

УДК 339.138

**MARKET POSITIONING OF E-COMMERCE OF
THE CROSS-BORDER COMPANY "AMAZON" IN
THE CONTEXT OF CULTURAL DIFFERENCES**

Wang Xinjie

School of Business of Belarusian State University

e-mail:2968215585@qq.com

Summary. Today, with the increasing penetration rate of the Internet, more and more people rely on online channels for shopping, and the cross-border e-commerce industry is experiencing explosive growth. However, in the process of overseas expansion of cross-border e-commerce, there are various inevitable risks and problems, among which one of the key factors is the cultural differences in each market. Therefore, when cross-border e-commerce companies develop different markets, they should adjust the marketing strategy in light of cultural differences to enhance consumer recognition of products and brands.

Cross-border e-commerce, also known as cross-border e-commerce, is a form of trade in which two parties in different countries use Internet channels to make purchases, purchases and payments, and then deliver the goods through cross-border logistics to finally complete the transaction. It includes cross-border import e-commerce and cross-border export e-commerce. Cross-border import e-commerce is when domestic merchants or individuals purchase goods from abroad, which people generally call cross-border export-commerce is when domestic merchants purchase goods from abroad. The goods produced in China are sold abroad. Compared with traditional trade, cross-border e-commerce is a completely new way of trade transactions. It breaks down the limitations of time and space, shortens the time of information exchange, reduces the cost of transmission and processing of logistics, information flow and capital flow, and makes production and consumption more convenient. The ability to achieve zero distance adapts to the needs of globalization in the modern world, and is also an inevitable result of the development of e-commerce. Cross-border e-commerce platform is an e-commerce platform that uses Internet technology to realize online payments. The e-commerce platform only provides platform services and intermediary services, and receives service fees by providing third-party logistics and monetary guarantees services. Cross-border e-commerce platform models can also be divided into B2B, B2C and C2C models. At present, the main cross-border platforms include Amazon, eBay, AliExpress, Wish, etc.

The core of modern marketing theory is STP marketing, which includes three elements: market segmentation, target market, and market positioning. The main objective of STP theory is to help companies target groups of consumers, so it is also called market positioning theory. Market segmentation is the process of dividing the market of a product or service one by one based on

differences in customer needs. Target market refers to the segmented market that an enterprise selects from the segmented market and decides to enter. It is also the component of the market that is most beneficial to the enterprise. Market positioning is to determine the competitive position of your products or services in the target market through a marketing process also called "competitive positioning". For any enterprise, a well-developed marketing system is the key to market segmentation and a prerequisite for marketing work. Through STP analysis, it can help enterprises build a comprehensive marketing system, which is also the target marketing of the enterprise. STP theory believes that the market that enterprises face is complex and multi-level. And the consumers among them are also diverse according to different needs. Enterprises need to divide the market into several submarkets according to different classification standards. And select some markets that are most advantageous for development based on the current situation of the company. Then it is necessary to ensure that the supplied products meet the needs of consumers in the selected market and maintain their own competitiveness.

Founded in the 1990s, has grown from a small workshop in just 25 years to a company that develops, researches, designs, manufactures and sells lithium power tools, and is committed to providing innovative and versatile power tool solutions to everyone. A is a global enterprise with the main sales countries being the United States and Japan. A covers many fields and is committed to providing high-quality and high-performance power tools to meet the needs of different customers. A has conducted marketing activities on the Amazon platform, it has not carried out market segmentation, target market selection and market positioning differentiation for consumers based on consumer behavior differences caused by cultural differences.

In marketing strategy, selecting a target market is a vital key element. By segmenting the market, companies can specify the customer groups that their products are aimed at and conduct an in-depth analysis of the preferences and needs of the selected target customer groups. Such analysis helps formulate more precise marketing methods to achieve the goal of satisfying customer needs. Selecting a market is an extremely important decision for the development of an enterprise. In this process, enterprises need to develop their own competitiveness and form sustainable competitive advantages. In order to serve customer groups, it is necessary to conduct a sufficiently detailed market segmentation, adopt differentiated strategies and clear positioning. In fact, it is this differentiated strategy and core capabilities that contribute to enhancing corporate competitiveness. Therefore, the effectiveness of the implementation stage is crucial to ensure the success of a business's marketing strategy.