2015 Female Luxury Consumer Report China

Description: Overall, female consumers are bigger spenders on luxury than their male counterparts, representing roughly 60% of the global market for luxury goods. This is why in this report we focus exclusively on the female luxury consumer, who dominates many categories, including leather goods, makeup, skin care, fragrances, and ready to wear clothing. While male consumer are increasing their spend across luxury categories, female consumers are becoming responsible for a bigger share of sales also in luxury watches, which used to be a category dominated by males.

A total of 178 Affluent Female Consumers, were surveyed in China for this report. All respondents had an annual household income of at least CNY 240,000.

We are focusing on the Affluent Females' purchasing behaviour, motivations, media channels and brand preferences when it comes to purchasing premium and luxury products and services.

Contents:
Introduction:
- Study Methodology and Content
- Introduction
- Summary of Key Findings

Section A: Luxury Perceptions and Purchase Behaviour:
- The Definition of Luxury
- Influences in Luxury Purchases
- How Luxury is Bought
- Motivations for Buying Luxury
- Preferred Payment Mode for Luxury Online
- How Purchasing Luxury Online Affects Views on Brands
- Looking ahead for the next 12 Months
- Expectations from a Luxury Brand Website
- How Purchasing Luxury Makes One Feel

Section B: Luxury Category Spend and Brand Purchasing
- Purchasing of Categories in the Past 12 / Next 12 Months
- Share of Wallet for Categories in the Past 12 Months
- Premium Alcohol Brands Purchased
- Premium/Luxury Watches Brands Purchased
- Jewellery Brands Purchased
- Premium/Luxury Fashion & Accessories Brands Purchased
- Makeup Brands Purchased
- Skincare Brands Purchased
- Financial Services Brands Transacted with
- Car Brands Purchased

Section C: Right Media to Reach and Influence the Affluent
- Alcohol
- Premium/luxury Watches
- Jewellery
- Designer Clothing and Accessories
- Makeup
- Skincare
- Financial Services
- Cars

Section D: Profiling and Demographics
- Number of International Trips by Purpose
- Sports Following
- Annual Household Income
- Hobbies
- Occupation
- Age
- Civil Status

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