



Chinese consumers s behaviours. The Chinese market, retail strategies and consumer groups

By Lisa Bouam

GRIN Verlag Jul 2014, 2014. sonst. Bücher. Book Condition: Neu. 208x146x7 mm. Neuware - Essay from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, , language: English, abstract: China s reform and open up policy initiated in 1978 has contributed to expanding its economy. From 1989 until 2013, China GDP Annual Growth Rate averaged 9.2%. While Europe and the US are facing a decrease of their inhabitant s purchasing power, China s growth has led to the apparition of a significant middle class which is getting richer and buys more than its elders. China represents a huge potential for multinationals companies that have been trying to break into this market. Thus, understanding Chinese consumer s behaviours has become essential to the establishment of a successful marketing strategy. However, China as a country is also very diverse. A simple look at the administrative organization of the mainland part divided into five levels (municipalities, provincial capitals, prefectures, counties and county cities) reveals a significant segmentation which is even broader as soon as you leave the cost to go through the lands. What retail markets and channels should companies choose in order to target...



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