



The quality assessment of text contents in commercial websites: A corpus-based study in product detail page localization from Spanish to Chinese

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Abstract: Localization quality assessment in the Chinese context has largely focused on software systems and technical handbooks (Cui, 2013). The explosion of e-commerce underscores the need for culturally adapted websites (Liu *et al.*, 2022). Yet very few systematic studies have been conducted on the commercial localization of Spanish product descriptions and instructions genres for the Chinese market. This paper presents the preliminary results of the first stage in a study aimed at developing and testing a set of criteria to assess the quality of localized cosmetic instructions on Chinese third-party platforms. Specifically, we focus on the genre characteristics of B2C websites in three subcorpora: original Spanish, original Chinese and translated Chinese. We have applied models of analysis of functional moves in digital genres from Swalesian genre theory (Swales, 1990; Bhatia, 1993), and found that localized Chinese descriptions show more freedom in the functional structure than their Spanish source texts. The results are expected to provide guidance for translators in order to better attract Chinese consumers.

Keywords: genre analysis; localization; text assessment; moves.

I. Introduction

The substantial increase in internet usage and connectivity over the past decade has created a basic environment for online shopping to thrive (Lissitsa & Kol, 2016). This rapid shift from offline to online promotes an explosive growth in China's online commercial activities and broadens the choices of general consumers. Preferential policies have been decreed to encourage Chinese enterprises to engage in cross-border e-commerce and facilitate its development. To help the foreign consumer to have a clear picture of the product, a well-structured product presentation in



the target language is a must. The contactless shopping method has resulted in a greater preference for merchants who provide detailed product information, emphasizing the unique features of their products. Given that customer choice and satisfaction are enormously affected by various factors related to the presentation of the products (Chen *et al.*, 2011), the quality of such presentation can be the key to the survival of a product in a foreign market under e-commerce context.

The place where vendors usually put their product information online is product detail page (hereafter PDP). As its name suggests, these pages are essential in offering viewers the necessary information in a clear and concise manner to make a well-informed buying decision (Sherwin, 2019). Unlike the wide range of exposure to advertising, PDP relies on the active participation of users. Its functions can only be completed when potential customers open and browse the page.

However, despite the significance of this promotional genre, few works have been done on the textual analysis of PDP and its localized version in different languages. Previous studies conducted mainly focused on the layouts of the web page, pointing out the design elements that affect customer decision (Bleier *et al.*, 2019; Sherwin, 2019). While some studies have analyzed textual data from online shops (Pan & Huang, 2011; Li & Zhang, 2018), the explicit role of the internet in shaping these PDPs is often overlooked.

This paper contributes to a better understanding of the genre product detail page and its localization between Spanish and Chinese, using cosmetics products as the main object of research. On a theoretical level, this study identifies PDP as a web genre with certain structures that can be followed in different languages, respectively. Three corpora were built and annotated to compare the structures in the Spanish and Chinese websites through the analysis of rhetorical organizational patterns known as moves. The study addressed the following research questions: How is the product detail page organized in both languages? Are there any differences in genre between localized PDPs and PDPs in original Chinese? How does it affect the evaluation of the texts?

2. Literature review

This study adopts an English for Specific Purposes (ESP) approach to genre theory, focusing on its application in the analysis of localized texts. ESP researchers define genre as a set of communicative events or textual practices that have identifiable central purposes: “A genre is a class of communicative events that share a recognizable communicative purpose, that exhibit a schematic structure supporting the achievement of that purpose, and which show similarities in form, style, content, structure and intended audience” (Swales, 1990, p. 58). Genre is considered as a social communicative activity with a structural attribute inherent in texts. Specific language genres have discourse patterns and genre analysis is conducted when the emphasis of text analysis is on the distinguishing regularities of structure of a specific text (Sayfour, 2010), integrating grammatical knowledge, socio-cognitive and cultural understandings (Lakic, 1997).

Swales is the first to raise up the concept of “move”. A move is a text segment that consists of various linguistic features such as lexicon, syntax, and illocutionary propositions which are responsible for conveying intended discourse content (Swales, 2011). “Move” is the purpose of the writing and the link between the author and the target reader, while “step” is a lower-level textual unit used to present the genre and the structure of the “move” in a more detailed way. In his initial



studies, he proposed a “4-move” model for the introduction of the scientific research article called Create a Research Space (CARS) model, which was later (1990) revised into three moves: establishing a territory, establishing a niche, and occupying the niche.

Based on Swales’ genre model, Bhatia (1993, p. 63) presents a seven-step model used to analyze unfamiliar genres:

1. Placing the given genre-text in a situational context.
2. Surveying existing literature.
3. Refining the situational/contextual analysis.
4. Selecting corpus.
5. Studying the institutional context.
6. Levels of linguistic analysis.
7. Specialist information in genre analysis.

Step 6 consists of three levels of linguistic realization, namely the analysis of lexico-grammatical features, the analysis of text-patterning or textualization and the structural interpretation of the text genre. These seven steps are not dispensable and depend on the purpose of the research. Different writers usually compose according to the conventions of a certain genre, and the analysis of a specific genre can reveal purposeful ways of communication in a particular domain.

Genre analysis can be applied to the study of translations, the goal of which is to find differences in generic structures, conventions, and expectations between languages and cultures. According to Xie & Liu (2010), genre analysis is an effective way to reveal significant discourse structure and lexico-grammatical patterns. They set up a translation model for specialized discourses and used online hotel introductions as an example to practice their model. They found out that the translator had made a large structural reconstruction in the English translation, eliminating some of the moves that appeared in original Chinese texts.

Another translation study based on genre analysis theory is the one of Zhao (2018), who focuses on the translation of tourist attractions. His research compared and analyzed the genre structure and communicative purposes of scenic spot translations. He concludes that even though both Chinese and English texts share a similar step structure and communicative purpose, different strategies are used to achieve these steps.

While some studies have explored the comparison of move and step structures within the same genre across different languages (Lei, 2021), there is a notable gap in research when it comes to the specific focus on the localization of online texts in different languages. Localization of texts online is an activity extends beyond mere translation guided by the needs of customer requirements from target readers (Xiong & Yan, 2020). It goes through a complex communicative, textual, cognitive and technological process (Jiménez-Crespo, 2011), so that contents would be linguistically, culturally, and technically (Singh, 2012) accepted by audiences from different sociocultural backgrounds.

The localization of merchants needs to consider local characteristics when conducting localization (Ding *et al.*, 2017), so it would be important to find out ways to adopt original text to the genre with familiar moves and linguistic opponents in the target language.



3. Methodology

3.1 Data collection

To conduct this study, three corpora were compiled, each comprising 30 texts selected from a diverse range of 22 brands. The first corpus is the Spanish Commercial Text Corpus (SP-OT), which includes texts extracted from product detail pages of Spanish brands that were originally composed in the Spanish language. The second corpus, referred to as the Chinese Commercial Text Corpus (CH-OT), consists of texts originally written in Chinese for Chinese brands. The last one is the Chinese Corpus of Commercial Text (CH-LT), which comprises localized texts of the Spanish Corpus, taken from Chinese online flagship stores. Table I below provides detailed information on the three corpora. Types refer to the unique word forms present in a text, while tokens represent the total number of individual words in the text.

Table I: Detailed information of three corpora compiled

	SP-TO	CH-OT	CH-LT
TYPE	2755	3251	4116
TOKEN	9794	10841	13610

Source: Author (2024)

The localized texts are compared with both Spanish source texts and texts originally written in Chinese to determine the degree of similarity between the localized texts and the two references, thereby identifying which one the localized texts bear a closer resemblance to. Products in this study focus exclusively on the skincare category, as it is the dominant and rapidly expanding segment in both the Chinese and Spanish markets.

All Spanish brands were selected from the Spanish beauty products catalogue (version 2020), and their Chinese localized versions were collected from the online third-party platform Tmall, which is the largest platform in China, offering products from over 29,000 overseas brands across 87 countries and regions. Brands for Chinese Commercial Text Corpus were also selected from here, and only the best-selling brands were chosen.

3.2 Identification of moves

For the annotation of the corpus, the tool chosen was Atlas.ti (Version 24.0.1 (29783)) because its cross-tabulation function meets the need for cross-query in certain move resources. The annotation procedure follows the steps of Bhatia (1993) mentioned in the previous section. Nine moves can be identified in the genre of PDP in both languages: General information, Framing the problem, Introducing the ingredients, Product effect display, Usage, FAQ, Social recognition and recommendations and Company history, policy and services. Figure I provides a comprehensive summary of the moves identified in the corpus, accompanied by corresponding descriptions.



Figure 1: Description of moves and steps of online PDP texts

MOVE	COMPONENTS	PURPOSE
Move 1 General Information	Brief introduction with short phrases or adjectives	Highlight the most important factor of the product to attract the consumer
Move 2 Framing the Problem	Step a situation Step b problem Step c response Step d evaluation	Questions and emphasis are frequently used here with negative descriptions to create an invisible persuasion for consumers to consider buying the products
Move 3 Introducing Ingredients	Listing the compositions added and its benefits	The use of scientific proper nouns and chemical formulas enhance the trust of potential consumers to the product
Move 4 Product Effect Display	Listing all the benefits and Lab experiment data	To catch the expectation of consumers and convince them to make the purchase
Move 5 Usage	Steps of using the product and skin care sequence	To demonstrate how to use the product meanwhile implying consumers to keep browsing other related products to have the best result.
Move 6 FAQ	Question raising and Providing answers	By proposing frequently asked questions like suitable skin type, consumers can better select appropriate merchants
Move 7 Product Photo Display	*Pics from different angle	
Move 8 Social recognition and recommendations	Selected positive reviews, Celebrity/KOL endorsement and Awards won/Ranking in fashion magazines	To promote and raise social recognition in consumers' mind
Move 9 Company history, policy and services	Introducing company history, Product guarantee and Delivery service	Build positive company image to assure the process of purchase to potential consumers

Source: Author (2024)

In Spanish PDP, there is an obvious division between each move with an explicit title, it visually helps the reader to navigate the content in a more structured way. On the other hand, in Chinese PDPs, texts are presented in pictures, in this way, the identification of moves is completed through differentiating text fonts and background pictures.

Move 1 General information

In a PDP, the initial move typically begins with a sentence or a series of phrases that provide a concise explanation of the product's function. When consumers search for products, the first words they encounter can significantly impact their subsequent actions, to leave the page or to continue to scroll. By directly presenting the essential effect of the product, this move aims to offer readers an affirmative statement that the product can reach the desired outcome and is the best solution for their problem. This move can be commonly observed in both Spanish and Chinese PDPs.

[1] Agua Micelar IO-SKIN de BIMAIO limpia en profundidad eliminando las impurezas, la grasa y los restos de maquillaje. (BIMAIO's Agua Micelar IO-SKIN cleans profoundly impurities, grease, and make-up residues.)

[2] CASMARA SHINE STOP 控油祛痘面膜 控油祛痘 清洁皮肤 平衡水油 收缩毛孔 (CASMARA SHINE STOP Oil Control Acne Mask. Controls oil production and removes acne, cleanses the skin, restores the balance between oil and water and reduces pores.)

The sentence in example [1] highlights the capability of the product and emphasizes its action by using the adverb "profoundly". It aligns with the aim of the first move to provide a brief explanation of product function and assure consumers of what it can achieve. In example [2], the first move of this PDP is combined with four phrases in a four-character structure that accurately points out the various benefits of the product. This comprehensive statement summarizes the key features of the product, showcasing its ability to address multiple skincare concerns. The structure is employed to succinctly convey the idea and it can frequently be detected in Chinese PDPs.

Move 2 Framing the problem

This move is usually located before the formal introduction as a prologue. It frequently employs questions and emphasizes negative descriptions to subtly persuade consumers to consider purchasing the products. This move follows the problem-solution pattern proposed by Michael Hoey



(1983) and consists of four distinct steps: situation, problem, response, and evaluation (SPRE). In the context of PDP, situation provides relevant social and cultural background information that contributed to the issue addressed in the subsequent discourse, problem indicates the flaws or shortcomings related to the skin, response provide solutions to the problem, often starting with the product name, mentioning essential ingredients, or using imperative sentences like “you should”, and evaluation highlights the positive consequences of the previously proposed solutions, typically referencing the effects of the response.

The problem-solution pattern does not always stay in the same order or even come into view at all, the appearance of each move depends on whether the information is fully expressed and thoroughly understood by potential readers (Flowerdew, 2008).

[3] Situation: 为何你总是一张“熬夜脸” (Why do you always have a face that looks like you’ve been staying up late.) Problem: 紧绷脱皮 易敏泛红 毛孔粗大 痘痘频发 (Skin is tight and prone to peeling, sensitive and easily becomes red, has enlarged pores and experienced frequent acne breakouts.) Response: 你需要的, 是专门的美白护肤品 (What you need is a specialized whitening skin care product.) Evaluation: 8小时保湿 出门一天不怕干 (The effect of moisturizing will last for 8 hours, (you will) not be afraid of dry skin for the whole day.)

The example above is a standard problem-solution pattern occurring in PDPs in both Chinese corpora. The move starts with a question that creates a relatable scenario for consumers, and then moves on further to raise the problem the scenario might cause. The response stresses the solution to the problem by recommending their product using second personal pronoun “you”, while the evaluation emphasizes the main effect of the product which would alleviate the discomfort mentioned in the problem.

Move 3 Introducing the ingredients

It is mandatory to include a list of ingredients when providing product information to prospective buyers, and the information is often presented within the structure “name of the ingredient + benefits of the ingredient”. Since the purpose of this move is to let consumers know about the product in a scientific way, how it is presented can make a significant difference in setting it apart from other competing products.

[4] Olive Active Maslínico (ácido maslínico): Tratamiento anti-aging global: permite que las células dañadas y/o envejecidas recuperen su actividad. (Olive Active Maslinic (maslinic acid): Full anti-aging treatment allows damaged and/or aged cells to recover their activity.)

Example [4] describes the benefits of a kind of acid extracted from olive oil. The word “global” indicates that with this ingredient, aging of multiple aspects can all be solved, creating a sense that the product can help with all kinds of problem. The word “recovery” also leaves the consumer with the impression that the product that they consider buying is safe and healthy.



Move 4 Product effect display

To fulfill the purpose of reaching the expectation of consumers and convincing them to make the purchase, this move exhibits an overall effect of the product. Apart from the advantages of using the product to generate interest and create a sense of desire in the potential buyer, this move also exhibits lab experience data and comparisons between products of other brands. Statistical analyses are provided as evidence to build the trust of potential customers on the product.

[5] Beneficios: Oxigena y purifica la piel de forma intensiva. Ayuda a combatir la hiperpigmentación. Conserva la película hidrolipídica de la epidermis. (Benefits: Intensifies skin oxygenation and purification. Helps fight hyperpigmentation. Preserves the hydrolipidic film of the epidermis.)

[6] SGS 官方检测认证 敏感肌肤受试者 7 天自我评估 91%认同水润度提高 85%认同皮肤刺痛灼热得到改善 94%认同皮肤光泽透亮 85%认同皮肤状况趋于稳定 88%认同皮肤干痒得到改善 88%认同皮肤泛红得到改善 (SGS official test certification, 7-day self-assessment of volunteers with sensitive skin: 91% reported an improvement in skin hydration; 85% experienced a reduction in skin tingling and burning sensations; 94% noticed a visible improvement in skin glow and brightness; 85% of users reported that their skin condition became more stable; 88% of users saw an improvement in skin dryness and itchiness; 88% of users observed a reduction in skin redness.)

Example [5] follows the common structure in move 4 by explicitly starting with the title “benefits”. Effects are displayed by using verbs that shows the efficacy of the products (scientific terminology). In Example 6, an official experiment is presented by showing the results formed by real experiences of using the product by real people. By listing the positive outcomes and satisfaction of real users, the approach provides a promising outlook for potential users, indicating that they can also expect a positive result after using the product and promised them with greater confidence.

Move 5 Usage

This move is where information is provided on how to use the product effectively. It is a crucial part of the PDP as it guides the consumers on the proper application or utilization of the product to achieve the desired results. It typically provides step-by-step directions on how to apply the product, the recommended frequency of use, and any additional information that can enhance the user experience.

[6] ¿CÓMO APLICAR ACCIÓN PROFUNDA ÁCIDO HIALURÓNICO?

Vierte el contenido de una ampolla de Germinal Ácido Hialurónico y aplícalo sobre el rostro con suaves toques, incluyendo el contorno de ojos. Una vez se haya absorbido, espera unos instantes para aplicar tu crema habitual.

(HOW TO APPLY HYALURONIC ACID DEEP ACTION?)

Pour the contents of one ampoule of Germinal Hyaluronic Acid and apply to the face with gentle touches, including the eye contour. Once absorbed, wait a few moments to apply your cream.)



Example [6] is a clear-cut explanation on how to use the product. Starting with a question, the answer uses accurate verbs in its directions to ensure proper usage for optimal results.

Move 6 Frequently asked questions (FAQ)

FAQ is the section where common questions and concerns about the product are addressed and answered. This move aims to provide additional information to potential customers and address any doubts or queries they may have before making a purchase decision. Some common questions include allergy concerns, expiration dates or any other relevant aspects related to the product.

An effective FAQ section can help to anticipate and address potential customer inquiries, providing them with the necessary information upfront, saving them time and effort in chatting with online customer service. Also, the questions included in the FAQ section are often based on common concerns associated with the product which ensures the consumers that they are taken seriously.

[7] Q: 白天用还是晚上用? A: 白天晚上都是可以使用的, 白天使用可以提亮氧化, 夜晚使用可以修复肌肤屏障, 延缓衰老。(Q: Should I use it during the day or at night? A: It can be used during both the day and night. Using it during the day can help brighten and oxygenate the skin, while using it at night can help repair the skin barrier and delay aging.)

Move 7 Product photo display

In this move, visual presentations of the product are given to potential consumers. It aims to catch the eyes of viewers with the visual appeals of the product.

Move 8 Social recognition and recommendations

Social proof and customer testimonials are presented to highlight positive experiences and endorsements from other users in this move. It aims to build trust, credibility, and confidence in the product by showcasing real-life experiences and recommendations.

Various forms of social recognition and recommendations can be included: customer reviews, awards, or endorsements from influencers or celebrities. By including social recognition and recommendations, the PDP leverages the power of social proof to influence potential customers' purchasing decisions. Positive testimonials create a sense of trust and reliability, as customers can see that others have had pleasant experiences with the product.

[8] 西班牙国家队专业御用防晒霜

(Sunscreen exclusively used by Spanish national sports team.)

[9] 2019 La revista Telva en sus premios belleza concede el galardón a DIAMOND COCOON ULTIMATE SHIELD, como producto más práctico. (2019 The magazine Telva gives its beauty award to DIAMOND COCOON ULTIMATE SHIELD, as the most practical product.)

In example [8], by associating the product with a prestigious entity like the national sports team, it implies that the product is trusted and relied upon by professionals who prioritize sun protection. This information can influence potential customers by creating a perception of reliability



and efficacy, as they may associate the use of the product with professional athletes. The product in example [9] secures its reputation by gaining recognition from a beauty magazine. This also influences potential customers, as they may trust the judgment and expertise of the magazine in selecting and awarding products.

Move 9 Company history, policy and service

This move is the section that provides information about the company’s background, history, policies, and the services they offer. It aims to establish trust, credibility, and transparency by sharing relevant information about the company behind the product.

A company may provide a brief overview of its history, highlighting key milestones, achievements, or values that shape its identity that helps customers understand the company background and experience, creating a sense of trust and reliability in their products. It provides customers with a deeper understanding of the company’s values, reliability, and commitment to provide qualified products and services.

[10] Rofersam 实验室成立于 1979 年。1985 年, 实验室不断发展, 设备规模变大。 (The Rofersam laboratory was established in 1979, and in 1985, the laboratory has grown, and the facilities have become larger.)

Example [10] presents key year numbers and provides a glimpse into the company’s history and longevity, highlighting its experience and expertise in the field. It implies that the company has a solid foundation and has evolved over time to meet the needs of its customers. Also, the mention of its own laboratory indicates its scientific strength, further creating reliability in this brand.

4. Preliminary results

4.1 Frequency of each move

Table 2 presents the statistical results of annotation from all three corpora. While there are variations in frequencies of certain moves (in italics), the rest are consistent between themselves.

Table 2: Frequency of each move in three corpora

	SP-TO	CH-OT	CH-LT
MOVE 1	30	29	29
MOVE 2	<i>1</i>	26	<i>21</i>
MOVE 3	20	23	25
MOVE 4	29	30	30
MOVE 5	28	26	26
MOVE 6	3	<i>16</i>	9
MOVE 7	30	30	30
MOVE 8	<i>1</i>	<i>15</i>	<i>18</i>
MOVE 9	4	<i>18</i>	<i>19</i>

Source: Author (2024)



Move 1 appears in all 30 texts of the SP-TO corpus, and also appears in nearly all the PDPs in the CH-OT and CH-LT corpora, with 29 occurrences in both. This indicates that this move holds significant importance in all three corpora, suggesting its mandatory nature.

Significant differences in frequency can be found in Move 2. It appears only once in the SP-TO corpus, but in the CH-OT corpus, it is observed in 26 texts, and in the CH-LT corpus, 21 texts. It is easy to conclude that move 2 is more prevalent in Chinese PDPs, both in the original Chinese texts and the localized versions. The high appearance indicates that it is a unique section in communicating with consumers in Chinese PDPs.

The use of negative descriptions and persuasive techniques in Move 2 is employed strategically to create an invisible persuasion for consumers, encouraging them to consider buying the products. By presenting a negative situation (Step a), identifying a possible problem (Step b), proposing a response (Step c), and evaluating the benefit of the response (Step d), they aim to evoke a sense of need or urgency in consumers.

Moves 3, 4, 5 and 7 are relatively consistent across the corpora, with slight differences in frequencies. Move 3 appears in 20 texts of the SP-TO corpus, 23 texts of the CH-OT corpus, and 25 texts of the CH-LT corpus. Move 4 is present in 29 texts of the SP-TO corpus, 30 texts of the CH-OT corpus, and 30 texts of the CH-LT corpus, while Move 7 appears in all texts, making them mandatory moves in PDPs of both languages. Move 5 occurs in 28 texts of the SP-TO corpus, 26 texts of the CH-OT corpus, and 26 texts of the CH-LT corpus. These four moves are essential in information given, the frequency of them in all three corpora also affirms their significance in conveying essential product information.

Move 6, 8 and 9 have a relatively low frequency in the Spanish corpus. In the case of Move 6, there exists a notable disparity in the frequency in the three corpora. It is detected in 3 texts in Spanish corpus, while its appearance increases to 9 texts in the corresponding localized Chinese corpus. The number is significantly higher in CH-OT corpus, indicating a special focus on vendor-customer relationship.

In both Chinese corpora, the move starts mostly with a title that convey a caring and customer-oriented image of the brand. Phrases like “we are here to clear all of your worries” emphasize the dedication of the brand to answer the consumer’s most pressing inquiries and concerns, building a sense of closeness and supportive relationship with potential buyers. Furthermore, by providing information upfront, this move reduces the hesitation and uncertainty of potential buyers, effectively expediting the decision-making process. This strategy can establish trust with viewers and speed up the possible purchase behavior.

Larger variations in frequency across the corpora is observed in Move 8. It appears only once in the SP-TO corpus, but 15 times in the CH-OT corpus and 18 times in the CH-LT corpus. The high frequency of the social recognition move in Chinese PDPs indicates the strong belief among Chinese sellers that having effective endorsements or praise from professional users can have a substantial impact on promoting product sales. The use of celebrity or professional image can indeed enhance brand awareness, and boost consumers’ confidence in making a purchase (Chan *et al.*, 2013), acknowledging the persuasive power of social recognition in influencing consumer behavior. The observed frequency highlights the importance of social recognition as a potent instrument for influencing customer behavior in the Chinese market.

Similarly in Move 9, there are fewer appearances in the SP-TO corpus compared to the Chinese corpora. Only 4 texts include this move in SP-TO corpus, while appearing 18 times in the CH-OT corpus and 19 times in the CH-LT corpus. Commercial websites in both languages have dedicated a specific link to introduce the company, the brand, and the philosophy they represent. This repetition of content deepens the customer's impression of the product and the values associated with it. Including this section in PDP decreases the need for customers to click into another page and make them focus on the current one, the one that can directly create purchases. This approach aims to expose customers to the brand's identity and messaging, so as to strengthen their understanding and relationship to the product.

In summary, the frequency of each move in the three corpora provides insights into the structural patterns of PDPs in both Spanish and Chinese languages. The annotation results indicate that the localized texts exhibit a closer resemblance to the original Chinese texts. This emphasizes the significance of maintaining consistency and familiarity with the target language in the process of localization.

4.2 Language and content adaptation in each move

The following analysis examines the language and content within each across different corpora to assess the localization. By comparing the usage of words and phrases, it can provide insights into the formation of localization process. Given the limitations of space, this study will primarily concentrate on analyzing the first move within the PDP genre.

The most significant and obvious difference detected in this move of both language is the format of sentence. In both Chinese corpora, the meaning of sentence is fulfilled by multiple “four-character structure”, while in Spanish corpus, majority of them are complete sentences.

The “four-character structure” is a highly distinctive and significant category of vocabulary in modern Chinese language. It refers to independent words or fixed structures composed of four syllables. Generally, these structures are characterized by their fixed and cohesive nature, with syllables arranged in a neat and rhythmic manner, and carrying stable and rich meanings (Lian, 2014). Furthermore, the four-character layout enables concise and compact communication. It allows writers to convey complex thoughts and concepts in a little amount of space, making it ideal for succinct and precise communication. The localized text adopted appropriately to the writing habit of the target texts.

[11] 快速(adv.)渗透(v.) 舒缓(v.)敏感(adj) 随时随地 一喷舒缓 ((the product) quick penetration that can sooth sensitivity, instant relief anytime and anywhere.)

In example [11], the meaning of the sentence is achieved by four consecutive four-character structures, they appear in a neat way and facilitates readability. They can be considered as short phrases composed of four syllables that are newly combined based on specific needs. The formation of these phrases is flexible, and allows for combinations of different parts of speech, like “adverb + verb” and “verb + adjective” in example [11].

When it comes to the content, word frequency analysis plays a crucial role in identifying how the purpose of the move is achieved. This analysis also helps determine the degree to which the



localized texts align with the target language by assessing the frequency of specific words and phrases. Tables 3 and 4 present the results of the word frequency analysis, specifically focusing on the top 5 most frequently used verbs and adjectives in each corpus.

Table 3: Most used adjectives in Move I

SP-TO		CH-OT		CH-TL	
natural (natural)	10	敏感 (sensitive)	5	白 (white)	4
facial (facial)	10	白 (white)	3	敏感 (sensitive)	4
intensive (intensive)	8	天然 (natural)	2	有效 (effective)	3
hidratante (hydrated)	5	洁净 (clean)	2	亮泽 (lustrous)	3
limpio (clean)	4	深层 (deep)	2	水润 (hydrated)	2

Source: Author (2024)

Table 4: Most used verbs in Move I

SP-TO		CH-OT		CH-TL	
actuar (act)	11	保湿 (hydrate)	12	保湿 (hydrate)	11
prevenir (prevent)	7	修护 (repair)	6	修护 (repair)	5
hidratar (hydrate)	7	紧致 (firming)	5	焕白 (whiten)	5
equilibrar (balance)	5	持续 (last)	4	修复 (restore)	5
formular (formulate)	5	舒缓 (soothing)	4	淡化 (lighten)	3

Source: Author (2024)

Table 4 presents the most frequently used adjectives in Move I of each corpus, and Table 5 presents the verb. Given that the main purpose of Move I is to highlight the most important factor of the product to attract the consumer, the adjectives and verbs on the list are mainly used to present how effective the product is and the benefits of using the product.

The words used in describing the product in the three corpora are rather consistent, except for the character “白(white)” that appears in both Chinese corpora. The character appears as an adjective that means “white” and also combines with another character to form the verb “whiten”. No direct word with the exact same meaning can be found in the Spanish corpus, meaning that there exists a cultural preference for whitening effects in the Chinese context. This showed a preference for adapting cultural content into the localized text, catering to the preferences and expectations of the target audience.

5. Conclusion and discussion

Under the context of e-commerce, the genre of PDP plays a vital role in the process of online shopping. A breakdown analysis of its move can present a comprehensive understanding of how information is presented to potential customers. Comparing the localized text with the source text in Spanish and text originally written in Chinese in each move also provides insight into the evaluation of the localization.

Nine moves were observed in PDPs of both languages, with differences in frequency. The localized version tends to have a closer format to the original Chinese texts with minor differences in steps. The mandatory moves are those focused on giving vital information of the product. Optional



moves appear more in Chinese corpora, indicating a more persuasive communication style and an emphasis on the vendor-customer relationship.

The language and content adaptation analysis of selected move reveals differences in sentence format between the Chinese corpora and the Spanish corpus. The adoption of the “four-character structure” in Chinese texts gives more evidence that localized texts tend to follow the linguistic style in the target language. The word frequency further highlights the focus on the specific functionalities tailored to target consumers’ preferences in the Chinese market.

The current study has certain limitations that should be mentioned. Firstly, only moves were identified. In further study, the moves will be defined in a more concrete way and be further divided into detailed steps. This can be conducted to gain deeper insights into the textual structure of PDP and the impact of certain steps on consumer behavior.

Secondly, the assessment of localization was done solely by comparing the sentence structure and word frequency. The readers’ perceptions towards the localized text are not measured. The assessment of the effect of PDPs can be expanded by conducting a questionnaire on willingness to buy the product. This can also show whether the localization has reached its communication purpose.

To conclude, this paper summarized the move structure of the genre product detail page (PDP) in Spanish and Chinese and the linguistic changes the localization has done by making comparison with the source texts. Further research will be focused on a more detailed component of this genre and a more organized approach incorporating genre analysis and questionnaires to the assessment of the localized texts.

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Notes

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Data collection: Y. Lu

Data analysis: Y. Lu

Results and discussion: Y. Lu

Review and editing: Y. Lu



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