THEN...
Major Topics

• The Chinese Worldview

• Chinese Strengths and Limitations

• The Modern Chinese Consumer
  – Three Golden Rules of Marketing in China
1. The only evil is chaos
1. Stability as the only absolute good

“Harmony is sublime”
2. A cyclical view of time and space (Daoism)
3. Family as the foundation of society (Confucianism)
CHINESE STRENGTHS
1. National mobilization of resources
2. Incremental progression
3. Application of Foreign Strengths in a Chinese Context
1. Conformism that militates against innovation
2. Pervasive insecurity
The MODERN Chinese Consumer
Standing out to fit in
Progress, safely
AMBITION

VS.

REGIMENTATION
1. Price-premium = public consumption
STATUS BRANDS
2. Product as means to an end
Case Study: DeBeers (Western view of diamonds)
Case Study: DeBeers (Chinese view of diamonds)
3. Reassurance, reassurance, reassurance
3a. Physical reassurances
产业链 好产品

每天，我们严格把控创造食品的每个环节，用全产业链，为每个家庭，提供更多优质、安全、可信赖的好产品。

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3b. Face reassurances
Chinese worldview

The only evil is chaos
A cyclical view of time and space
Family as the foundation of society

Standing out to fit in:
three golden rules

Public consumption
Product as a means to an end
Reassurance, reassurance, reassurance
Main Resource

• “What Chinese Want – Culture, Communism, and China’s Modern Consumer” – Palgrave Macmillan, 2012

• by Tom Doctoroff – Greater China CEO, J. Walter Thompson (JWT)