

The data from these studies show that in order to successfully adapt to changing consumer behavior, Chinese and foreign manufacturers should take into account the described trends. The findings of various researchers can be used to improve companies' marketing communications, modify products, change packaging, and position a number of goods. Simple extrapolation suggests that this trend may continue in the near future, which means that manufacturers should take these trends into account in changing consumer behavior today.

References

1. Guo, Jinhui. 2024 Insights into China's consumer trends [N] / Jinhui Guo, Zhaoju Sun // China Economic Times. – 2024.01. – 30(003). – P. 1–2.
2. Echo. Outlook for China's 10 major consumer trends in 2024 [J] / Echo // China Optical Technology Magazine. – 2024. – 03. – P. 52–54.
3. Hao, Shuai. Research on the Development Strategy of Ice and Snow Tourism Industry in Heilongjiang Province [J] / Shuai Hao // Northern Economics and Trade. – 2024. –(10). – P. 1–3.
4. Chen, Lulu. Research on consumer behavior patterns and change trends in the new retail era [J] / Lulu Chen // China Business Review. – 2024. – 33(20). – P. 7–10.

УДК 658.8

THE POSSIBILITIES OF CONSUMER PSYCHOLOGY IN CHINESE COMPANY MARKETING

Shi Yixin

School of Business of Belarusian State University

e-mail: zz991218@126.com

Lesnichenko-Rogovskaya M.

Candidate of Pedagogical Sciences, Associate Professor

e-mail: mari_lesnichenko@mail.ru

Summary. *This article explores the huge impact of consumer psychology on the marketing of Chinese companies important role. The influence of consumer psychological factors such as demand, motivation, cognition, and emotion on product marketing was analyzed.*

At the beginning of product development and design, it is necessary to deeply study the self-concept of consumers and fully consider the self-identity needs of consumers, so as to create products that are more in line with the psychological needs of target customer groups, so as to improve the attractiveness and market competitiveness of products. Chinese consumers often have a strong sense of nostalgia, and companies can incorporate nostalgic elements into their designs in combination with product features. Accurately grasping consumer psychology can help Chinese companies create a brand image that is unique and resonates with consumers [1]. Improve brand loyalty: By satisfying the psychological needs of consumers, injecting emotional factors to provide high-quality products and services, and establishing a good interactive relationship with con-

sumers, brand loyalty can be improved. Chinese consumers are particularly sensitive to price, and psychological price is widely used in Chinese marketing. For example, the mantissa pricing method sets the price of goods to a number ending in 9, such as 9.9 yuan, 199 yuan, etc., giving consumers a psychological illusion that the price is cheap and stimulating consumers to buy. Price preference strategy: Chinese companies can adopt price preference strategies based on the different needs and purchasing power of consumers.

Internet marketing: with the increasing popularity of the Internet, the shopping habits of Chinese consumers have undergone subversive changes, and fewer and fewer people go to traditional physical stores to shop, and online shopping has become the mainstream. Chinese companies can take advantage of consumers' dependence on online shopping and use big data to conduct precision marketing through social media, e-commerce platforms and other channels.

Offline experiential marketing: despite the rapid growth of online shopping, there are still a large number of consumers who prefer offline experiential consumption. By opening experiential stores and holding offline events, Chinese companies can open up the features and advantages of experiential products, increase the attractiveness of their products, and boost consumers' purchasing confidence.

Traditional Chinese culture focuses on the expression and transmission of emotions, and emotional marketing has great potential in the Chinese market. Companies can use advertising and promotions to spark emotional resonance with consumers, which can lead to increased sales of products. Thus, all this is combined with the classical principle of working with the consumer.

But very popular Hunger marketing, in which Chinese businesses can adopt hunger marketing strategies by capitalizing on consumers' desire for novelty products and their desire for scarce products.

References

1. Marketing in China: features of the Chinese market / Winwin China. – Mode of access: <https://wwchina.app/marketing-v-kitae/>. – Date of access: 15.11.2024.