

Marketing to Consumers - a Regional Perspective - China - December 2013

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“Companies that want to thrive in China should aim to develop a matrix of China that looks at the local economy development, population and traditional culture simultaneously. That said, a harmonious family relationship is the centre of living, therefore, marketing communication based on family values is likely to remain essential.”

– Wenwen Chen, Research Analyst

This report looks at the following areas:

This report aims to investigate Chinese consumers' different stages of lifestyles in different regions and what they want to improve most, and segmentation based on different perceptions.

Key themes:

- Type of employment and related issues
- Living arrangements and property ownership
- Mortgage arrangements and status
- Attitudes towards leisure time
- People's concerns
- Important life values
- Attitudes towards lifestyle.

All the themes are reviewed across regions as well as across different city tiers.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market