

Торговая война между КНР и США скажется на всей мировой экономике. Помимо ответных санкций на экономику США со стороны КНР, последует также реакция со стороны американских торговых партнеров таких, как Евросоюз, Японии и других стран. Объединение ЕС и Китая может спровоцировать глобальную торговую войну, которая приведет к ухудшению отношений между всеми государствами и переформатированию мировой торговли в целом.

Перспективами развития внешней торговли КНР и США являются: расширение рынков Китая за счет внутреннего и внешнего спроса; повышение конкурентоспособности экономики Китая за счет развития собственных передовых технологий. Для этого необходимо инвестировать в развитие собственных инноваций и технологий; формирование новых рабочих мест за пределами страны путем создания китайского бизнеса на территориях других стран, в том числе США, и в рамках развития китайского глобального экономического проекта «Один пояс и один путь».

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## **EXPERIENTIAL MARKETING IN CHINESE CHOPPING MALL WANDA PLAZA**

### **МАРКЕТИНГ ПОТРЕБИТЕЛЬСКОГО ОПЫТА НА ПРИМЕРЕ КИТАЙСКОГО ТОРГОВОГО ЦЕНТРА WANDA PLAZA**

АННОТАЦИЯ. В статье рассматривается понятия экспириенс маркетинга, экспириенс экономики, СЕМ. Дается обоснование применения экспириенс маркетинга в современных рыночных условиях. Анализируется состояние рынка торговых центров Китая, особое внимание уделено торговому центру WANDA PLAZA, на примере

которого рассматривается практика применения инструментов экспириенс маркетинга, приводятся результаты маркетингового исследования мнения потребителей, даются рекомендации по развитию концепции экспириенс маркетинга торгового центра.

In the modern development of marketing, an important role is played by the direction of experiential marketing. The traditional customer relationship marketing system is complemented by tools for creating and maintaining a positive client experience. Companies involved in the service sector are developing customer experience maps in which the emotional stimuli of customers play a very important role. The formation of a positive customer experience occurs when using social media marketing, event marketing, digital marketing, in which, with each passing year, personalization becomes an important aspect of interacting with a client.

Already in 1999 Schmitt declared that we are in the middle of a revolution that will replace traditional feature-and-benefit (F&B) marketing with experiential marketing. In 1998 Pine and Gilmore introduced experience economy as the next economy following the service economy. Experience is the main component of experience marketing and according to LaSalle and Britton and Schmitt it is key marketing in future. Experience marketing offers engaging, interactive, and entertaining brand experiences. Brakus et al. define brand experience as “subjective, internal consumer responses (sensations, feelings, and cognitions) and behavioural responses evoked by brand-related stimuli” that are part of a brand’s design and identity, communications, and environments in which the brand is marketed or sold [1]. Experience marketing is also related to consumer behaviour theory. Consumer behaviour as a field has expanded to three dominant specializations (subfields): consumer information processing, consumer culture theory, and behavioural decision theory. Experience economy (Exponomy) is of increasing focus too. Although the concept was born in the business field in 1998, it has gone beyond its boundaries to tourism, retailing, architecture, sports, branding, entertainment and arts, urban planning, hospitality and other fields. Experience economy is also considered as a main underpinning for customer experience management (CEM). According to Schmitt, the term ‘customer experience management’ represents the “discipline, methodology and/or process” used to comprehensively manage a customer’s cross-channel exposure, interaction and transaction with a company, product, brand or service. CEM is more like a program or schedule [3]. The CEM strategies impel the customer’s involvement at different levels: rational, emotional, sensorial, physical, and spiritual. Customer engagement, employee empowerment, business process optimization, and product enhancement are some of the business areas transformed by customer experience management solutions. Digital technologies such as Artificial Intelligence (AI), Machine Learning (ML), cloud computing, big data & analytics, mobility, and social media are incorporated in customer experience solutions to deliver better customer experiences across channels. The customer experience management market is projected to grow from USD 7.75 billion in 2019 to USD 14.50 billion by 2024, at a CAGR of 13.3% from 2019 to 2024 [4].

In 2017 Ashley Friedlein (Econsultancy) in his article “Introducing the Modern Marketing Model (M3)” described a new understanding of the marketing paradigm, formulated a 3M model that is more suitable for describing all marketing functions and tasks in a digital environment. This model has not become something completely new; as before, there is a place for revenge on such elements as strategy development, analysis, planning and execution. But in comparison with the traditional marketing concept, the author clarified the understanding of the elements of the marketing mix. And introduced the concept of ‘Customer Experience’: “We have changed “Product” to “Customer Experience” which may also be

controversial. Our new description still covers classic product, or service, development and innovation but ‘Customer Experience’ is deliberately broader than just ‘product’ and covers services as well as the customer journey and experience around the product itself.” [2].

The most important factors that have recently increased the influence of marketing as a method of solving production and market problems are: increased competition, market fluctuations, increasing saturation of markets, growth of consumer culture, frequent shifts in the nature and structure of market demand, rapid expansion and rapid updating of the product range, the presence of poorly differentiated brands. Such experiences stimulate all the senses, evoke different feelings and emotions and encourage consumers to think and act as well as to express themselves. Experiences touch customers personally and engage them in unique ways, so the challenge for business marketers and researchers is to identify what experiences can leave the most favorable impression on customers and encourage them to develop a positive attitude and behavior towards the brand. Product and service characteristics are no longer market differentiators in modern economic conditions; customers are already taking these characteristics for granted and demand some additional value from consumption experiences.

Shopping malls industry is one of the largest industries worldwide and it is a main force in the economy. It is one of the most dynamic service industries which has experiential nature of its own – even the serving of morning coffee can be turned into an exceptional ritual which can make a difference to the customer’s day, while dining can be an experience involving much more than just satisfying a utilitarian need.

China’s shopping malls sector has enjoyed robust development over recent years. Key shopping mall operators have shown improving occupancy rates with satisfactory retail sales growth. In the “New Consumption era”, shopping malls have increasingly become places for consumers to look for lifestyle experience and bond with family and friends. Mall developers and operators have strived to reconstruct the value of their malls and offer differentiated shopping experience to customers powered by Internet technology and data. Increasing numbers of mall operators have already begun to evolve and optimize the composition of the core business elements namely properties, tenants and customers.

The big cities in China have ushered in an enthusiasm for developing shopping malls, and the number is increasing day by day. Whether it is some powerful domestic retail groups or real estate development giants have developed large shopping malls in major cities across the country, according to the current situation, in addition to the previous large cities such as Beijing, Shenzhen, and Shanghai have expanded their scope to all parts of the country, and most cities have built shopping malls of various sizes. Although there are many investment projects, there are very few that can truly operate. The perfect combination of experience consumption and retail industry gave birth to a shopping mall. This is a full-featured retail format that integrates shopping, fun, leisure, social networking, etc.

From the above situation, regardless of whether it is a shopping mall or the entire retail industry market, peer competitors continue to join, the market is also ushered in new changes, whether shopping malls can gain a place in the new market challenges and competition, depends on their possibility to attract customers through reasonable and innovative marketing logic and special novel business methods to build a well-known brand and achieve valuable differentiation. At the beginning of 2020, the development of the sector was seriously affected by the coronavirus and the quarantine measures taken by the Chinese government. Shopping centers were banned from visiting in many cities. However, many

restrictions have been lifted at the moment and China's retail traffic began to rebound in mid-February. Cosmose AI, an offline behavioral technology company, has analyzed offline retail traffic from January to March 2020. The study is based on data gathered from over 360,000 stores, including over 600 luxury and beauty brands, and major shopping malls in mainland China, Hong Kong, and Macau. The report shares key takeaways on how high-end malls are recovering: Shopping malls within the same cities recovered differently. In Beijing: SKP Beijing bounced back by the end of March, which was the quickest, followed by China World Mall, while the traffic at Yintai Cent In01 hasn't shown much promise. In Shanghai: Plaza 66 has already reached 70.4% of its pre-COVID-19 traffic, followed by IAPM Mall and HKRI Taikoo Hui, both over 67%, while the IFC Mall has only recovered 55.6% of its traffic. In Chengdu: all malls show similar traffic trends. IFS International Finance Center bounced back to 58.3% of its previous level by the end of March, followed by Yuanyang Taiguli and Renhe Spring Plaza, while Chicony Square dropped steeply during the pandemic and has only recovered 49.3% of its traffic. Commenting on the reason for the differences in recovery speed from mall to mall, Cosmose AI CEO and founder, Miron Mironiuk, explained: "During times of uncertainty we turn to our closest friends, the same applies to retail. Shopping malls and luxury brands who were the no.1 choice for shoppers before the crisis regained customers first." On the other hand, malls and brands who were struggling before the pandemic are now at a greater disadvantage than ever before [6]. The results of the study once again prove the advantage of market players who have properly used client-oriented approaches and made efforts to build customer experience.

Let consider the experiential marketing concept at the example of Wanda Plaza shopping mall. The consumer group of Wanda Plaza in Mianyang City is a family shopping mall. There are children's favorite Wanda Studios, big players, kid kings, baby kings, and children's clothing retail categories. Education format; there are medium and large brands suitable for housewives like Marsfield, INSUN, YINER, etc., as well as Cache-cache, piece bird, SDEER, and Ou Shili, and a few clothing categories, as well as young International fast fashion brands like ZARA, UNIQUO, CKJ that everyone likes, and Yonghui Supermarket, Gome Electric, and Shangpinzhai, which have family shopping needs, must live in formats such as Starbucks, Ha Gendas, McDonald's, KFC, Pizza Hut, and 40 are expected to have different cuisines for customers to consume, which truly reflects the full-floor, full-family family-oriented shopping mall that integrates eating, drinking and shopping.

In the eyes of customers, Wanda Shopping Center is unique. It is a shopping paradise with themed lighting. Wanda will host three to four events every week. On holidays, Wanda will design different themes and surround the theme. Various activities are carried out, which makes Wanda have a weekly event, and the activities experience a series of activities from marine animal show, animal carnival to clown street, etc. Wanda will hold more than 100 events every year activity.

Wanda Plaza shopping mall uses various means to help customers who have no opportunity to come and experience the marketing experience in person to participate in more exchanges and communication through the Internet and other platforms. Wanda has also established its own online shopping platform. Customers only need to use online media to understand and grasp Wanda's related shopping information including discount information. Customers can understand and master Wanda information without going out. Therefore, Wanda Plaza and Feifan Technology use modern means to conduct SMS marketing in a one-to-one manner. Using certain channels, Wanda can be integrated to detect whether mobile

phone users have entered, and then Wanda will send relevant information to relevant people in accordance with the needs of merchants and customers, making it easier for customers to consume.

To better understand the preferences of visitors to the shopping mall and their attitude to the used tools of experiential marketing, a marketing research was conducted – a random survey of more than 800 visitors. The following conclusions are drawn from survey data: Wanda's patronage rate is 94.5%, the average age of customers is 32 years old, education is mainly tertiary and above, and the average annual household income is 8639 yuan; Wanda visits frequently, more than 80% of customers visit once a month or more, of which every Monday the percentage of frequent customers is 20.6%; the average age of frequent customers is 33 years old, and the main age range is 21-30 years old, for the supermarket to attract some middle-aged and elderly people, the average age has increased; the average monthly household income of regular customers is 8,749 yuan, and households with income of 10,000 yuan or above account for 36.3%; there are relatively many types of entertainment consumption for young people patronizing Wanda Plaza, and the elderly supermarket consumption is relatively more. The proportion of parent-child activities is relatively large between 31-40 years old, and a quarter of people over 50 years old casually stroll around; shopping environment, rich product types and entertainment are aspects that make customers satisfied. Dissatisfaction mainly means that the transportation is inconvenient and the price of the product is slightly expensive; apparel, catering, watching movies, and shopping in the supermarket are the main purposes of patronizing Wanda. The length of stay is 1-2 hours. From the perspective of staying time and consumption purposes, the residence time of entertainment industry is relatively long. Usually no more than 2 hours; customers most want to hold some star events, lottery and performance events, so these should also be the priority of the shopping center; customers are very willing to share some of their experiences on social media. When the shopping mall is carrying out some marketing activities, these customers can get some benefits and let them promote the shopping mall.

The results obtained made it possible to formulate proposals for the development of Wanda Plaza experiential marketing. Ways to enhance the customer experience of the shopping center: 1) application of new technologies such as smart mirror (it allows visitors to try on clothes in person), holographic projection technology, reality augmentation technology; 2) design solutions – a skateboard space creating, IP exhibition (Pikachu, Mickey Mouse, etc. are very popular. People usually take pictures with these characters and share them on their social media, which will attract more and more people to visit), creative designs techniques in shopping areas; 3) entertainment facilities – doll and lipstick machines, small kids trains; 4) events – trend culture, spots and promotional events.

Thus, shopping malls have both advantages and disadvantages. China is facing a lot of challenges and problems. Some of problems existing for the shopping center development are because the short time of shopping center has being existed in China, the developers pay little attention to the concept development, dimensioning of both size and the car parking number during the planning phase of the center. "Quick money" model has been observed being a big problem in China among shopping center developers due to the financial reason for the developers. Those retailers that do not bet on the marketing of experiences will be disadvantaged in terms of competitiveness and the possibilities of protecting themselves against falls in margins and prices. It is necessary to link customers through shopping experiences so that the price is not the most relevant factor, but rather the favor of the consumer towards the recommendation of the retailer, its products/brands/services, and above all, the achievement of consumer engagement.

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## **SMM КАК ИНСТРУМЕНТ ПРОДВИЖЕНИЯ ОРГАНИЗАЦИИ В СФЕРЕ УСЛУГ**

Интернет-пространство играет важную роль как в сфере организации досуга человека, так и в области проведения деловых операций компании. Этот факт заставляет предприятия подстраиваться под новые способы ведения бизнеса, основанные на реализации маркетинговых мероприятий в интернет-среде, для того чтобы завоевать свою целевую аудиторию.

Огромный потенциал для работы с клиентами имеет грамотное применение инструментов интернет-маркетинга, но следует учитывать, что они из-за большой скорости развития интернет-технологий быстро теряют свою актуальность и новизну, что в итоге приводит к утрате эффективности их использования на практике. Это относится к интернет-баннерам, которые из-за большого их количества перестали привлекать внимание и теряют свою актуальность. По данным исследовательского центра портала SuperJob, реклама на многих респондентов действует раздражающе, вызывая позитивные эмоции лишь у 2% опрошенных. И хотя в Интернете она признается наименее агрессивной и навязчивой, все же продолжает неуклонно терять симпатии потребителей. Ее становится все больше, очень часто закрыть такое окошко можно только после нескольких секунд ожидания, а иногда сделать это вообще нельзя. Поэтому у интернет-пользователей все большую популярность набирают различные программы и сервисы, блокирующие демонстрацию рекламы. С одной стороны, такие действия приводят к потере части прибыли рекламодателей, но с другой - вынуждают их создавать