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**NEW MARKETING ASPECTS OF RESEARCHING TARGET  
AUDIENCES ON SOCIAL NETWORKS IN CHINA**

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**Summary.** *The article is devoted to the study of social media audiences. Thus, the object is social networks, the subject is the ways of targeting them.*

China has a large number of Internet users and a unique social media environment, which brings opportunities and challenges for marketing. This article explores the new marketing perspective of target audience research in China's social networks, introduces the characteristics of dominant platforms such as WeChat, Weibo, Douyin, and Xiaohongshu, emphasizes that understanding the target audience needs to consider aspects such as cultural sensitivity, generational differences, and urban-rural differences, elaborates on audience research tools and techniques such as social listening tools, data analysis, questionnaires and polls, and influencer cooperation, proposes innovative marketing strategies such as localized content creation, interactive activities, e-commerce integration, and sustainable development information dissemination, points out that the research on target audiences in China's social networks needs to pay attention to cultural changes, etc., and brands can effectively interact and navigate the market through innovative tools and strategies.

As one of the largest and most dynamic markets in the world, China presents unique opportunities and challenges for marketers. With over a billion internet users and a rapidly growing social media landscape, understanding target audiences on Chinese social networks is crucial for businesses aiming to succeed in this environment. This article explores the new marketing aspects of researching target audiences in China's social media ecosystem, focusing on emerging trends, tools, and strategies. China's social media landscape is distinct from that of the West, primarily due to the absence of platforms like Facebook and Twitter. Instead, platforms such as WeChat, Weibo, Douyin (TikTok), and Xiaohongshu (Little Red Book) dominate the scene. Each platform has its own user demographics, content formats, and engagement styles, necessitating tailored marketing strategies.

1. WeChat: A multifunctional app that combines messaging, social networking, and payment services. It has over a billion active users and serves as a primary platform for brands to engage with consumers.

2. Weibo: Often referred to as China's Twitter, Weibo is a microblogging platform that allows for real-time interaction and trending topics, making it ideal for brand awareness campaigns.

3. Douyin: The Chinese counterpart to TikTok, Douyin focuses on short-form video content and has rapidly gained popularity among younger demographics, making it a hotspot for influencer marketing.

4. Xiaohongshu: A platform that blends social media with e-commerce, allowing users to share product reviews and lifestyle content. It is particularly influential among young consumers seeking authentic recommendations.

To effectively market in China, businesses must delve into the nuances of their target audiences. Here are some new aspects to consider:

1. Cultural Sensitivity: Understanding local customs, values, and consumer behavior is vital. For instance, Chinese consumers often prioritize brand reputation and trustworthiness, influenced by cultural factors such as collectivism and face-saving.

2. Generational Differences: The preferences of Gen Z differ significantly from those of older generations. Gen Z consumers are more likely to engage with brands through interactive content and value authenticity over traditional advertising.

3. Urban vs. Rural Divide: The disparity between urban and rural audiences affects purchasing behavior. Urban consumers tend to be more brand-conscious and tech-savvy, while rural consumers may prioritize affordability and practicality.

Marketers can leverage various tools and methodologies to gain insights into their target audiences:

1. Social Listening Tools: Platforms like Brandwatch or Talkwalker allow brands to monitor conversations around their products and competitors on social media, helping identify trends and consumer sentiment.

2. Data Analytics: Utilizing analytics from social media platforms can provide valuable demographic insights, engagement metrics, and content performance data.

3. Surveys and Polls: Conducting surveys on platforms like WeChat can help gather direct feedback from consumers about their preferences, needs, and perceptions of brands.

4. Influencer Collaborations: Partnering with local influencers can provide deeper insights into audience behavior and preferences while enhancing brand credibility.

The research of target audiences on social networks in China is an evolving field that requires marketers to stay attuned to cultural shifts, technological advancements, and consumer behaviors. By employing innovative tools and strategies tailored to the unique characteristics of Chinese social media platforms, brands can effectively engage with their target audiences and navigate this complex market landscape successfully. As the digital landscape continues to evolve, staying ahead of trends will be essential for sustained growth and brand loyalty in China.