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[ELITE CHINA LUXURY CONSUMER BEHAVIOR IN CHINA] By Lu, Pierre Xiao

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Elite China identifies the Chinese luxury product consumers and the characteristics of their luxury consumption, explains the implications for luxury firms and marketers and most importantly, spells out strategies for international luxury brands and Chinese luxury brands to succeed in Chinese market. (source: Nielsen Book Data)

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Elite China: Luxury Consumer Behavior in China is a handbook for fashion and luxury brands to better understand the China luxury market and the Chinese consumers. It provides a deep and detailed analysis from the historical, cultural, social, economical, marketing and consumer behavioral points of view.

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Chinese yuppies are driving the demand, buying everything from expensive watches to imported cars. Those that are able to gain and maintain a preferential share of these Chinese affluent consumers. ...

(PDF) Opportunity for luxury brands in China

First, the survey respondent profile does 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 so that this survey cannot represent consumer behavior of all wealthy Chinese. 90% of the respondents contained in ...

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A guide to reaching and profiting from China's expanding luxury consumer class
China's growing consumer base and expanding economy means more disposable income for more Chinese citizens. The Chinese market for luxury goods is expected to expand from \$2 billion this year to nearly \$12 billion by 2015. Today's biggest global luxury goods retailers expect China to make up a large and ever growing portion of their customers, and those businesses are responding with new stores and investments in China. Luxury China gives readers—particularly professionals in advertising, marketing, and the luxury brands industry—a deep look into the future of the Chinese luxury goods market and shows them how to tap into China's tremendous market potential.

This book looks at luxury brand management and strategy from theory to practice and presents new theoretical models and solutions for how to create and develop a worldwide luxury brand in the twenty-first century. The book gives an overview of how a luxury brand is created through the understanding and application of economic rules and through firms adopting new management models across multiple business dimensions. It also explains the application of theories and models and illustrates specific issues through case studies drawn from international markets such as China and France. The Chinese cases provide unique opportunities and insights into how these new luxury brands were created and how they have benefited from the international market over time. From the international brand management perspective, this book is a useful reference for anyone who wants to learn more about luxury brand management and to better understand how the international market has evolved and how products may change the rules of the game.

Presents consumer research across both positivist and interpretivist methods. This title deals with such topics as: organic food consumption, luxury goods consumption by Chinese consumers, country of manufacture effects on product quality perceptions, and the nature and effects of cool consumption.

China's love for luxury is not a phenomenon brought on by the contemporary luxury market, but has been a part of Chinese culture and history for generations. The Chinese luxury industry is again re-emerging along modern cultural and socio-economic contexts, and is taking the market by storm. Luxury the Chinese Way identifies the main strengths and opportunities associated with the Chinese luxury market, explains the influence of "Chinese characteristics" on its development and mode of operations, and reflects on the challenges associated with diverse consumption orientations. Using references from the fields and real-life data, this book provides a comprehensive overview on China's innovation in luxury, and is an important contribution to the study of the phenomenon that is the global luxury industry.

Offering an original contribution to the field of luxury and fashion studies, this edited collection takes a philosophical perspective, addressing the idea that humans need luxury. From this framework it delves deep into two particular dimensions of luxury, emotions and society, and concludes with cases of brand building in order to illustrate the two dimensions at work. Comparative analysis between countries is brought together with an emphasis on China. Chapters address the ongoing growth in the market, as well as the significant changes in the sector brought about by fast international expansion and an increased focus on ethical supply and sustainability, making the book an insightful read for scholars of fashion business, luxury and branding.

Research on the influence of culture on consumer decision-making and consumption behavior has witnessed tremendous growth in the last decade. With increasing globalization, managers are becoming increasingly aware that operating in multiple markets is crucial for firms' survival and growth. As the world's growth engine shifts from Europe and North America to Asia and Latin America, it has become apparent that an inward-looking and domestic focus strategy will not be sustainable in the long run. And success in foreign markets requires marketers to understand not just what consumers in these markets need but also how they think, behave, consume, and purchase. Numerous studies have documented cultural differences in values and beliefs, motivational orientations, emotions, self-regulation, and information-processing styles, and the effects of these cultural variations on consumer behavior such as brand evaluation, materialism, and impulsive consumption. In this volume, experts from a variety of disciplines and perspectives trace the historical development of culture research in consumer psychology and examine the theoretical underpinnings that account for these findings and the current state of the field. Collectively, the chapters provide a forum for researchers to engage in thoughtful debates and stimulating conversations and offer directions for future research.

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.

This innovative volume brings together contributions from leading experts in the study of luxury to present the full range of perspectives on luxury business, from a variety of social science approaches. Topics include conceptual foundations and the evolution of the luxury industry; the production of luxury goods; luxury branding and marketing; distributing luxury; globalization and markets; and issues of morality, inequality, and environmental sustainability. The Oxford Handbook of Luxury Business is a necessary resource for all students and researchers of the field as well as for forward-thinking industry professionals.

Assembling the foremost scholars in this innovative, distinctive and expanding subject, internationally well-known critical theorists John Armitage and Joanne Roberts present a ground-breaking aesthetic, design-led and media-related examination of the relations between historical and, crucially, contemporary ideas of luxury. Critical Luxury Studies offers a technoculturally inspired survey of the mediated arts and design, as well as a means of comprehending the socio-economic order with novel philosophical tools and critical methods of interrogation that are re-defining the concept of luxury in the 21st century.

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