

15. Potla R. T. *Enhancing customer relationship management (CRM) through AI-powered Chatbots and machine learning // Distributed Learning and Broad Applications in Scientific Research.* – 2023. – Т. 9. – P. 364-383.

16. Kazbekova D. et al. *Mechanisms of stimulation of small-and medium-sized entrepreneurship: The experience of Kazakhstan // Journal of Risk and Financial Management.* – 2024. – Т. 17. – №. 7. – P. 257.

17. Kazbekova D. et al. *Mechanisms of stimulation of small-and medium-sized entrepreneurship: The experience of Kazakhstan // Journal of Risk and Financial Management.* – 2024. – Т. 17. – №. 7. – P. 257.

IRSTI 06.52.13

<https://doi.org/10.51889/3078-8579.2026.87.1.006>

Li Jipeng¹, Yerimpasheva A.¹

¹ *Al-Farabi Kazakh National University, Almaty, Kazakhstan*

THE IMPACT OF REGIONAL CULTURAL DIFFERENCES ON THE ADAPTATION OF BRAND STRATEGIES IN CHINA

Abstract

The study analyses the impact of regional cultural differences on the process of adapting brand strategies in China. With China's high cultural diversity, it is important for companies to understand and incorporate local values, traditions and consumer preferences to successfully promote brands. The study examines how geographical, socio-economic and cultural differences affect the marketing strategies of companies operating in China. Based on the literature review, successful examples of brand localization are identified and recommendations are offered for incorporating regional specificity into brand strategies. These recommendations aim to increase the relevance of brand strategies to localized markets, thereby enhancing the overall effectiveness of marketing efforts. A crucial part of the study is to understand how different regions in China may have different brand requirements and expectations, and how successful adaptation of brand strategies can lead to sustainable success in local markets. The findings of this study provide valuable guidance for businesses seeking to navigate the complex landscape of China's regional diversity and achieve sustainable brand success.

Keywords: China, regional differences, brand adaptation, localization, cultural peculiarities, marketing strategy

Ли Жипенг¹, Еримпашева А.¹

¹ *Әл-Фараби атындағы Қазақ ұлттық университеті, Алматы қ., Қазақстан*

ҚЫТАЙДАҒЫ Өңірлік мәдени айырмашылықтардың бренд стратегияларын бейімдеуге әсері

Аңдатпа

Зерттеу аймақтық мәдени айырмашылықтардың Қытайдағы бренд стратегияларын бейімдеу процесіне әсерін талдайды. Қытайдың мәдени әртүрлілігі жоғары болғандықтан, компаниялар брендтерді сәтті жылжыту үшін жергілікті құндылықтарды, дәстүрлерді және тұтынушылардың қалауларын түсіну және біріктіру маңызды. Зерттеу географиялық, әлеуметтік-экономикалық және мәдени айырмашылықтардың Қытайда жұмыс істейтін

компаниялардың маркетингтік стратегияларына қалай әсер ететінін зерттейді. Әдебиеттерді шолу негізінде брендті локализациялаудың сәтті мысалдары анықталды және аймақтық ерекшелікті бренд стратегияларына енгізу бойынша ұсыныстар ұсынылады. Бұл ұсынымдар бренд стратегияларының жергілікті нарықтарға қатыстылығын арттыруға, осылайша маркетингтік әрекеттердің жалпы тиімділігін арттыруға бағытталған. Зерттеудің негізгі бөлігі Қытайдағы әртүрлі аймақтардың брендке деген әртүрлі талаптары мен күтулері болуы мүмкін екенін және бренд стратегияларының сәтті бейімделуі жергілікті нарықтардағы тұрақты табысқа қалай әкелетінін түсіну болып табылады. Бұл зерттеудің нәтижелері Қытайдың аймақтық әртүрлілігінің күрделі ландшафтында бағдарлану мен тұрақты бренд табысына жетуді қалайтын бизнес үшін құнды нұсқаулар береді.

Түйін сөздер: Қытай, аймақтық дифференциация, брендке бейімделу, локализация, мәдени ерекшеліктер, маркетинг стратегиялары

Ли Жипенг¹, Еримпашева А.¹

¹ *Казахский национальный университет имени Аль-Фараби, г. Алматы, Казахстан*

ВЛИЯНИЕ РЕГИОНАЛЬНЫХ КУЛЬТУРНЫХ РАЗЛИЧИЙ НА АДАПТАЦИЮ СТРАТЕГИЙ БРЕНДОВ В КИТАЕ

Аннотация

Исследование посвящено анализу влияния региональных культурных различий на процесс адаптации брендовых стратегий в Китае. В условиях высокой культурной разнообразности Китая, важно, чтобы компании понимали и учитывали местные ценности, традиции и предпочтения потребителей для успешного продвижения брендов. Исследование рассматривает, как географические, социально-экономические и культурные различия влияют на маркетинговые стратегии компаний, работающих в Китае. На основе анализа литературы выявлены успешные примеры локализации брендов и предложены рекомендации по учету региональной специфики при разработке брендовых стратегий. Эти рекомендации направлены на повышение соответствия брендовых стратегий локальным рынкам, что способствует повышению общей эффективности маркетинговых усилий. Важнейшей частью исследования является понимание того, как различные регионы Китая могут предъявлять разные требования и ожидания к брендам, и как успешная адаптация брендовых стратегий может привести к устойчивому успеху на местных рынках. Выводы данного исследования служат ценными ориентирами для бизнеса, стремящегося ориентироваться в сложном ландшафте регионального разнообразия Китая и достичь устойчивого успеха бренда.

Ключевые слова: Китай, региональные различия, адаптация бренда, локализация, культурные особенности, маркетинговая стратегия

INTRODUCTION.

In the era of globalization, with international competition intensifying and digital technologies advancing rapidly, brands are compelled not only to expand into new markets but also to tailor their strategies to the unique characteristics of local consumer environments. This challenge is particularly pronounced in the context of the People's Republic of China, which is now one of the world's largest and most promising consumer markets.

China is a vast country with a large population, and the level of regional diversity and cultural differences is high. This creates a unique environment for the operation of both international and domestic brands.

Although the Chinese market may appear to be a unified economic space at first glance, it is in fact a complex system with significant cultural, linguistic, behavioral, and value differences. This means that companies must tailor their branding strategies to local conditions and adopt a multi-level approach to their implementation.

The importance of this research topic is due to the fact that in today's world, standardized branding models are becoming less effective in markets with a high degree of cultural diversity. China is a prime example of such a market, where regional differences have a significant impact on how brands are perceived, consumer preferences, communication styles, symbolism, behavioral patterns, and criteria for trust in products and services.

In different parts of the country – from the economically advanced and globalized cities on the eastern coast to the more traditional and culturally distinct inland and western regions – consumers respond differently to the same marketing messages, visual codes, value propositions, and positioning strategies. Therefore, companies must not only be present in the Chinese market, but also adapt their branding strategies to local cultural characteristics, consumer behavior, and regional identity.

The research is of particular significance as China embodies a unique blend of global integration and deep localization of the consumer landscape.

The rapid urbanization, the emergence of the middle class, the rise of digitalization, and the expansion of domestic consumption have given rise to new consumer behaviors. These behaviors are characterized by a focus on innovation, visual appeal, social status, and online communication.

The impact of historical and cultural traditions, regional values, local linguistic nuances, disparities in economic development, educational environment, and lifestyle create a diverse context for brand perception.

For instance, the way consumers in major cities like Shanghai, Beijing, Shenzhen, and Guangzhou perceive products and services is quite distinct from the way people in less urbanized areas, such as Sichuan, Yunnan, Gansu, or Guizhou, interact with them. A brand strategy that does not consider the unique characteristics of a particular region may not only fail to achieve the desired outcomes, but also risk losing touch with the intended audience.

It is crucial to recognize the cultural differences between regions as a key factor in strategic marketing and brand management. These differences impact the processes of adaptation, positioning, and promotion of products, as well as the development of consumer loyalty.

The cultural characteristics of China extend beyond language, cuisine, customs, and traditions. They also encompass deeply rooted values related to family, status, collectivism, attitude towards innovation, symbolic consumption, perception of quality, prestige, and social acceptability of brands.

To effectively tailor brand strategies for the Chinese market, it is essential to go beyond a superficial adaptation and delve into the cultural context of a particular region. This approach allows for a deeper understanding of how the cultural environment shapes consumer expectations, behaviors, and emotions.

The research is becoming increasingly important due to the rapid evolution of China's digital landscape, which has transformed the way brands engage with consumers.

Digital platforms such as WeChat, Douyin, Xiaohongshu, Weibo, and local e-commerce platforms are instrumental in shaping consumer trends, brand reputations, and online interactions. China's cultural diversity persists in the digital realm: what works well in one region may not be as effective in another.

This presents a challenge for brand adaptation, but also makes it more significant. A contemporary brand strategy in China must consider not only the offline cultural context, but also the unique aspects of digital consumer behavior in different regions.

In contemporary scholarly works, there is a growing emphasis on international branding, adapting marketing strategies to local nuances, cross-cultural communication, and the behavior of Chinese consumers.

China is regarded as a prime example for examining the interplay between global and local elements in brand strategies. Cultural distinctions in China are not merely supplementary, but rather fundamental.

Despite the extensive research in the realm of international marketing and branding, the issue of the impact of regional cultural disparities within China on the adaptation of brand strategies remains understudied. Many studies treat the Chinese market as a relatively uniform entity, which fails to capture its intricate socio-cultural fabric. This necessitates a more profound scholarly investigation into the mechanisms of brand adaptation in different regions and the factors that contribute to their successful integration across the country.

The objective of this study is to investigate how cultural variations across regions impact the implementation of brand strategies in China. The purpose of the study is to investigate the factors that contribute to the successful localization of the brand in various market segments within the country. The research focuses on the brand strategies of companies operating in the Chinese market, considering the diverse cultural characteristics of different regions. The scientific significance of this research lies in its contribution to the advancement of scientific knowledge about how brands adapt to the diverse cultural contexts of different markets. It also enhances our understanding of how regional culture, consumer behavior, and strategic branding intertwine. This study will explore the processes, systems, and tools that enable brands to adapt to China's cultural characteristics, as well as how these changes affect brand perception, consumer behavior, and market positioning effectiveness. This study is based on the premise that the success of a brand in the Chinese market depends not only on the quality of its products and marketing efforts, but also on its compliance with regional cultural characteristics. This study is the first comprehensive analysis of how regional cultural differences impact brand adaptation in China, one of the world's most diverse and complex markets. The findings of this research enrich the theoretical framework of international marketing, cross-cultural management, branding, and strategic communication. They provide a deeper insight into how global and national brands adapt to China, a multi-layered socio-cultural environment. The practical significance of this research is that its findings can be applied by international and Chinese companies, marketing agencies, branding experts, digital strategists, consultants, and analysts who operate in or plan to enter the Chinese market. The insights and recommendations from the study can be utilized to develop tailored brand strategies for specific regions, as well as to create localized advertising campaigns, communication platforms, content strategies, product modifications, and models for engaging with consumers across various parts of China. The research materials can also be beneficial in the educational context, particularly for courses related to international marketing, brand management, cross-cultural communication, consumer behavior, and the Chinese economy. The exploration of how regional cultural peculiarities impact the implementation of brand tactics in China represents a promising field of inquiry at the crossroads of marketing, cultural studies, consumer behavior analysis, and global business.

In an era where cultural sensitivity, local adaptability, and strategic agility are paramount for market success, a comprehensive grasp of the multifaceted Chinese market enables brands to not only enhance their competitiveness but also foster deeper, more enduring connections with consumers across the nation.

MATERIALS AND METHODS.

Because China is a unique market with a high level of cultural variety, brand strategy adaptation is a challenging but essential process. Hofstede asserts that cultural variations in individuality, power distance, and long-term orientation can have a big impact on how customers view a brand [1]. Safeer and colleagues' research it is highlighted that in China, consumer behavior, preferences, and attitudes toward foreign brands are greatly influenced by geographical disparities between the north and south as well as between urban and rural areas [2].

Zhang et al. note that successful companies such as Coca-Cola and McDonald's actively use

localization strategies, including adapting advertising campaigns, products, and brand values to the cultural characteristics of different regions of China [3]. For example, in provinces with a predominance of traditional views, there is a high demand for products that emphasize family and national values.

According to Wang et al.'s research, brands that disregard regional variations run the danger of being rejected or possibly experiencing unfavorable customer reactions [4]. Therefore, businesses that fail to consider regional language and cultural distinctions risk losing a sizable portion of their intended market.

Karolina's work, communication strategy-which includes the selection of symbols, color schemes, and advertising narratives that should be intelligible and acceptable to a particular target audience-plays a significant influence in addition to product adaption [5].

The literature review thus demonstrates that a thorough comprehension of cultural variations, local context, and regional needs is necessary for effective brand adaption in China. Businesses can improve their competitiveness and boost consumer loyalty by considering these variables.

The following two methods can be used to study the impact of regional cultural differences on the adaptation of brand strategies in China:

The content analysis method involves the study of secondary data such as marketing reports, consumer preference research, brand advertising campaigns adapted for different regions of China, and academic research. Content analysis reveals how companies account for cultural differences in their branding strategies, which elements adapt (language, visual images, values), and which approaches are most successful in different regions.

The second Method is the method of ethnographic research. This method involves immersion in the daily lives of consumers in various regions of China. For example, ethnographic research may include visiting markets, participating in festivals, or observing consumer behavior in stores.

RESULTS AND DISCUSSIONS.

The importance of understanding regional cultural differences in China cannot be overemphasized. While brands are actively advancing in this multifaceted market, the ability to adapt strategies tailored to local cultures will not only improve market penetration, but also promote brand loyalty and long-term success.

Northern China, especially represented by provinces such as Beijing and Tianjin, is heavily influenced by the legacy of imperial history and modern political centralization. Consumers here tend to prefer brand prestige and quality, which is strongly influenced by socio-political ideas integrated into the historical context of the region[6]. This trend is reflected in the effectiveness of luxury brands that take advantage of cultural symbols of the state and success. The climate, which is characterized by cold winters, also affects the structure of consumption, which leads to an increase in demand for certain categories of goods, such as winter clothing and heating appliances.

Southern China, especially in regions such as Guangdong and Hainan, exhibits a markedly different paradigm of consumer behavior, which is closely intertwined with a more open economy and determined by the market. In the South, known for its manufacturing prowess and dynamic economy, consumers tend to be more experimental and open to international brands [6]. This discovery encourages a culture of innovation and adaptability, which increases the likelihood of consumers in the south interacting with brands that showcase modern aesthetics and sustainability values. In addition, environmental cultural traditions, such as the culinary traditions of the cantons, significantly influence the brand of food and beverages in these regions, illustrating how local preferences dictate the adaptation of products and marketing messages.

The east of China, including the provinces of Shanghai and Jiangsu, is often perceived as the country's economic power. This region is typically characterized by a combination of traditional Confucian values and a modern cosmopolitan lifestyle. Consumers in this region value quality and loyalty highly, preferring brands that demonstrate social responsibility and commitment to local traditions [6]. For companies, this means adopting a strategy that combines corporate social

responsibility initiatives with the description of local brands that reflect regional identity and values.

Western China, which covers provinces such as Sichuan and Xinjiang, reflects a special cultural environment shaped by ethnic diversity, including a significant number of Tibetans and Uighurs. Local marketing strategies are crucial here, as regional dialects and unique customs significantly influence consumer perceptions. Brands should take into account linguistic diversity and train their marketing teams to create communications that find a cultural and linguistic response among the local population[6]. Differences in infrastructure and levels of economic development require an individual approach to strategies for setting prices and product availability, as well as adapting proposals to different economic realities in the context of extensive geographical expansion.

The center of China, represented by provinces such as Hubei and Hunan, can be considered as a transition zone between traditional and modern consumerism. Consumers in this region are increasingly inclined to products oriented towards modern trends, reflecting rapid urbanization and economic development. Brands must effectively engage with this changing consumer base, balancing traditional elements with modern aesthetics to attract legacy and modern preferences.

China's urban landscape is characterized by the increasing spread of globalization, modernity, and digital technologies, which is leading the population to become more receptive to international brands and marketing technologies. In contrast, rural areas, often rooted in traditional practices and local customs, are characterized by distinctly different consumer behavior driven by local cultural values and limited access to global markets [7].

For brands aiming to enter the diverse Chinese market, it is extremely important to understand the regional manifestations of Confucian values. Since Chinese consumers often seek brands that embody traditional virtues such as respect, filial piety, and loyalty, marketers must skillfully adapt their messages to these cultural standards. For example, in regions with a strong Confucian influence, brands should focus their advertising campaigns on accounts that demonstrate family cohesion and respect for elders. This approach is based on the general aspect of the identity of Chinese consumers and creates an emotional resonance with the target audience.

The influence of Confucian values on consumer behavior in various regions of China requires a careful approach to adapting the brand's strategy. By aligning messages, product offerings, and advertising campaigns with cultural standards and values, companies can strengthen ties with regional consumers, thereby increasing their commitment and success in the Chinese market. Language plays a fundamental role in modeling cultural identity and consumer behavior in China, a country characterized by a wide range of interests, a wide range of dialects and regional languages. According to Alon et al, the impact of language variations goes beyond simple communication and has a profound impact on the branding strategies used by companies in the Chinese market [8]. For example, considering that more than 300 dialects are spoken at the provincial level in 34 divisions of the company, it is difficult to overestimate the need to adapt their communication strategies for brands. Regional dialects can evoke a sense of local belonging and cultural pride, which, if used correctly, can increase brand awareness and loyalty.

New difficulties arise when you consider that food restrictions depend on local religious and cultural factors. For example, in Xinjiang, a Muslim-majority region, brands must ensure that their products comply with Halal standards in order to comply with the religious customs of the Uighur population. McDonald's has adapted its menu for this region, offering halal-certified dishes that not only conform to local customs, but also promote wider customer acceptance and satisfaction [9]. This strategic adaptation illustrates how cultural and nutritional preferences should influence product development and marketing. In addition, health awareness is becoming increasingly important in different regions, often driven by socio-economic and cultural factors. In light of this, brands such as Nongfu Spring have focused on promoting bottled water as a means for a healthy lifestyle, especially in urban areas where health trends are changing rapidly. Their marketing not only highlights the purity of the water they produce, but also takes into account regional "Tales of Well-being," which

provides insight into local expectations for health and hydration. By developing its products in line with this growing trend, Nongfu Spring is actually positioning itself as a health-oriented choice that attracts the attention of modern consumers who care about their well-being.

Thus, companies operating in the Chinese market must demonstrate flexibility in adapting their brand strategies to the multifaceted nature of regional food preferences. Successful companies demonstrate a high awareness and understanding of local culture, thus creating customized products and marketing strategies that take into account the specifics of the region and strengthen consumer confidence in the brand.

This approach is not just beneficial; it is important to develop relationships with long-term consumers in a market characterized by tourism preferences and competition in the field of mountaineering. The assessment of technology adoption in different regions of China reveals significant differences that significantly affect marketing strategies. The rapid digitization of channels of interaction with consumers occurs unevenly in urban and rural areas, and interregional differences require special brand creation strategies. According to Brunetti et al. these differences in technological adoption may be related to socio-economic factors, cultural beliefs, and local consumer behavior, which vary greatly from region to region [10]. First, it is important to understand how the rhythm of urbanization affects the use of technology. Coastal cities such as Shanghai and Shenzhen are characterized by high smartphone adoption and internet connectivity, which is contributing to the rapid adoption of social media platforms such as WeChat, Weibo, and Douyin.

The proliferation of social media platforms in China has significantly changed the landscape of marketing and brand communication, which requires a comprehensive approach. With a population of over 1.4 billion people and significant differences in cultural practices, consumer behavior, and communication styles across all regions, understanding and exploiting regional cultural differences through personalized social media strategies is a top priority. Regional cultural differences in China manifest themselves in various forms, including differences in dialect, local customs, and consumer preferences. For example, cities such as Beijing and Shanghai exhibit a cosmopolitan culture defined by a combination of traditional values and modern influences, while regions such as Xinjiang and Tibet often preserve diverse local ethnic and practical traditions. This divergence in cultural preferences requires companies to interact with consumers through the presence of localized social networks that fit these unique contexts [11].

For companies seeking to enter these markets, it is crucial to develop a multiplatform strategy that matches regional preferences, which will ensure effective distribution and commitment. For example, campaigns tailored to a younger audience in metropolitan areas may take advantage of Tiktok's entertainment service, while more traditional platforms such as Weibo and WeChat may be used to attract older consumers due to their inherent features, including messaging and e-commerce [12].

International brands that enter the vast and multifaceted Chinese market often face significant regional cultural differences that require reflexive and strategic adaptation.

A striking example is KFC, which entered the Chinese market in 1987 and has since adapted its menu to local tastes and dietary preferences [13]. Unlike in the United States, where fried chicken dominates the KFC menu, Chinese consumers prefer rice dishes, broth, and spicy flavors. In response, KFC introduced localized menu items such as a "rice plate" and a spicy chicken option, especially popular in Central and Southern China. In addition, KFC has made a concerted effort to adapt its gastronomic environment to local customs by introducing features such as separate eating booths and family seating. As a result, these strategies not only helped KFC gain a firm foothold in the market, but also positioned the brand as a trendy establishment for young consumers, which significantly increased sales in the highly competitive fast food sector.

For example, the American retail giant Starbucks has effectively demonstrated its understanding of regional differences through the formats of its stores and product offerings in China [14]. In large metropolitan areas such as Shanghai and Beijing, Starbucks adheres to a more sophisticated

atmosphere and premium product strategy, taking advantage of the active lifestyle of affluent urban consumers. In contrast, in small towns, the approach focuses on affordability, offering products that match local tastes such as tea and moon cakes during the mid-autumn festival. This adaptability has not only helped Starbucks position itself as an attractive brand among young consumers, but has also provided significant growth at various levels of the urban market.

When expanding into the Chinese market, companies face serious problems caused by pronounced regional cultural differences in the country. A practical solution to mitigate these problems is to establish local partnerships and collaborations. These strategies not only promote cultural integration, but also promote brand acceptance and recognition in various markets across China.

In the digital age, social media is an essential platform for obtaining customer information. Using analysis tools to track customer interactions can reveal trends in preferences and behaviors specific to a region. In China, platforms like WeChat and Douyin not only facilitate direct communication between brands and consumers, but also allow for real-time comment collection, which prevents brands from quickly making adjustments to their approach [15]. Because consumers expect brands to listen to and respond to their preferences, creating effective feedback mechanisms is essential to develop real connections and ensure cultural conformity.

Customer comments and commitment are crucial in the process of adapting a brand to China's diverse cultural landscape. By prioritizing localized information, companies not only adapt their marketing products and strategies, but also establish stronger relationships with consumers. The ability to meet the cultural expectations of the region through active commitment ultimately enhances the brand's relevance and can contribute to long-term success in this multifaceted market. Foreign companies entering the Chinese market often face significant difficulties due to the country's complex cultural landscape. Understanding regional cultural differences is crucial, as failure to respect these nuances can lead to problems with brand recognition and acceptance, ultimately undermining marketing efforts.

CONCLUSION.

Effectively adapting the brand's strategy in China means that companies must recognize and respond to local tastes and cultural nuances. The brand's strategy in China means that companies must recognize and respond to local tastes and cultural nuances. The complex interweaving of regional cultural differences in China requires a deep understanding and adaptation of brand strategies for companies seeking to enter this diversified market. The results of this study emphasize that strategies should be based on cultural sensitivity, adherence to local traditions, and a full understanding of the psychology of regional consumers. As the global market continues to evolve, the adoption of these principles will be crucial for companies aiming to achieve sustainable growth and relevance in the challenging Chinese consumer market.

The findings of this research corroborate the propositions articulated in the introductory section and underscore the strategic significance of cultural disparities across various regions of China in shaping and tailoring brand strategies.

This investigation reveals that in the forthcoming landscape, the success of brand expansion in the Chinese marketplace will increasingly hinge not on the ubiquity of global marketing paradigms but on companies' capacity to tailor their strategies to the local cultural nuances, consumer values, and distinctive digital communication modalities.

Theoretically, this study deepens our comprehension of the intricate interplay between cultural context and brand management within the diverse domestic markets. Practically, it lays the groundwork for crafting more precise, region-specific, and culturally sensitive strategies for brand promotion in China. In the future, these findings can be harnessed to refine international marketing approaches, enhance brand adaptation to local nuances, foster trust among diverse consumer segments, and forge a sustainable competitive edge for enterprises in the rapidly evolving Chinese market.

References:

1. Tehrani M. et al. Sustainability & CSR: The relationship with Hofstede cultural dimensions //Sustainability. – 2021. – T. 13. – №. 21. – P. 12052.
2. Safeer A. A. et al. Consumer perceptions of brand localness and globalness in emerging markets: A cross-cultural context //Frontiers in Psychology. – 2022. – T. 13. – P. 919020.
3. Zhang J. Chinese brand cross-cultural communication strategy: Psychological distance: Spatial relation perspective //Cross-Cultural Communication of Chinese Brands. – Singapore : Springer Nature Singapore, 2024. – P. 83-145.
4. Wang Y. et al. Corporate responses to the coronavirus crisis and their impact on electronic-word-of-mouth and trust recovery: Evidence from social media //British Journal of Management. – 2021. – T. 32. – №. 4. – P. 1184-1202.
5. Karolina, B. The role of language in business communication and marketing, 2021.
6. Gong Y. et al. Cultural adaptation challenges and strategies during study abroad: New Zealand students in China //Language, Culture and Curriculum. – 2021. – T. 34. – №. 4. – P. 417-437.
7. Gillespie, K., & Swan, K. S. Global marketing. Routledge, 2021.
8. Alon I. et al. Global marketing: strategy, practice, and cases. – Routledge, 2020.
9. Paul J. Marketing in emerging markets: a review, theoretical synthesis and extension //International Journal of Emerging Markets. – 2020. – T. 15. – №. 3. – P. 446-468.
10. Brunetti F. et al. Digital transformation challenges: strategies emerging from a multi-stakeholder approach //The TQM Journal. – 2020. – T. 32. – №. 4. – P. 697-724.
11. Katsikeas C., Leonidou L., Zeriti A. Revisiting international marketing strategy in a digital era: Opportunities, challenges, and research directions //International marketing review. – 2023. – T. 37. – №. 3. – P. 405-424.
12. Li B. et al. Transcending the COVID-19 crisis: Business resilience and innovation of the restaurant industry in China //Journal of Hospitality and Tourism Management. – 2021. – T. 49. – P. 44-53.
13. Zhang J. Chinese brand cross-cultural communication strategy: Psychological distance: Spatial relation perspective //Cross-Cultural Communication of Chinese Brands. – Singapore : Springer Nature Singapore, 2024. – P. 83-145.
14. Xu L. et al. A two-layer location choice model reveals what's new in the "New Retail" //Annals of the American Association of Geographers. – 2023. – T. 113. – №. 3. – P. 635-657.
15. Yu Z., Hou J., Zhou O. T. Short video activism with and on Douyin: An innovative repertoire of contention for Chinese consumers //Social Media+ Society. – 2023. – T. 9. – №. 1. – P. 20563051231157603.