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VOICE ASSISTANTS AS A TOOL FOR PERSONALIZED CUSTOMER EXPERIENCE IN MARKETING

The rapid development of artificial intelligence has led to the widespread adoption of voice assistants such as Yandex Alice, Amazon Alexa, Apple Siri, and Google Assistant [1]. These technologies are transforming marketing communications by providing personalized interactions between brands and consumers. The aim of this research is to analyze the role of voice assistants in enhancing customer engagement and to evaluate their impact on consumer decision-making.

With the growing expectations for individualized marketing approaches, traditional strategies such as email campaigns and targeted advertisements are becoming less effective due to content saturation [2]. Voice assistants offer a more interactive and natural way of communication, improving customer satisfaction and brand loyalty. They collect user data, process natural language inputs, and provide tailored recommendations, thereby reshaping consumer behavior [3].

A survey was conducted among 45 students from different specializations at the School of Business of Belarusian State University (1st to 3rd-year students). The survey aimed to assess the use of voice assistants in marketing and their effectiveness in improving customer experience. The results revealed that only 15% of respondents use voice assistants daily, while 15% use them several times a week. The majority (70%) either rarely or never use them. The most frequently used assistants were Siri (48.9%)

and Yandex's Alice (66.7%). When asked whether voice assistants improve brand interactions, 26.7% of participants responded negatively, 22.2% agreed, and 51.1% were undecided. The study also showed that voice assistants are most effective in customer support, market research, and facilitating product purchases. However, their limited adoption suggests untapped potential for further development.

The research findings indicate that voice assistants significantly influence marketing communications by fostering personalized brand-consumer relationships. A wide known company Domino's Pizza have successfully integrated voice technologies to streamline ordering processes and enhance customer convenience [4]. The main benefits of voice assistants in marketing include emotional engagement, behavioral influence, and cognitive impact, all of which contribute to increased customer retention and brand trust.

As technology advances, further research should explore the long-term impact of voice assistants on consumer decision-making compared to other digital marketing tools. Additionally, businesses should focus on optimizing voice interactions to align with customer preferences and improve accessibility.

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ADVERTISING SLOGANS IN CHINA: LANGUAGE ADAPTATION TO CULTURAL REALITIES

China is a significant economic partner for many countries, including Belarus. This is confirmed by the structure of Belarus' foreign trade turnover with individual countries.