

networks using personal computers or smart devices. This includes traditional banking operations and extends to sectors like securities and insurance. Mobile banking is an extension of online banking, offering convenient financial services through smartphones, often referred to as “electronic wallets”. Banks like China Merchants Bank, Bank of China, and China Construction Bank offer mobile banking services in China, which can be categorized into fee checking, shopping, and financial management.

WeChat and Alipay have disrupted traditional banking with more interactions and services based on real-time information. QR code payments changed payment habits, overshadowing traditional banks. Traditional banks recognized the need for change and established mobile banking platforms, but they fall short compared to Alibaba and Tencent. Despite this, traditional banks have a chance to compete with digital giants by using mobile device sensors to enter the consumption ecosystem. QR codes can be sensors for transactions and interactions, allowing banks to understand user preferences and expand their business. They should enhance e-commerce platforms and lower credit card application thresholds to adapt to changing trends. Traditional banks, like China Construction Bank, have launched their own e-commerce platforms, offering financial and shopping services. They leverage user data to personalize recommendations and offer affordable shopping. Using mobile phones as "mobile credit cards" is preferred. Users can download banking apps for various transactions. Bank of China focuses on technology advancement and innovation, prioritizing customer needs through a mobile app. Key initiatives include: cross-border, education, sports, and pension scenarios. They offer international services for businesses and individuals and remote account opening for students.

In conclusion, the digital transformation in banking and the presence of giants like Alibaba and Tencent have changed consumer preferences and payment methods. WeChat and Alipay have disrupted traditional banking services with QR code payments. Banks have launched their own mobile platforms, but still lag behind in convenience and customization. However, banks can compete by using touchscreen technology, improving electronic platforms, collecting user data, and partnering with institutions and landlords. Overall, banks must adapt to changing demand and provide innovative digital services to stay competitive.

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BRAND MARKETING STRATEGY (TAKING XIAOMI AS AN EXAMPLE)

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Summary. *This article mainly talks about Xiaomi's marketing strategy, including products, promotions, pricing, brand marketing offerings, emphasis on product innovation, and smart use of hungry marketing. This successful case can serve as*

an example for other brands and help them do better marketing and brand promotion.

The target audience for Xiaomi mobile phones has always been mobile phone enthusiasts who pay attention to the user experience. “Born for the Fever” is Xiaomi's quality declaration, which means that through research, development and tireless efforts, the company hopes to explore and achieve the highest quality at the lowest possible cost. Probably high quality. Generally speaking, Xiaomi mobile phone products are highly regarded in the market in terms of user experience, they have their own brand system and highly personalized services.

Xiaomi's main promotion strategy is hunger marketing. The first generation Xiaomi 1 mobile phone was released in August 2011. At that time, Xiaomi used the method of issuing mobile phone reservation numbers online to promote sales. Only consumers who receive the number will be able to buy a new mobile phone. Xiaomi has used this method of hunger marketing. Generate high sales volume within a short time after launching a new product. In the product launch process, full consumer participation, humanized product service and high cost performance were used to win a good market reputation for the product and further create momentum for product promotion, which attracted widespread market attention.

Xiaomi mobile phones since their inception have strived for maximum cost efficiency, positioning themselves in the mid- and low-price segment mobile phone market. By adopting the low price and high configuration sales method, it has gained a place in the smartphone market where copycat phones with high price and low configuration thrive. Among products of the same level, the price of Xiaomi mobile phones is at least much lower than other mobile phones. This inexpensive and feature-rich promotion method is a good pricing strategy marketing model in itself.

Xiaomi mobile phones are mainly sold online, and some offline stores are essentially offline Xiaomi product stores and after-sales stores to achieve the goal of better serving and promoting consumers, and saving large costs. In addition, Xiaomi has also created channels such as Xiaomi Forums for rice lovers to exchange views and give their opinions on the mobile phone experience. The relevant Xiaomi technical staff will wisely refer to the opinion of rice lovers. In this way, a close connection was eventually established between Xiaomi mobile phones and consumers.

If the product is bad, no matter how good the marketing, the product will not get much traction in the market. Therefore, only by increasing investment in product innovation and optimizing personalized service content can we adapt. The needs of various consumers are used to expand market share. Although Xiaomi mobile phones already have their own operating system, the system also has certain technical advantages. However, since it is customized based on the Android operating system, if Xiaomi can intensify system R&D efforts, develop its own

brand mobile phone system such as the Hongmeng system, and master certain key technologies, which can attract more users [1].

Hunger marketing is a key marketing technique in the sales process of Xiaomi mobile phones. However, in the current market environment, mobile phone updates are happening quickly and competition among manufacturers is fierce. Xiaomi needs to change its strategy accordingly when implementing hunger marketing or use the focus on meeting the real needs of consumers. With hunger marketing, you can predict pre-sales in the market in advance to ensure sufficient supply of mobile phone products and take emergency action in case of supply shortages.

The success of Xiaomi brand marketing is due to clear brand positioning, creativity and advertising placement, product innovation and channel strategy, and the integrated application of various strategies. These strategies not only improve the status and image of the product in the minds of consumers, but also expand the brand's share and influence in the market. This successful case study can be an inspiration to other brands and help them do better marketing and brand marketing.

Reference

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EXPLORING LOGISTICS COOPERATION BETWEEN CHINA AND BELARUS

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Summary. *China and Belarus are in their 31st year of Belt and Road cooperation under the Belt and Road Initiative, logistics cooperation is especially important. As a result, this paper proposes measures to stabilize trade, strengthen services, construct international logistics ports, and encourage factor circulation to foster the development of logistics cooperation between China and Belarus.*

Belarus are transport hubs connecting of east and west Europe, and exchange and cooperation links between Asia and Europe. Now, China and Belarus will strengthen connectivity and logistics cooperation and will use the “technology + logistics” model to promote resource integration, cost reduction, and efficiency enhancement in the intra- and inter-regional logistics industry [1]. The logistics cooperation between China and Belarus has fundamentally broken the history of relying on ports for the development of an export-oriented economy in Central Europe and created good logistics conditions for enterprises to better participate in international competition, but the logistics cooperation between China and Belarus still has the following shortcomings: