or incorrect information. Therefore, they will know more about the characteristics and advantages of the products. Rational cognition based on accurate information is the foundation of perceived value, and thus it is reasonable. Given that the Information Density is suitable, there will be fewer linguistic errors, and thus it will be easier for consumers to learn and more confident in their value judgments. It should not only be true that the facts are correct but also provide a foundation for people to form beliefs and accept the main attributes of a product^[4].

Linguistic accuracy can also affect the perception of quality and sacrifice by influencing people's emotions. A good translation will make the brand seem more high-quality and professional, and thus people will be more willing to buy its products. At the same time, it can also reduce the extra effort and potential costs that consumers would have to bear to deal with ambiguity or face the risk of buying the wrong goods; that is to say, it lowers non-monetary perceived sacrifices. Therefore, by increasing the perceived benefits and reducing the perceived costs, one can improve people's overall sense of value. The most fundamental kind of cognition is the sense of value; it is what makes people want to add items to a wish list or compare different products.

3.2 The Moderating Effect of Adaptation in Textual Style on Purchase Decisions

The degree of adaptation for style refers to how closely the translated product description aligns with the main aesthetic ideas and demands in terms of register, rhetoric, tone and narrative mode of the target market and specific groups of readers. It is a kind of moderation for the effect of consumer information processing on purchase intention. A good style of writing can help people better understand what has been written, reduce mental fatigue, and be more easily convinced. When the style of the text meets the language expectations of the target audience, consumers will pay more attention to the advantages of the product and be less distracted by awkward or inconsistent expressions; thus, it is easier to form a positive attitude towards the product^[5].

The two are more evident in the areas of decision-making confidence and speed. A textual style that is in line with local aesthetics and cultural psychology can move people's emotions and make them feel a sense of belonging; thus, they will feel that the brand is close to their hearts and be more willing to purchase it. For impulsive purchases or products motivated by emotion, text that is simple to adapt in style can quickly make people want to buy and reduce the decision-making time. A good style of writing can make consumers more eager to learn about high-involvement products and create a professional yet friendly information environment. Therefore, the degree of adaptation to the style of writing is a moderator of the effect of cognitive evaluation in leading to a decision. The way it works is that an emotional and identity filter is added to the system of rational information processing. A good style adaptation will reduce the division among different styles, and people will begin to feel that they have a sense of value and identity in their purchasing decisions.

3.3 The Shaping of Consumer Long-term Loyalty through the Optimization Path of Localization Translation

Localisation translation is not a one-time thing; it will continue to be improved according to the demands of the consumers and a good relationship with them will be maintained for a long time. At the foundation of optimisation is periodic revision according to changes in the market and consumer behaviour; thus, the product descriptions need to be accurate and in line with the current development of language, culture and consumption trends. Continuous improvement can make the public believe that the brand will continue to offer high-quality local services for a long time and thus give them a sense of security. When the people believe that the brand is doing well and communicating truthfully, they will be more likely to trust it. The optimisation path shows that the brand can learn continuously and adjust to changes in its target market; this ability to learn and adapt is also a good sign that will make more people fond of the brand in the future.

Over the years, many good memories have been created for the staff at the company. Keep publishing good, relevant and attractive product information by improving the quality of translation work; reduce the long-term costs of information retrieval and evaluation; increase customer satisfaction. At the same time, local content can help the brand be better integrated with local culture and make people feel a sense of belonging. Therefore, employees' loyalty to the company will be based on shared values and emotions, not just on their jobs. Such loyalty is manifested in repeated purchases, and it can also take the form of active word-of-mouth recommendations and brand defence. Therefore, in order to maintain good relations with customers in the long run and build a lasting competitive advantage through excellent communication, an organised path for the optimisation of localisation translation needs to be established.

Conclusion

The three periods in this study are: the first is the planning of the translation strategy, the second is the processing of translation information, and the third is the expression of consumer behaviour. Research has shown that good localisation translation is an organised process of text construction based on many factors in linguistics-function, culture-cognition and audience-response. We need to know the way of thinking, emotions and culture of the people we want to reach in order to communicate well with them. Linguistic accuracy can affect people's sense of reason; how much does the style of the text affect the link between cognition and decision-making? Continue to optimise the translation in order to ensure that the information is correct and build trust among different cultures to promote the development of long-term brand loyalty. In the future, more research will be carried out on the application scope of AI-assisted translation in localisation, optimal translation strategies under different circumstances for various types of products and market conditions will be explored, and the long-term effect of localised communication on customer lifetime value will be studied through longitudinal data.

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