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THE RISE OF THE **CHINESE**



CONSUMER THEORY AND EVIDENCE

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Rise Of The Chinese Consumer Theory And Evidence

Wanning Sun, Yingjie Guo



Rise Of The Chinese Consumer Theory And Evidence:

The Rise of the Chinese Consumer Jonathan Garner, 2005-11-01 In this book Jonathan Garner and his colleagues at Credit Suisse First Boston argue that by 2014 the Chinese consumer will likely have displaced the US consumer as the engine of growth in the global economy Government policy is rebalancing demand within the Chinese economy from investment spending to consumption spending Strong trend economic growth over the cycle a rise in the consumption to GDP ratio and steady exchange rate appreciation will likely generate an 18% compound annual growth rate in the US dollar value of Chinese consumption spending over the next ten years and lead to a quadrupling in China's share of global consumption spending In order to identify the companies and brands which are best placed to succeed in China's rapidly developing mass consumer market Garner and his colleagues discuss the results of the first comprehensive survey of consumer attitudes and preferences to have been conducted in China covering 2 700 persons in eight major Chinese cities This survey provides valuable data for the business executive or academic seeking detailed local information on sectors including automobiles beverages electronic goods financial services food producers food retail food services household personal care luxury goods telecommunication equipment tobacco and transport and leisure travel China is likely to be the single most important influence on the fortunes of investors and corporates alike over the next five years and yet little is known of what motivates and drives the Chinese consumer By canvassing the people that matter and reflect the changing face of this massive country Jonathan Garner has provided investors with a unique insight Philip Ehrmann Head of Pacific Emerging Markets Gartmore Investment Management Plc

The Olympic Legacy Alan Tomlinson, 2017-10-02 This comprehensive collection provides an overview of social scientific perspectives on Olympic legacy using specialist analyses and selected cases to illuminate the recurring anthropological political and sociological dimensions of the legacy debate Drawing upon research conducted on the Beijing Vancouver Athens London and Rio de Janeiro Olympic Games it identifies the recurrent rhetoric that has characterised the legacy debate alongside the harsh realities that contradict many legacies and aspirations Fifteen researchers from six countries contribute a range of critical analytical studies which explore macro perspectives on the shifting political economy symbolized at Beijing or in an over reaching Greece the soft power benefits perceived by the Rio 2016 organizers the anthropological study of neighbourhood spaces threatened by corporate branding and the apparatus of surveillance surrounding an Olympic Games The symbolic importance of the Games is also captured in studies of volunteer motivations labour and work initiatives and the introduction of women's boxing at London 2012 In a comprehensive overview Alan Tomlinson illuminates the rhetoric of successive Olympic cycles and the rise to prominence of the legacy question in that debate This book was originally published as a special issue of Contemporary Social Science

Chinese Television in the Twenty-First Century Ruoyun Bai, Geng Song, 2014-09-15 The past two decades witnessed the rise of television entertainment in China Although television networks are still state owned and Party controlled in China the ideological

landscape of television programs has become increasingly diverse and even paradoxical simultaneously subservient and defiant nationalistic and cosmopolitan moralistic and fun loving extravagant and mundane Studying Chinese television as a key node in the network of power relationships therefore provides us with a unique opportunity to understand the tension fraught and paradox permeated conditions of Chinese post socialism This book argues for a serious engagement with television entertainment rethinking It addresses the following questions How is entertainment television politically and culturally significant in the Chinese context How have political industrial and technological changes in the 2000s affected the way Chinese television relates to the state and society How can we think of media regulation and censorship without perpetuating the myth of a self serving authoritarian regime vs a subdued cultural workforce What do popular televisual texts tell us about the unsettled and reconfigured relations between commercial television and the state The book presents a number of studies of popular television programs that are sensitive to the changing production and regulatory contexts for Chinese television in the twenty first century As an interdisciplinary study of the television industry this book covers a number of important issues in China today such as censorship nationalism consumerism social justice and the central and local authorities As such it will appeal to a broad audience including students and scholars of Chinese culture and society media studies television studies and cultural studies

Consumption Motives in Luxury Marketing Laura Helena Hartmann, 2015-07-10 This dissertation is devoted to attitudes of consumers toward luxury in two agricultural markets horse sports and foods Literature postulates a change of perceived luxury definitions and motives for luxury consumption Accordingly personally oriented luxury consumption has gained significance while socially oriented motives have been pushed into the background Based on this the following studies were aimed to reveal how far it has affected the consumer behavior in both agricultural markets The research results are used to define the target groups for different kinds of luxury marketing and to give recommendations for the design of accordant marketing strategies The studies provide empirical evidence for the existence of a shift of motives for luxury consumption and luxury definitions away from prestige and conspicuousness toward self realization hedonism intangible values functionality sustainability and authenticity Moreover the results imply that luxury consumption can be categorized in tangible luxury goods and luxury experience Despite intersections by means of hedonism and self realization the studies revealed differences in the consumption motives for both categories of luxury

Consumer-Citizens of China Kelly Tian, Lily Dong, 2010-11-01 A PDF version of this book is available for free in open access via www.tandfebooks.com as well as the OAPEN Library platform www.oapen.org It has been made available under a Creative Commons Attribution Non Commercial No Derivatives 3.0 license and is part of the OAPEN UK research project This book presents a comprehensive examination of Chinese consumer behaviour and challenges the previously dichotomous interpretation of the consumption of Western and non Western brands in China The dominant position is that Chinese consumers are driven by a desire to imitate the lifestyles of Westerners and thereby advance their

social standing locally The alternative is that consumers reject Western brands as a symbolic gesture of loyalty to their nation state Drawing from survey responses and in depth interviews with Chinese consumers in both rural and urban areas Kelly Tian and Lily Dong find that consumers situate Western brands within select historical moments This embellishment attaches historical meanings to Western brands in ways that render them useful in asserting preferred visions of the future China By highlighting how Western brands are used in contests for national identity Consumer Citizens of China challenges the notion of the patriot s paradox and answers scholars questions as to whether Chinese nationalists today allow for a Sino Western space where the Chinese can love China without hating the West Consumer Citizens of China will be of interest to students and scholars of business studies Chinese and Asian Studies and Political Science Kelly Tian is Professor of Marketing and holds the Anderson Chair of Business at New Mexico State University Lily Dong is Associate Professor of Marketing at the University of Alaska at Fairbanks

China's Environmental Crisis J. Kassiola, 2010-11-08 This path breaking collection covers the significance of China s extreme environmental challenges for both Chinese society and the world how these challenges are impacting domestic Chinese society and its political institutions and how these institutions are responding in their efforts to address the environmental problems

Luxury Fashion Retail Management Tsan-Ming Choi, Bin Shen, 2016-11-26 Using various research methodologies such as reviews case studies analytical modeling and empirical studies this book investigates luxury fashion retail management and provides relevant insights which are beneficial to both industrialists and academics Readers gain an understanding of luxury fashion retailing including proper operations and strategic management which now are the most crucial items on the luxury fashion industry s senior management agenda

The Beautiful Generation Thuy Linh N. Tu, 2011 This ethnography of Asian American designers in New Yorks fashion industry explores their relations to the garment workers who produce their goods and to Asianness as a fashionable commodity

Contemporary Hospitality and Tourism Management Issues in China and India Stephen Ball, Susan Horner, Kevin Nield, 2009-11-04 This book represents a comprehensive authoritative and up to date analysis of key sectors in the hospitality and tourism industries in China and India and will address the market s growing need for information on Tourism in China and India The text will be written in an accessible style drawing on the authors wealth of theoretical educational and industry experience The text will contain inputs from academic colleagues and commercial contacts from the identified region Case studies will give real life experiences of hospitality and tourism companies and organisations operating in this region and will include interactive exercises and discussion points

Digital Currency and Consumption Jashim Khan, Russell Belk, 2024-12-31 The digitalization of payment modes combined with the development of Blockchain technology is shaping the future of digital currency worldwide Many financial regulators are experimenting with the feasibility of digital currencies nationally in a variety of forms such as cryptocurrency virtual currency and central bank digital currency These digital currencies are just some of those discussed in this book Each facilitates a transaction efficiently and will likely open

an alternative payment system possibly leading to a global digital currency This book will present and highlight a broad view of digital currency in the era of globalization This book will address the meaning of money in a global world By going beyond fungible national fiat based currencies to global cryptocurrency and stablecoins virtual currencies promise to disintermediate and decentralize money The digital currencies that are the focus of this book use the internet for transactions and harbor the potential to make a unified digital currency system across the globe This book explores the role of digital currency in influencing consumer behavior from spending or saving to gaming tipping and gambling It asks what is the future of digital currency and what is its role in facilitating and transforming the future of the metaverse Digital Currency and Consumption will be useful reading for a postgraduate audience to understand how digital currencies are shaping the digitalization of transactions and behavior of consumer citizens It will be of value to researchers interested in a wide variety of disciplines including international business finance and consumer behavior

Brand New China Jing Wang, 2010-04-10 One part riveting account of fieldwork and one part rigorous academic study Brand New China offers a unique perspective on the advertising and marketing culture of China Jing Wang's experiences in the disparate worlds of Beijing advertising agencies and the U S academy allow her to share a unique perspective on China during its accelerated reintegration into the global market system Brand New China offers a detailed penetrating and up to date portrayal of branding and advertising in contemporary China Wang takes us inside an advertising agency to show the influence of American branding theories and models She also examines the impact of new media practices on Chinese advertising deliberates on the convergence of grassroots creative culture and viral marketing strategies samples successful advertising campaigns provides practical insights about Chinese consumer segments and offers methodological reflections on pop culture and advertising research This book unveils a brand new China that is under the sway of the ideology of global partnership while struggling not to become a mirror image of the United States Wang takes on the task of showing where Western thinking works in China where it does not and perhaps most important where it creates opportunities for cross fertilization Thanks to its combination of engaging vignettes from the advertising world and thorough research that contextualizes these vignettes Brand New China will be of interest to industry participants students of popular culture and the general reading public interested in learning about a rapidly transforming Chinese society

Portfolio Investment Opportunities in China David M. Darst, 2013-07-17 Essential research on the Chinese economy for investors and asset managers In this handy new e book bestselling author David M Darst provides the latest information on investment opportunities in China's growing economy Constraints of language and time zones geographical distance foreign currency transaction costs and political and cultural factors can make it difficult to assess value and invest in China's economy Portfolio Investment Opportunities in China gives investors the information they need to make intelligent choices including coverage of Chinese history politics and culture all with an eye towards helping investors pinpoint those businesses and industries that offer the best potential returns Covers

key factors western investors need to know about China with specific focus on China's economy investment landscape and financial potential Written by David M Darst CFA the bestselling author of The Little Book That Saves Your Assets Covers key factors western investors need to know about China with specific focus on China's economy investment landscape and financial potential

Unequal China Wanning Sun, Yingjie Guo, 2013-05-07 Economic development and a dramatic improvement in living standards in many parts of the People's Republic of China during the past three decades of economic reforms have been hailed by the Chinese Communist Party and many commentators in the international arena as the most spectacular achievements in the history of humanity However three decades of economic reforms have also transformed China from one of the world's most egalitarian societies into one of the most unequal This book offers a comprehensive account of inequality in China from an interdisciplinary perspective It both draws on and speaks to the existing body of literature that is generated mainly in the fields of economics and sociology while extending its scope to also examine the political social moral and cultural dimensions of inequality Each chapter addresses the question of inequality from a specific context of research including housing health care social welfare education migration land distribution law gender and sexuality Moving beyond traditional socio economic theories the contributors to this volume explore a wide range of social political economic and cultural practices that result from as well as further entrench the inequalities in Chinese society Importantly the essays in Unequal China probe the hidden causes of inequality namely the role of state power and the importance of culture and underline how both state power and cultural factors have a key part to play in legitimating inequality With an innovative approach that moves beyond the economic and sociological roots of inequality in China this volume is a welcome addition to what is a growing field of study and will appeal to students and scholars interested in Chinese culture and society Chinese politics and Asian social policy

Chinese New Migrants in Suriname Paul B. Tjon Sie Fat, 2009 This book covers various aspects of New Chinese Migration in Suriname in the 1990s and early 2000s It is an ethnography of New Chinese Migrants in the context of South South migration but also a first ethnography of Chinese in Suriname as well as an analysis of Surinamese ethnic discourse and ethnopoliitics Starting in the 1990s renewed immigration from China changed the dynamics of the Surinamese Chinese community which developed from a Hakka enclave to a culturally and linguistically diverse modern Chinese migrant group Local positioning strategies of Chinese had always depended on ethnic entrepreneurship and political participation but were now complicated by anti immigrant sentiments

Golden-Silk Smoke Carol Benedict, 2011-04-10 Tobacco has been pervasive in China almost since its introduction from the Americas in the mid sixteenth century One third of the world's smokers over 350 million now live in China and they account for 25 percent of worldwide smoking related deaths This book examines the deep roots of China's contemporary cigarette culture and smoking epidemic and provides one of the first comprehensive histories of Chinese consumption in global and comparative perspective Provided by publisher

The Land of the Five Flavors Thomas O.

H[?]llmann,2013-11-26 Translation of Schlafender Lotos trunkenes Huhn *Corporate Social Responsibility* Andrew Crane,Dirk Matten,Laura Spence,2014 As a relatively young subject matter corporate social responsibility has unsurprisingly developed and evolved in numerous ways since the first edition of this textbook was published Retaining the features which made the first edition a top selling text in the field the new edition continues to be the only textbook available which provides a ready made enhanced course pack for CSR classes Authoritative editor introductions provide accessible entry points to the subjects covered an approach which is particularly suited to advanced undergraduate and postgraduate teaching that emphasises a research led approach New case studies are integrated throughout the text to enable students to think and analyze the subject from every angle The entire textbook reflects the global nature of CSR as a discipline and further pedagogical features include chapter learning outcomes study questions challenges for practice boxes and additional further reading features at the end of each chapter This highly rated textbook now also benefits from a regularly updated companion website which features a brand new CSR Case Club presenting students and lecturers with further case suggestions with which to enhance learning lecture slides updates from the popular Crane and Matten blog links to further reading and career sites YouTube clips and suggested answers to study questions An Ivey CaseMate has also been created for this book at <https://www.iveycases.com/CaseMateBookDetail.aspx?id=335> *Green Ethics and Philosophy* Julie Newman,2011-06-28 Covers the moral relationship between humans and their natural environment specifically targeting the contemporary green movement

China's Reform in Global Perspective John Wong,Zhiyue Bo,2010 This book provides a fascinating perspective of the experiences of China's reform in the past three decades by focusing on China's interaction with and learning from the external world in her unprecedented efforts to reform and open up After three introductory chapters on broad scope of reform in the political economic and social realms this book deals with lessons from the Eastern Bloc China's reform in East Asian context and China and the developed world The book concludes with two chapters looking to the future of China's political and economic development In the existing literature of China's reform experience this book is unique in perspective topic selection and in depth analyses With contributions from a group of prominent scholars in the field of China studies such as John Wong Zheng Yongnian Thomas P Bernstein Dorothy J Solinger and Bo Zhiyue it will be of immense value to anyone who is interested in China **Living in a Material World** Kevin Morrison,2008-12-08 At a time when the world is grappling with rising food and energy prices and climate change *Living in a Material World* provides an insight into some of the contributing factors behind these challenges The emergence of new consumers in China India Russia and the Middle East has added formidable competition to the natural resources that have been taken for granted in the developed world Everything we consume involves the use of metals fossil fuels or agriculture Our high tech lifestyles depend on the secure supply of these raw materials which we take from planet earth and use to make our lives more comfortable more productive or more manageable The effect of this increasing global demand for commodities has pushed up prices of materials from oil

and copper to corn and wheat forcing consumers to pay more for the many necessities of life from a loaf of bread to electricity bills Since the commodity boom has unfolded commodities have gone from the back page of the newspaper to the front with more and more headlines about record food and oil prices dire climate change warnings energy security and China's demand for more raw materials This era of high oil and food prices is no passing phase The supply of many key natural resources is stretched to the limit But what is the real cost Living in a Material World makes the link between raw materials and the consumer and shows how they are relevant to everybody everyday now more so than at any time since the last oil shock nearly three decades ago A unique insight into this once in a generation boom the book shows how the increasing value of commodities is impacting on consumers and investors in ways we are only just beginning to understand It was a great pleasure to read this book which provides an essential background to understanding commodities for anybody interested in understanding them more closely It is so rare to see all the essential elements brought together in one book Chris Brodie Krom River Partners LLP Kevin Morrison set out to write a book about the daily relevance that raw materials have for the ordinary consumer He has achieved his objective par excellence The subject matter has been comprehensively researched and well documented yet the writer has avoided using complicated technical language The style of the book is more in tune with a novel and the main topics are treated with a special sense of humour I would readily recommend this work to anyone interested in how global energy issues have a direct affect on us all Mehdi Varzi President Varzi Energy London

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