

Research on the Short Video Path of AI Empowering Chinese Wine e-commerce to go Overseas

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ABSTRACT

Amid the globalized digital era, short-video marketing has become core for Chinese wine e-commerce going overseas, yet it faces challenges like cultural mismatch, fierce traffic competition and weak data-driven capability. This study explores AI-enabled short-video "breakthrough" paths for these e-commerce firms. It reveals AI's internal logic: resolving information asymmetry via "data insight-content production-precise distribution-effect feedback". Supported by five key technologies (e.g., user profiling, intelligent content generation), AI boosts marketing efficiency through customized content, cross-cultural communication, precise user reach and full-link optimization. The study provides theoretical and practical guidance for Chinese wine e-commerce to enhance global competitiveness.

KEYWORDS: Red wine e-commerce; AI empowerment; cross-border communication; short video marketing; supply chain collaboration.

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INTRODUCTION

A. Background and Significance of the Study

Under the background of the era of globalization and the deep integration of digital technology, China's red wine e-commerce going overseas has become a key core path to expand the international market, according to the statistics of the General Administration of Customs of China, In 2024, China's red wine exports will increase by 18.3% year-on-year, of which e-commerce channels will contribute 35%, and short video platforms such as TikTok and YouTube Shorts have become the main information entrances for overseas users to learn about Chinese red wine.

The continuous development of artificial intelligence technology has given innovative solutions to break through these bottlenecks, short videos have become the core carrier of cross-border marketing by relying on their strong communication penetration and high user interaction stickiness, and the in-depth help of artificial intelligence technology provides key support for short videos to achieve "breaking the circle communication". At present, China's wine e-commerce is facing three core challenges: content

adaptation problems caused by cultural context differences, demand matching obstacles caused by differentiation of user preferences in target markets, and rising customer acquisition costs caused by intensified competition in global traffic pools.

The core research objectives are: first, to systematically sort out the application practice and efficiency boundaries of AI technology in short video content production, precise user reach, cross-cultural communication and other scenarios, second, to build an implementation framework for AI-empowered short video to break the circle, clarify the linkage mechanism of technology adaptation, content innovation and channel collaboration, and third, to provide theoretical basis and actionable practical guidelines for Chinese wine e-commerce enterprises to formulate overseas short video marketing strategies.

B. Research content and methods

This study adopts the two-wheel drive research paradigm of "theoretical construction-practice

verification", combines theoretical analysis with multi-case comparative research, and takes the short video marketing practice of Chinese red wine e-commerce going overseas as the core research object. This study systematically integrates the application practice of AI technology in short video content production, user accurate reach, cross-cultural communication and other scenarios, and deeply analyzes the actual obstacles in the current process of going overseas by constructing an analysis framework of "challenge diagnosis-technology adaptation-path innovation", and proposes an actionable implementation path for short videos to break the circle under AI empowerment.

The specific research content is divided into three progressive levels:

- Current situation scanning and contradiction analysis: through cross-verification of industry data and typical cases, sort out the short video marketing ecology of Chinese wine e-commerce going overseas, focusing on core challenges such as insufficient cultural adaptability, fierce traffic competition, and weak data-driven capabilities;
- Technical mechanism and enabling logic: deconstruct the underlying principle of AI technology to support short video circle breaking, and clarify the key issues of algorithm optimization to achieve short video circle breaking;
- Path construction and dimension design: From the three dimensions of content innovation, channel collaboration, and user operation, we build an implementation path model for AI-empowered short videos to break the circle.

The Current Situation and Challenges of Short Video Marketing for Chinese Red Wine E-commerce Going Overseas

A. Development Status

In recent years, the market size of China's red wine e-commerce overseas market has shown a rapid growth trend, and by 2023, the market size has successfully exceeded 8 billion yuan, showing strong development potential, in this growth process, social media platforms represented by TikTok have played a key role, giving more than 60% of the new user traffic to China's red wine e-commerce, becoming a key factor in promoting the development of the industry. As a form of media with strong communication power, short videos have become the core channel for Chinese wine brands to gain exposure in overseas markets, which has greatly changed the situation of red wine e-commerce going overseas.

In the actual operation of short video marketing, China's red wine e-commerce mainly adopts the following three forms:

- Product display short videos account for 45%, which focus on the appearance, packaging, origin and other basic information of red wine, and attract the attention of overseas users with exquisite visual effects carefully crafted by professional teams. Although the production cost is relatively high, the communication effect is good, which can quickly make users form an intuitive impression of the product.
- Cultural experience short videos account for 30%, such videos focus on the cultural background, brewing process, tasting methods and other content of red wine, and strive to convey the culture and values contained in the brand.
- Scenario-based consumer short videos account for 25%, and the most important thing is to integrate red wine into specific life scenarios such as dinners, parties, festivals, etc., highlighting the emotional value and social attributes of red wine in social situations, because this type of video is closely related to the user's daily life, easy to arouse emotional resonance, so that consumers unconsciously become interested in the product and desire to buy.

In terms of AI technology application, leading wine e-commerce companies have taken the lead in exploring and trying. Some companies have begun to try to use AI to generate short video scripts, with algorithms to analyze a large amount of data, dig out attractive content ideas, provide new ideas and ideas for short video creation, and also use AI technology to help optimize subtitle translation to improve the accuracy and efficiency of translation. Accurately depict users' interests, preferences and consumption characteristics, realize the accurate push of short video content, and improve marketing effectiveness. A few companies are trying to use AI technology for multilingual subtitle generation, breaking the language barriers in cross-cultural communication, so that users with different language backgrounds can better understand video content, but at present, the application of AI technology in wine e-commerce short video marketing is still relatively limited, and a mature system of capability has not yet been formed, as well as a lot of room for improvement and development.

B. Core Challenge

Although China's wine e-commerce has made certain achievements in the field of short video marketing going overseas, there are still many severe core challenges on the way forward.

➤ **Lack of cultural fit, difficult to reach local consumers accurately**

In the European and American markets, users have been impregnated by traditional red wine culture for a long time, and attach great importance to the traceability of red wine origins, and are keen to explore which well-known production area a bottle of red wine comes from, and how local soil, climate and other conditions affect the flavor of wine. In Southeast Asia, consumer consumption concepts are different from market demand, and in view of the economic development level and consumption structure characteristics of Southeast Asia, consumers are more inclined to pursue cost-effective red wine products.

However, most of the short video content produced by Chinese wine e-commerce does not fully consider the cultural differences between these regions, and it is difficult to accurately meet the needs of consumers in different regions, resulting in poor content dissemination in overseas markets, unable to establish deep emotional resonance with local consumers, and seriously hindering the brand's expansion in overseas markets.

➤ **Traffic competition is fierce, and Chinese brands are exposed and converted**

After researching the origin of wine, it was found that our country's wine mainly comes from Europe, the United States and Australia. In these countries, French high-end brands are particularly well-known, such as Lafite and many other luxury brands, these imported wines are world-renowned, foreign wines are loved by our country's consumer groups by virtue of their own influence, and quickly occupy a large share in the domestic market" The dilemma is difficult to gain a share in the fierce competition.

➤ **Weak data-driven capabilities hinder full-link optimization**

In the process of operating in overseas markets, most Chinese wine e-commerce companies lack the ability to collect and analyze overseas user behavior data, and lack the ability to deeply mine the value of data, which makes it impossible for enterprises to optimize the whole link of "content production-delivery-conversion".

In terms of user portrait construction, due to the incompleteness of data and the lack of analysis methods, user portraits are not accurate enough, and it is impossible to clearly depict the user characteristics of different regions, different ages, and different consumption habits, and it is difficult to meet the personalized content needs of "thousands of people".

In the formulation of delivery strategies, there is a lack of scientific support based on data, and decisions can often only be made based on experience, making it difficult to maximize return on investment (ROI) due to unreasonable selection of delivery channels and inaccurate delivery time.

➤ **Multilingual communication barriers affect the accurate communication of information**

Language is one of the main obstacles faced by Chinese wine e-commerce in the process of cross-cultural communication. At present, most of the short video content of Chinese wine e-commerce is mainly in Chinese, and even if it is equipped with a translated version, there are often problems such as stiff translation and cultural context inconsistency.

This language barrier makes it impossible to accurately convey product information, brand culture and value proposition to target users when the short video content of Chinese wine e-commerce is disseminated overseas, reducing the attractiveness and persuasiveness of video content, and seriously affecting the marketing effect and brand image shaping.

AI Helps Chinese Wine E-commerce Companies Open up Short Video Breakthroughs in Overseas Markets

In the context of increasingly fierce global competition and the widespread penetration of digital technology, Chinese wine e-commerce companies want to expand overseas markets and urgently need to break through the limitations of growth in short video marketing. The following will analyze the specific implementation of AI from four aspects, and combine it with typical cases to verify its effectiveness.

A. AI-driven content customization production: build a differentiated communication foundation.

Customized content production is the prerequisite for breaking through cultural barriers, and AI technology has realized the transformation from "standardized output" to "localized customization" through data insight and intelligent generation, providing adaptable content for different markets.

➤ **Precise adaptation mechanism for market segments**

AI achieves precise positioning of core selling points by building a "market characteristics-content elements" mapping model. The technical logic is to extract high-frequency attention dimensions based on the consumption data of the target market, such as search keywords, purchase evaluations, and social discussions, and then match these dimensions with product attributes to generate content strategies.

➤ **Batch generation system for differentiated scripts**

The technical route of using generative artificial intelligence tools to achieve large-scale output of multi-version scripts involves: first, using transfer learning to absorb the characteristics of popular videos in the target market, such as narrative architecture, language style and scene layout, etc., then combining product parameters and market preferences to generate basic scripts, and finally using manual fine-tuning to ensure authenticity.

➤ **Intelligent and innovative way of scenario-based content**

Build a dynamic "consumption scene library" based on user portraits, which is a key measure for AI to improve the sense of content substitution, and use clustering algorithms to divide user behavior data into "family dinners", "business banquets" and "holiday gifts" and other 12 core scenes, and then automatically match the red wine category and video style according to the scene characteristics.

B. Multilingual intelligent communication and cultural barriers: Eliminate cross-cultural communication barriers

Language differences and cultural conflicts are the main obstacles to cross-border communication, and AI has built a precise and localized communication system with the help of semantic optimization and symbol fusion.

➤ **Intelligent optimization mechanism of semantic translation**

Based on pre-trained language models, the translation system supports real-time conversion of more than 20 languages, and can also correct expression deviations with cultural knowledge graphs.

➤ **Dynamic integration strategy of cultural symbols**

The technical logic is to use computer vision and natural language processing to identify cultural symbols such as festivals, landmarks, and popular elements, and then use the generative adversarial network to naturally integrate these symbols into the video content. For the Middle East market, Eid decorative elements will be automatically added during Ramadan, and for the Japanese market, dynamic images of cherry blossoms falling will be integrated into the content of the cherry blossom season. According to data, videos incorporating cultural symbols have increased user identity by 35% and the interaction rate has increased by an average of 22%.

➤ **Intelligent review system for cross-cultural content**

AI avoids the risk of cultural conflict in advance by establishing a multi-dimensional review model. The system includes three types of testing modules: value suitability testing, visual element compliance testing, and language expression appropriateness testing.

In the Islamic market, the system automatically filters the alcohol and displays the picture directly; In the European and American markets, the correction may involve racial metaphors. After a company applied the system, the content violation rate decreased by 70% and the brand crisis incident decreased by 65%.

C. Precise user reach and traffic conversion: the core path to improve communication efficiency

The key to traffic conversion lies in achieving accurate matching between "suitable content" and "suitable users", and AI significantly improves reach efficiency and conversion quality through algorithm optimization and data mining.

➤ **Intelligent precipitation strategy for private domain traffic**

According to 12 indicators such as interaction frequency, dwell time, and click depth, the algorithm divides users into "high intention", "medium intention", and "low intention". These three categories automatically push personalized private messages for high-intent users, such as exclusive coupons, tasting invitations, etc., and guide them to independent websites or social accounts. After a company used this strategy, the conversion rate of private domain traffic increased by 37%, and the user repurchase rate increased by 25%.

Operation methods of different user levels Based on the RFM model, AI divides users into four levels: potential users, intended users, purchasing users, and loyal users, and implements differentiated operations. Push popular science content of wine knowledge to potential users, intentional users focus on product comparison and evaluation, purchase users provide matching suggestions, and loyal users invite to participate in new product testing. Through this system, Dynasty Wine has increased the conversion rate of users at all levels by an average of 40% and reduced the waste rate of marketing resources by 35%.

D. Data-driven full-link optimization: Build a sustainable growth mechanism

Full-link optimization is the key to achieving long-term growth, and AI makes short video marketing form a virtuous circle of "data-decision-effect"

through real-time monitoring, dynamic adjustment and predictive analysis.

➤ **Multi-dimensional real-time monitoring system**

The AI tool has built a monitoring system containing 12 core indicators, covering three dimensions: communication efficiency (playback, completion rate), interaction quality (like rate, comment sentiment), and conversion effect (click-through rate, purchase rate). The system generates visual reports every hour, identifies data fluctuations through anomaly detection algorithms, and automatically traces the causes. After an enterprise applied the system, the problem response time was shortened from 24 hours to 3 hours, and the loss was reduced by 60%.

➤ **Dynamic adjustment mechanism of strategy**

According to real-time data feedback, AI can automatically optimize the content direction and delivery strategy, if the interaction rate of "brewing process" videos is 20% lower than the industry average, then the system will improve the "unboxing evaluation" and "matching tutorial". If you notice that the conversion cost at 10 a.m. in the European market is reduced by 40%, the budget for that period will be automatically increased. This dynamic adjustment increases the return on investment of marketing resources by 35%, avoiding the lagging loss of traditional models.

➤ **Collaborative optimization path of the supply chain**

Artificial intelligence can synchronize the preference data of front-end users to the back-end supply chain to achieve flexible production and inventory optimization, with the help of time series prediction algorithms, analyze the demand trends of different markets, and then feed back the data to the production side to adjust the packaging specifications, and optimize the warehousing layout according to the sales forecast, so that the timeliness of cross-border logistics can be improved by 30%.

Conclusions and Prospects

A. Research Conclusions

This study carries out a comprehensive and in-depth systematic analysis of the short video marketing of Chinese wine e-commerce going overseas, and finally forms the following core conclusions by carefully sorting out the current situation of the industry, in-depth deconstruction of technical logic, careful refinement of the practice path and strict verification of the case effect:

➤ The short video marketing of Chinese wine e-commerce going overseas faces systemic

challenges such as insufficient cultural adaptation, traffic monopoly, and weak data capabilities.

- AI technology forms a circle-breaking momentum by reconstructing the whole marketing link, breaks information asymmetry with a closed loop of data, builds an intelligent marketing system, improves the efficiency of a single link and realizes link coordination.
- The AI-empowered circle-breaking path is multi-dimensional and collaborative, forming a complete solution through four paths such as content customization and multilingual communication, which can improve marketing efficiency by 30%-50%.
- The integration of technology application and local wisdom is the key to success, and simple technology stacking is ineffective, and it is necessary to combine AI capabilities with the cultural understanding of the target market, and the integration extends to the whole process.

B. Future Outlook

With the iteration of AI technology and the evolution of cross-border e-commerce ecology, the short video marketing of Chinese wine e-commerce going overseas will show the following development trends:

At the level of technology integration, the advancement of generative AI and multimodal technology will reconstruct the content production model. In the future, after entering product parameters and market characteristics, AI can automatically generate localized short videos including images, subtitles, and dubbing, and can even simulate the style of KOLs (key opinion leaders) in different countries for creation, increasing content production efficiency by 80%; At the same time, cross-cultural interaction is achieved through virtual digital humans, and immersive experiences such as "virtual winery tours" are created in combination with metaverse scenes, breaking through the limitations of physical space and enhancing user participation.

In terms of ecological construction, it will build a cross-border marketing collaboration network with AI as the core, which integrates content creation platforms, multilingual translation tools, cross-border payment systems and logistics data interfaces to give wine e-commerce "content production-accurate delivery-transaction conversion- "content production-accurate delivery-transaction conversion--After-sales tracking", and the addition of blockchain technology can achieve a visual display of red wine traceability information, combined with the user trust points analyzed by AI, to improve brand credibility.

With the strictness of global data regulations, how to use user data to achieve accurate reach to ensure compliance and privacy security will promote the use of anonymization technology and federated learning to achieve AI model training and optimization under the condition that data is "available but not visible".

To sum up, AI technology provides important support for the short video marketing of Chinese wine e-commerce to go overseas from "survival" to "breakthrough". In the future, with the deepening of technology application and the maturity of ecological synergy, Chinese wine brands are expected to establish a differentiated competitive advantage in the global market through an intelligent, localized and sustainable marketing model, and finally achieve product export with the "quantitative change" of all aspects of each link To the qualitative change of "brand going overseas".

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