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First, the survey respondent profile does

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not include China's super (average age is 40 or above) and vulgar (without university education and factory-based entrepreneurs) rich who are frequent consumers of top-tier luxury brand products (Ferrari, Bentley, Patek Philippe, Cartier, Hermes) in China. They are the most affluent consumer group and have very strong purchasing power

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so that this survey cannot represent consumer behavior of all wealthy Chinese. 90% of the respondents contained in ...

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Pierre Xiao Lu offers an in depth analysis of the deluxe consumption trends associated with the Chinese elite class through his volume Elite China: Luxury

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ATLB on consumer behavior. Specifically, Chinese luxury consumers were segmented into three...

Chinese Luxury Consumers: Motivation, Attitude and Behavior

This is the subject of McKinsey's most recent China Consumer Report, which is part of a series of comprehensive

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reports the firm has done on urban Chinese consumer behavior since 2005. Between May and July 2019, we surveyed 5,400 respondents from 44 cities, representing approximately 90 percent of China's GDP and half of its population.

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Development China, having the greatest
network user coverage compared to
other nation in the world, Chinese Elite
consumers put their attention half in the
digital world. A change in ultra-rich
Chinese consumer groups and behaviors
occurred that 4 there are 6 trends are

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happening.

Luxury China: Strategy to Connect with the Chinese Elite ...

The market can also be quite complex as different groups and regions have different needs and may experience different trends. With their increasing consumption and purchasing power,

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Understanding the preferences and mindsets of Chinese consumers is the key to the China market. This article will shed some light on Chinese consumer behavior.

5 Keys to Understand Chinese Consumer Behavior - ChoZan

Interview with luxury brand store

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