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**Yulong Huang**

Science tutor *E. Chudinova*

School of Business of BSU (Minsk)

## **CHINA'S INTEGRATION OF DIGITAL MARKETING AND LIVE E-COMMERCE: CURRENT STATUS AND PROSPECTS**

With the development of Internet technology, digital marketing has become an essential tool for enterprises to promote their products and services. In recent years, live e-commerce, as a new marketing method, has also rapidly emerged in China and other regions. This paper explores the current status and future trends of the integration of digital marketing and live e-commerce.

Live e-commerce originated from China's online live streaming industry. It refers to the process where hosts showcase products, answer questions, and drive sales through live streaming platforms. This interactive and authentic approach has attracted a large number of consumers, especially young people. Initially started by some internet celebrities, live e-commerce has gradually evolved into a business model, attracting more brands and merchants to join. Its main advantages include:

- Real-time interaction: Live e-commerce platforms provide real-time interaction opportunities, allowing consumers to communicate directly with hosts, increasing their involvement in purchase decisions.
- Product demonstration: Live streaming vividly showcases product features, usage methods, etc., enhancing consumers' desire to purchase.
- Quantifiable marketing effectiveness: Live e-commerce platforms typically provide data analysis functions, enabling real-time monitoring of sales situations and providing a basis for adjusting marketing strategies.

China's real-time shopping industry experienced explosive growth in 2019, tripling from 121 billion yuan in 2018 to 417 billion yuan in 2019. This growth was driven by tech-savvy Chinese consumers demanding richer and more informative digital shopping experiences. In 2020, live commerce doubled due to coronavirus lockdowns, with brands, mall operators, and even local government officials turning to livestream selling to offset offline business losses. By 2023, it is projected to swell to five trillion yuan with a 41 percent year-over-year growth [1].

The integration of digital marketing and live e-commerce combines the advantages of both to enhance marketing effectiveness. For example, enterprises can promote live

events through social media to attract more viewers. Meanwhile, hosts can utilize digital marketing tools such as data analysis during live streams to understand audience needs and feedback, further optimizing products and services.

Entertainment and enjoyment also play a crucial role in consumer participation. For many young Chinese, watching live e-commerce has become part of their daily lives, providing entertainment during commuting and leisure time. This experience, akin to enjoying entertaining variety shows, connects them with other internet users. Research shows that the majority of young Chinese participate in live e-commerce daily, with some spending over two hours watching these programs. Half of the viewers make at least one purchase per month.

Similarly to traditional e-commerce, female consumers are more active in live e-commerce in China and tend to make purchases more frequently than their male counterparts. About two-thirds of live e-commerce viewers belong to the digitally savvy Z and Y generations. Specifically, the Z generation prefers real-time shopping over traditional online shopping, while the X generation still favours traditional e-commerce over live e-commerce. With more live e-commerce viewers joining from rural China, where hundreds of millions have never shopped online, significant consumption potential is unlocked in rural areas. Currently, typical live e-commerce viewers in China are females aged 20 to 35, residing in the fastest-growing regions. They usually watch live streams during commuting, lunch breaks, and leisure activities after work [2].

As the trend of integrating digital marketing and live e-commerce deepens in China, we can see vast prospects for its future development. Firstly, with the widespread adoption of 5G technology and the maturation of AI technology, the live e-commerce experience will be further enhanced. The high speed and low latency of 5G will make live streaming smoother, while AI applications will make live content more personalized and precise, better meeting consumer needs.

Secondly, as more traditional enterprises join the live e-commerce trend, the live e-commerce market will become more diverse and competitive. This will drive enterprises to innovate marketing strategies, improve the quality and attractiveness of live content to attract more consumer attention and purchases. Moreover, with the continuous improvement of consumption capabilities in rural areas and the expansion of network coverage, rural areas will become an important growth point for live e-commerce. By using networks and drones, live e-commerce services and products can be delivered to remote areas, unleashing tremendous consumption potential.

So, the integration of digital marketing and live e-commerce presents new opportunities and challenges for enterprise marketing. By combining digital marketing tools with live streaming platforms, enterprises can interact more directly and flexibly with target audiences, increasing brand exposure and sales conversion rates. Especially in China, live e-commerce has become an indispensable part of consumers' daily lives, attracting the participation of a large number of young users, and its market size is showing explosive growth.

With the development of 5G, AI, and other technologies, the integration of digital marketing and live e-commerce will have greater development space. The high-speed, low latency 5G network will further promote the smooth transmission of live content, while AI applications will make data analysis more precise, providing enterprises with

more personalized marketing strategies. This will further drive the development of the live e-commerce industry and create more business opportunities for enterprises.

However, the integration of digital marketing and live e-commerce also faces some challenges. For example, how to ensure the quality and authenticity of live content, how to cope with intense competition, and how to fully tap into the consumption potential of rural areas are all, so the relevance of this issue requires further study.

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**Tatyana Doroshko, Adelina Pentelina**

Science tutor *A. Lazarchik*  
BSEU (Minsk)

## **THE IMPORTANCE OF ONLINE ADVERTISING IN MODERN BUSINESS**

Most representatives of business circles are beginning to rethink their commercial activities and are increasingly inclined to use the opportunities of the Internet, which is a tool for obtaining high profits.

The aim of our research is to explore advantages and disadvantages of online advertising, and evaluate its importance in modern business.

Online advertising is a relatively new format for promoting services, brands and products. Essentially, these are the same enticing pictures and headlines, calls to action, motivating slogans that people are used to seeing on billboards, on TV, and on signs. However, such advertising exists only on the Internet [1].

Almost everyone uses the Internet today, so it is unreasonable for a business to miss out on such an audience. Advertising on the Internet allows entrepreneurs to attract buyers to their website, find new clients, and spread information about a brand or company. It helps develop a business more successfully and efficiently. Moreover, there are a huge number of types of advertising on the Internet, which allow companies to choose the optimal channel taking into account current goals, objectives and budget.

Internet advertising is a powerful and flexible tool for promoting any type of product or service. Almost everything is advertised on the Internet: physical or digital goods, various types of activities, concepts or ideas, events, brands, companies, websites, online stores, trading platforms [2].

In general, advertising on the Internet has many goals and objectives such as introducing a new product or service to the market, creating a brand or company image,