

that address consumer needs and enhance engagement, ultimately reinforcing branding as a crucial aspect of consumer identity and community.

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ADAPTING PRODUCT PACKAGING AND BRANDING FOR DIFFERENT MARKETS

In today's world every company faces the challenge of adapting packaging to diverse preferences. If they fail, the clients will rely on the price as the main criterion in making a decision. On this basis, the goal of the research is to evaluate the role of a well-designed and attractive packaging as a powerful marketing tool that can attract consumer's attention, distinguish a product from its competitors and become a key to success.

There is quite a lot of research on this topic. One of them is an investigation by German neuroeconomist Peter Kenning. He conducted research of brain activity in a situation of choice: when a interviewee's favourite brand appeared in the photo, the choice was made instantly, as recognition of this brand caused cortical inhibition of critical thinking and logical analysis. The experiment proves that strong brands are perceived by system 1 and weak brands activate only system 2, in other words, consumers reflect on the purchase.

Another research conducted in the 1960s in the United States investigated consumer behaviour when choosing a product. It took a shopper no more than 6 seconds to figure out which product to choose. As people interested blinked more often, their heart rate increased and they were ready to make an impulsive purchase.

Based on these two investigations, we can conclude that we choose goods on autopilot, provided that we like them and they are familiar to us, but if we do not see a familiar product, we will have to switch from autopilot to just a pilot and begin to study this product. Due to the mechanism of intuitive decision-making the customer approaches the counter and makes his choice in a fraction of a second.

The next step is to find out what the packaging should be, so that in 6 seconds a person makes a choice in favour of a particular brand. Based on our own research, consisting of 13 questions with 30 participants, the effectiveness of product packaging in marketing is influenced by many factors.

The first factor is the recognition of the product. This may be achieved by means of minimalistic packing with some illustrations and not very bright in colours. For instance, if you sell apples at a more expensive price than your competitors, but at the same time carefully pack them in an environmentally friendly bag, which is very relevant in our world, the probability that it is to you the customer will return is high enough.

The next significant aspect is interaction with the customer. If the package is enticing and in addition to this you put a small card with gratitude for the purchase or a story about your product, then the customer will be pleased to find this evocative postcard and will make a purchase again.

Tactility is also about interaction with the customer. The texture of the material or coating makes the contact with the packaging even more interesting for the customer - you want to touch and feel the material yourself. For instance, the cosmetic brand Lush packs its products in jars and boxes with soft texture. This is how they emphasize that they care about nature and the health of their customers. And Apple uses a matte coating for the packaging of its devices - this allows us to get the feeling of a premium product in our hands.

Another example is the popular Coca-Cola brand. Over the years Coca-Cola has become synonymous with happiness, and this is largely due to the company's marketing strategy. Despite its global popularity, the brand has stayed true to the principle of simplicity. Coca-Cola uses a handwritten font reminiscent of a child's handwriting, so it seems innocent and evokes sympathy on a subconscious level. The red colour in the design was chosen for a reason. It is associated with passion and energy, and it is believed that products with shades of red can even impel us to make impulsive purchases.

In addition to tactility, functionality is also vital. As our own research has shown, most people of different ages think it would be nice if the packaging was user-friendly and multifunctional. Also, packaging should be easy to open and close, it should be convenient to carry and store.

And one more important aspect is clear understanding of the targeted audience. Here will not do the descriptions “women 35 +” or “parents of children under 5 years old” – they sound impersonal. It is important to find out these people's interests and internal barriers before buying. Having collected the data, we will find an approach to the customer. For instance, based on our own research, packaging is important for all ages and is a decisive factor when choosing a product, as almost all of them have at least once bought the product only because of the attractive packaging. However, while teenagers mainly choose the product by the packaging, its design and aesthetics, adults do not forget about the quality of the product.

In addition to all of the above, cultural difference is also an important factor. If we sell a product in the Chinese market, it is important to know what the Chinese pay attention to in packaging. While we value multi-functionality, minimalism and packaging design, for the Chinese environmental friendliness is a decisive factor.

To sum up, companies should pay more attention to packaging as most people agree to pay extra money for quality product wrapping. It is also worth paying special attention to the packaging material, namely glass or cotton, as these are the two materials preferred by buyers. Finally, attractive design, recognizable colours and effective fonts can help your product stand out on store shelves or on virtual platforms.

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UNIQUE ASPECTS OF MARKETING IN CHINA THAT CAN BE BORROWED BY RUSSIAN-SPEAKING COUNTRIES

As the global market evolves, businesses must adapt their strategies to meet changing consumer behaviors and technological advances. China, as the largest online retail hub, leads in innovative marketing strategies that transform consumer interactions. This study compares Chinese marketing with trends in Russian-speaking countries and offers actionable recommendations to improve marketing practices.

In Russia and Belarus, traditional marketing methods still dominate. While digital marketing grows, technologies like AI, live-streaming, and personalized campaigns are in the early stages. Businesses continue to rely on conventional channels, and transitioning to digital-first strategies remains a challenge, with Belarus still behind in some areas of innovation [1].

Unique features of Chinese marketing include:

1. KOL to KOC shift. The shift from relying on Key Opinion Leaders (KOLs) to Key Opinion Consumers (KOCs) in China reflects a desire for more authentic, peer-driven content rather than celebrity endorsements (see Figure 1). This