



Chinese Consumers Behaviours. the Chinese Market, Retail Strategies and Consumer Groups

By Lisa Bouam

GRIN Verlag GmbH. Paperback. Condition: New. 20 pages. Dimensions: 10.0in. x 7.0in. x 0.1in. Essay from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, , language: English, abstract: Chinas 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 inhabitants purchasing power, Chinas 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 consumers 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 those markets Besides, as...



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