

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**

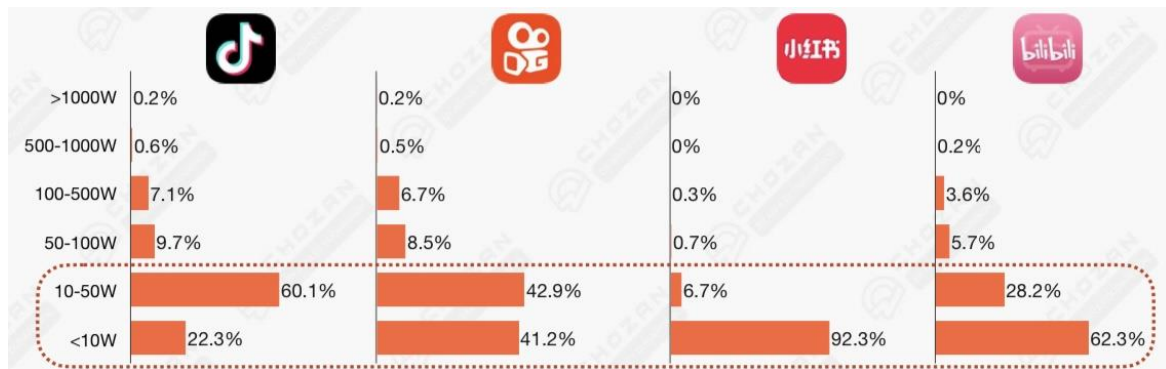
As the global market evolves, businesses must adapt their strategies to meet changing consumer behaviors and technological advances. China, as the largest online retail hub, leads in innovative marketing strategies that transform consumer interactions. This study compares Chinese marketing with trends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

shift is critical as consumers increasingly seek transparency and relatability from brands [2].



*Figure 1. Distribution of influencers by follower count across china's major social media platforms in 2024*

2. Live-streaming and social e-commerce. Platforms like Taobao, Douyin (TikTok), and Xiaohongshu have integrated live-streaming with e-commerce, creating real-time, interactive shopping experiences.

3. AI and personalization. AI is extensively used in China to enhance customer service and personalization. Real-time product recommendations and automated customer support have become common [3].

4. Focus on lower-tier cities. China's marketing strategy targets lower-tier cities with rising disposable income, offering brands an opportunity to establish an early presence and capture market share before these regions become saturated. These areas provide fresh, receptive consumer pools, allowing businesses to expand ahead of growing competition [4].

Marketing features in Russian-speaking countries are the following:

1. Shift towards digital. In Russia and Belarus, traditional marketing remain in use, though digital marketing is rapidly gaining ground through platforms such as VK, Telegram, and Instagram.

2. Traditional purchasing behavior. Consumers in Russian-speaking countries tend to have more traditional purchasing behaviors and often prefer in-person interactions with brands.

3. Challenges in digital integration. Despite a growing digital presence, the integration of advanced technologies like live-streaming, AI, and social commerce remains minimal in Russia and Belarus compared to China [5].

Thus, on the basis of the research the following recommendations for Russian-speaking countries can be made:

1. Embrace KOC marketing. Shift focus to everyday consumers for more authentic, relatable brand connections in Russian-speaking countries.

2. Incorporate live-streaming with E-commerce. Integrate live-streaming into e-commerce platforms to enhance consumer engagement in Russia and Belarus.

3. Utilize AI for personalization. Use AI to personalize recommendations and provide real-time support, boosting user experience and engagement.

4. Target regional markets. Focus on emerging lower-tier cities to tap into growing, under-explored consumer bases for early market advantage.

5. Boost social media and mobile marketing. Expand social media and mobile strategies to strengthen brand-consumer relationships in Russia and Belarus.

By adopting these innovative strategies, Russian-speaking countries can modernize their marketing approaches, foster stronger consumer relationships, and remain competitive in a rapidly evolving global market.

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## LABOUR CHANGES IN MODERN MARKETING

Digitalization has crucially changed the business landscape, including marketing; traditional methods of promotion, content-making and customer communication are giving way to other digital strategies. New formats of work require new skills and