

По данным организации, наибольший спрос в 2023 г. был представлен на стаканы, так как удельный вес остатков в поступлении данного вида товара составил 0,29% при сравнительно большом значении их удельного веса в общей сумме поступления по сравнению с остальными товарами – 41,13%.

На бокалы, фужеры, рюмки представлен стабильно высокий спрос, что обусловлено незначительными колебаниями значений удельного веса остатков этих товаров в их поступлении (от 1,10 до 4,55%) при удельном весе этих товаров в общей сумме поступления за период 2021–2023 гг. от 10,65 до 28,3%.

За период 2021–2023 гг. наблюдается снижение спроса на вазы. В 2023 г. произошло снижение доли остатков в поступлении ваз на 1,32% в сравнении с предыдущим годом. При этом стоит отметить, что на вазы был представлен стабильно низкий спрос в течение всего анализируемого периода.

В рамках проведения маркетингового исследования был изучен спрос на стеклянную посуду потребителями г. Минска. Опрос проводился в формате Google-forms, участие в котором приняли 107 человек всех половозрастных категорий (главным образом посетители торгового зала в возрасте от 20 до 67 лет, большую часть респондентов составили женщины – 70,1%).

В ходе анализа выявлено, что большинство потребителей приобретают стаканы (60,7%), а также фужеры и (или) бокалы (44,9%). Наименьший спрос представлен на тарелки, чашки и кружки (0,9%). Вазам для фруктов/печенья/конфет отдают предпочтение 15,9% потребителей.

Таким образом, для совершенствования структуры ассортимента стеклянной посуды предлагается:

- расширить ассортимент фужеров и увеличить долю их поставок в связи с высоким спросом и недостатком товарных запасов в 2023 г.;
- расширить ассортимент стаканов в связи со стабильным ростом спроса на них за весь анализируемый период (2021–2023);
- обновить ассортимент ваз в связи с низким спросом на эти изделия.

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XIAOMI'S LOCALIZATION STRATEGY FOR THE RUSSIAN MARKET

This article takes an in-depth look at Xiaomi's localization strategy in the Russian market. Since its founding in 2010, Xiaomi has rapidly grown into a world-renowned technology company known for its cost-effective smartphones and electronics. The article starts with Xiaomi's global expansion strategy and focuses on analyzing how Xiaomi succeeds in the Russian market through localization strategies. Xiaomi's success is not only reflected in sales figures, but also includes significant improvements in brand recognition and consumer satisfaction.

The article details Xiaomi's company profile, localization strategy analysis, future prospects and strategic suggestions, as well as its significance to global market strategies. Xiaomi's localization strategy in the Russian market includes product localization, user interface and service localization, marketing and brand localization, sales and distribution strategies, and after-sales service and customer support. Through these strategies, Xiaomi has not only expanded its market share but also established strong ties with local communities.

Regarding future prospects, the article recommends that Xiaomi continue to deepen its understanding of Russian consumer psychology, technology trends and market dynamics, invest in research and development to adapt to local preferences, and consider expanding the smart home ecosystem. In addition, the article also extracts implications for other international markets from Xiaomi's strategy in the Russian market, including the importance of in-depth market understanding, cultural sensitivity, flexible distribution models and local partners.

In conclusion, this article provides valuable strategic insights and guidance through a comprehensive analysis of Xiaomi's localization strategy in the Russian market, and is of great academic and strategic importance to companies seeking to expand in global markets while

maintaining local appeal. Practical significance. Xiaomi's case highlights the irreplaceable value of localization in global business strategies and provides strong evidence for companies to succeed in competing in the international market.

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ANALYTICAL MARKETING RESEARCH FOR SUBCULTURAL GROUP OF CHINESE STUDENTS IN RUSSIA

This paper focuses on the consumer behaviour of a group of Chinese students in the territory of Russia, with a special focus on a sample of 50 Chinese students located at Tomsk State University in Russia. The study meticulously analyses the unique consumption patterns and consumption habits of this particular group due to their cultural background, shared experiences and adaptation to a foreign living environment. The study explores in detail the expenditures of Chinese international students in various areas, such as food, clothing, entertainment and travelling, in an attempt to reveal how these factors shape their consumption habits. In addition, the study examines the impact of Chinese students' level of interaction with the local Russian community on their consumption behaviour.

As more and more Chinese students choose to study in Russia, especially in the Tomsk region, this particular subculture is becoming noticeable. While Chinese students show clear differences in their consumption needs and purchasing behaviour during their social integration in Russia, this group is currently under-researched. In view of this, this study aims to fill this gap by providing an in-depth understanding of the subcultures formed by Chinese students in Russia and their daily lives, social interactions, and unique experiences through an examination of the historical relationship between China and Russia, the policies and measures of the two governments, and the individual experiences of Chinese students.

The main concerns of this study are: what are the main consumption characteristics of Chinese students in Russia? What factors drive their consumption behaviour? To what extent are their consumption habits influenced by their cultural background, experiences in Russia, and interactions with the local community? How can effective marketing strategies be developed based on these characteristics?

Currently, Chinese students in Russia have developed a consumption model that is influenced by both Chinese cultural traits and the Russian environment. They come from a high-power-distance, collectivist-oriented Chinese cultural background, value authority and social status, and are more inclined to act for the benefit of the team or the collective than for the individual. At the same time, they pay particular attention to academic performance and ranking during their studies in Russia, as this directly affects their future competitiveness in employment after returning home. However, they also face many challenges after returning home, such as difficulties in adapting to the domestic culture and the job market. For this reason, many Chinese students actively build professional networks and join industry associations so that they can use these resources to obtain better job opportunities when they return home.

The goal of this research work is to clearly identify the key needs and consumption behavioural characteristics of Chinese students in Russia, with a view to providing targeted market strategy recommendations for companies and policy makers.

In conclusion, although Chinese students face many challenges during their studies in Russia and upon their return home, they are able to effectively transform their study abroad experience into a valuable asset for their career development through appropriate mindset adjustments and utilisation of various supportive resources. To adapt to the demands of the globalisation era, Chinese students need to maintain a high degree of adaptability and cultural sensitivity, while proactively pursuing career development. From a marketing perspective, companies should understand and grasp the consumption characteristics and needs of this group and provide services and products in a targeted manner so as to seize the opportunities in this market segment and achieve win-win cooperation. At the same time, this study highlights the importance of Chinese