Understanding the Chinese Consumer. Edition No. 1

Description: Go east, young man. Sell one tube of toothpaste to every person in China, and you will become rich. That sounds simple. However, this book tells you otherwise: China is a vast nation with great diversity. How people act and what they buy may differ greatly from north to south, rich to poor, young to old, suburban to rural. Understanding Chinese consumers and marketing to them effectively requires market segmentation - the process of dividing a total market into separate groups. This book explores Chinese consumers by applying the geographic, demographic, and psychographic bases typically used for segmentation decisions. Additionally, it provides insights into how segmentation can be implemented strategically. In this very informative book, author Xiumei Liu elaborates useful guidelines on how to apply the art of segmentation, which enables a company to serve the right customers at the right time, with the right products and at the right price. It is of interest to international marketers, practitioners, scholars, and those seeking to understand the Chinese consumers while doing or intending to do business in China.

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