



# The Modern Chinese Consumer

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October 27, 2013



# Major Topics

- The Chinese Worldview
- Chinese Strengths and Limitations
- The Modern Chinese Consumer
  - Three Golden Rules of Marketing in China

# THE CHINESE WORLDVIEW





# 1. The only evil is chaos



Legalism

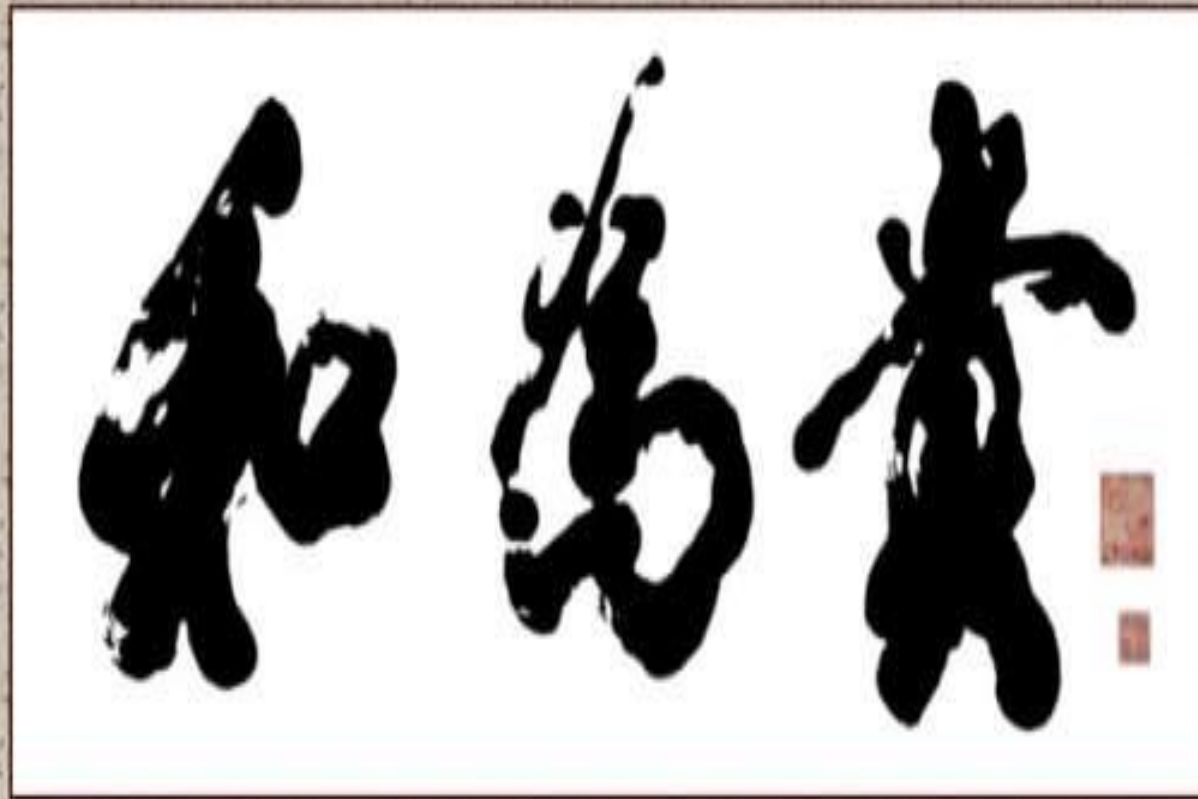


Confucianism



Daoism

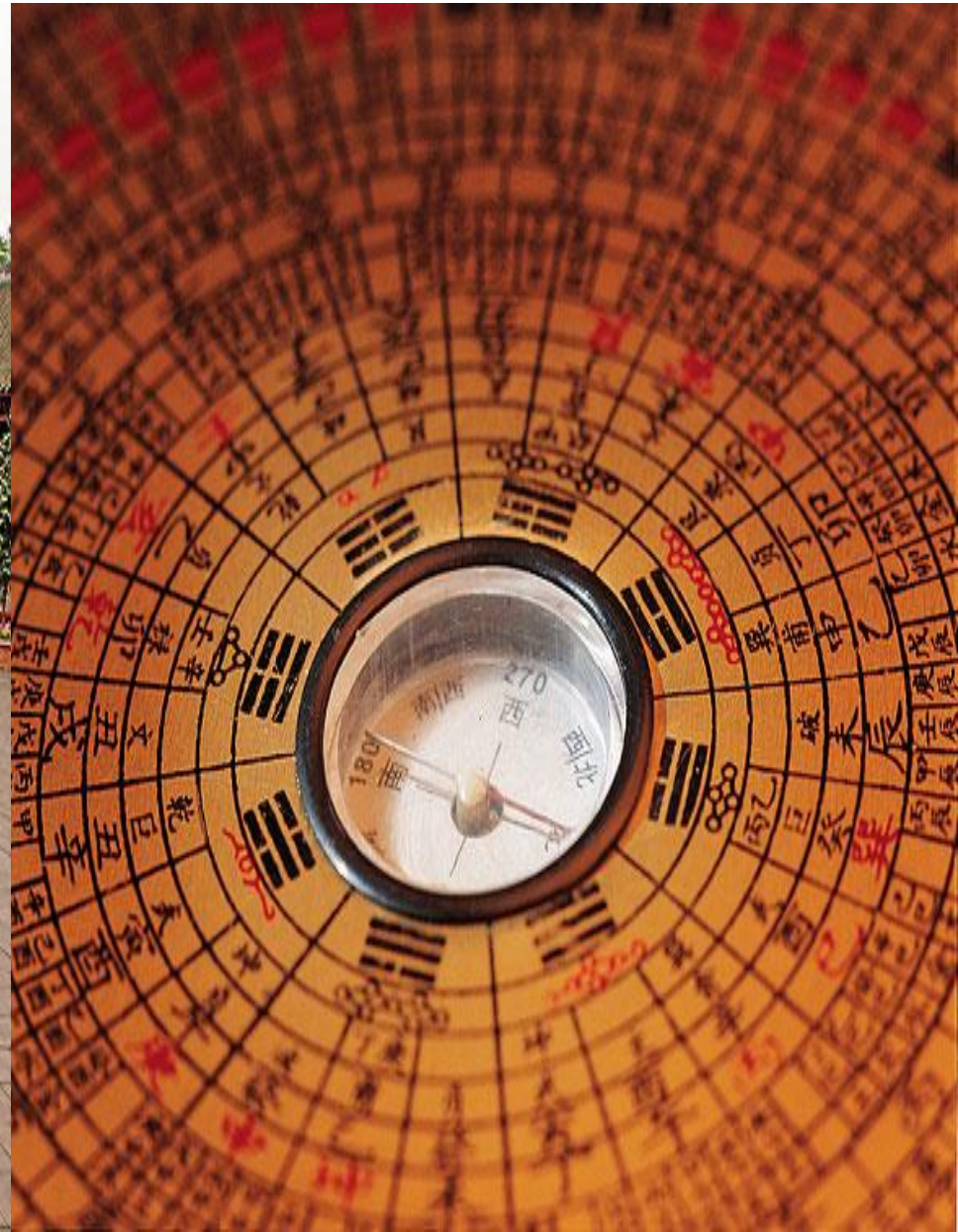
# 1. Stability as the only absolute good



**“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





# CHINESE LIMITATIONS



# 1. Conformism that militates against innovation







## 2. Pervasive insecurity





A wide-angle photograph of a bustling city street in China. The street is filled with a dense crowd of people, mostly of East Asian descent, walking in various directions. On the left side of the street, a long line of large Chinese national flags (red with five yellow stars) is displayed on poles. In the background, modern buildings line the street, with prominent commercial signs, including a large McDonald's logo. The atmosphere appears to be one of a major public event or festival. The text 'The MODERN Chinese Consumer' is overlaid in a white box on the right side of the image.

**The  
MODERN  
Chinese  
Consumer**



**PROJECTION**

vs.

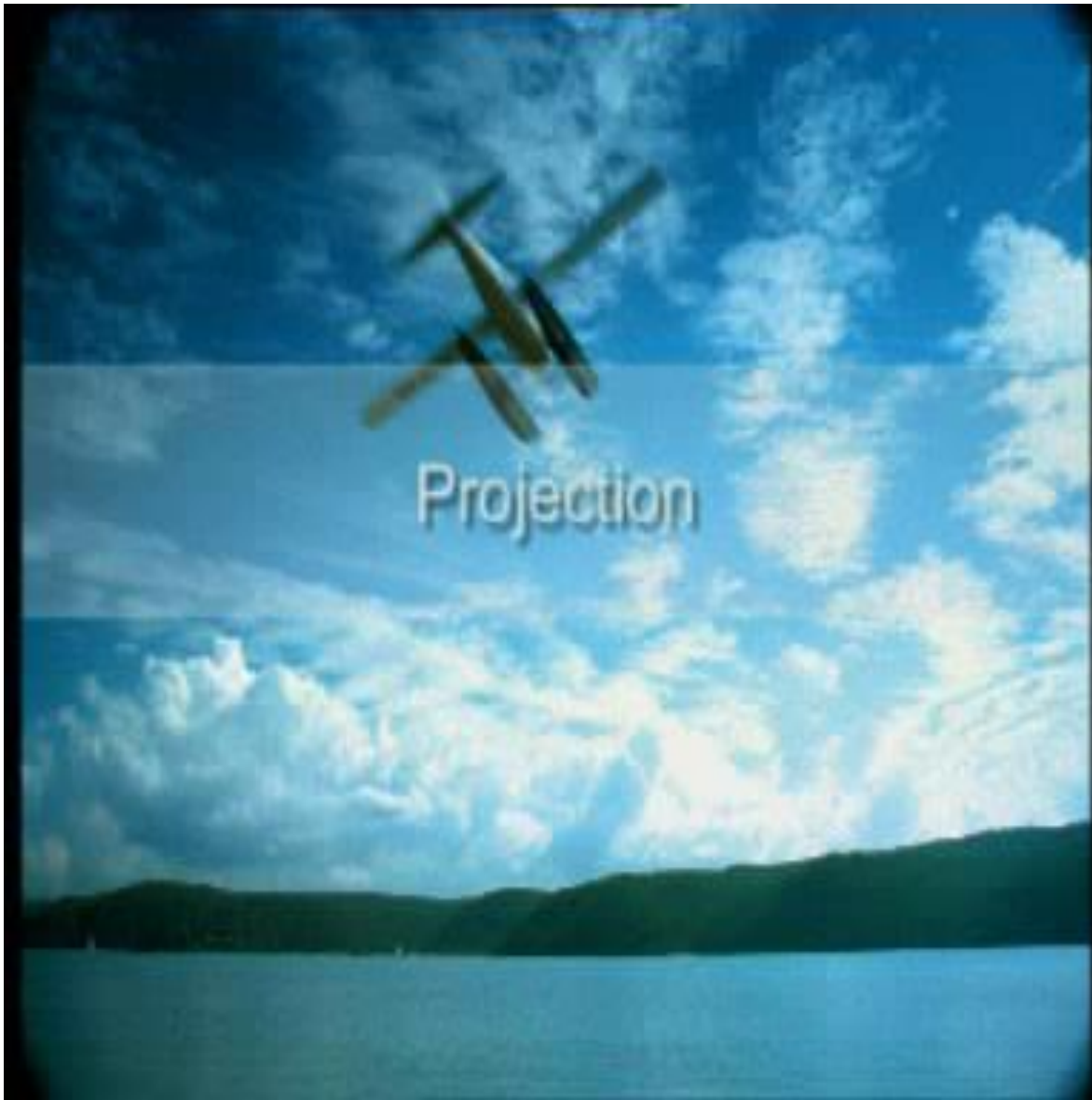
**PROTECTION**





**Standing out to fit in**









# Progress, safely





**AMBITION**

**VS.**

**REGIMENTATION**



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**THREE GOLDEN  
RULES OF  
MARKETING**

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# 1. Price-premium = public consumption



BOTTEGA VENETA



*agnès b.*



B&O



# STATUS BRANDS







**KATZ**  
UNIVERSITY OF  
JOSEPH P. WATSON  
GRADUATE SCHOOL  
OF BUSINESS

## 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



# 全产业链



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# 中粮集团

# 3b. Face reassurances





# RECAP



## 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)