

# How to Make a Western Brand Successful in China: Should It Rely on Its Western Image or Adapt to Its Products Market?



Masters Thesis from the year 2013 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: -, Tongji University, language: English, abstract: The Chinese market has become very attractive for Western companies. It is a huge consumption market with more than 1,3 billion inhabitants and it is at the same time a goods provider with a very low labor cost. Western companies can nowadays be very successful in China because the population knew lately huge changes. Chinese people purchasing power is rising and they can afford goods that they could not reach before because it was too expensive or not available. The development of a rich elite and a large middle class has been accompanied by a rising strong taste for Western image, particularly in the luxury field. But the Chinese market is still quite different than Western ones. The Chinese culture is totally divergent than in the West and the economy doesn't work the same way and that impact on the Chinese consumers profile. Besides, there are huge inequalities in China since the whole country doesn't evolve in a homogeneous way. To be successful on this market for a Western brand, it is necessary to develop a marketing strategy adapted to the Chinese consumers expectations according to the products activity segments. In the present thesis, we study which marketing strategy a Western brand should follow to be successful on the Chinese market according to its activity segment. Indeed, we assume that a mass market brand should rather follow a Chinese consumers adapted strategy and that a luxury brand should keep the same Western strategy in China.

Welcome to the blog of Joan le Grande. I'm changing the blog to english so forgive me the dutch articles before. I already translated a few, keeping it up! Anyway, stay tuned for lifestyle articles and reviews about games or other nerdy stuff. Enjoy! Categories Comics Games Playstation 4 Wii U Lifestyle Posted by Joan le Grande in Games, Playstation 4

Leave a comment Tagsexperience, first look, Games, Playstation 4, Playstation VR review, ps4 VR review, virtual reality YES YES YES. I'm super hyped about the VR, but you obviously knew that already because of my last blogpost. There were a few hiccups because I ordered it online and I was working during the time it came. I stressed, freaked, jumped and finally gave up on the thought I got to play on the day it came out. But luck was on my side and when I got home, 20 minutes later the VR glasses arrived! In this post I will take you with me on my first experience with virtual reality. Was it as awesome as I hoped? Or is nauseating and not really my cup of tea? Read and find out!

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seeking to win a piece of this growing market must adapt to guo As long as a Western enterprise can balance its foreign exchange needs, the **How to make a Western brand successful in China: should it rely on** Many Chinese brands also are looking to extend their presence beyond their ahead, new platforms may emerge as marketers will be formulating marketing landscape in China is rapidly changing to adapt . For instance, western spirits brands have had to alter global brands in China must achieve to be successful., **Idrac, Isabelle: How to make a Western brand successful in China** The companys innovation initiatives are not restricted to its core business of beauty In line with creating synergy and balance between inner and outer beauty, AmorePacific also has a very successful organic tea brand Osulloc. However, AmorePacific must adapt its marketing strategy in China so as not to rely fully on **How to Make a Western Brand Successful in China: Should It Rely** How to make a Western brand successful in China: should it rely on its class has been accompanied by a rising strong taste for Western image, particularly in the luxury field. for a Western brand, it is necessary to develop a marketing strategy adapted to the Chinese consumers expectations according to the products **How to make a Western brand successful in China: should it - GRIN** it rely on its Western image or adapt to its products market? - Isabelle Idrac - Masterarbeit - Medien / Kommunikation - Public Relations, Werbung, Marketing, **How to make a Western brand successful in China: should it rely on** Apparel consumers not only want to see a level of freshness in their products, but In the luxury goods segment, 75 percent of all sales will be from Chinese Core functions need to be adapted to make and market more sustainable products. primarily oriented toward Western role models at least in terms of fashion. **How to Make a Western Brand Successful in China: Should It Rely** How to Make a Western Brand Successful in China: Sho age or Adapt to Its Products Market?-. How to Make a Western Brand Successful in How to Make a Western Brand Successful in China: Sho age or Adapt to Its Products Market?-. How to Make a Western Brand Successful in **How to make a Western brand successful in China: should it rely on** 10. Aug. 2013 How to make a Western brand successful in China: should it rely on its Western image or adapt to its products market? Masters Thesis from the **How to make a Western brand successful in China: should it rely on** **How to make a Western brand successful in China: should it rely on** Aug 9, 2013 How to Make a Western Brand Successful in China Should It Rely on Its Western Image or Adapt to Its Products Market? by Isabelle Idrac **Buy To Reach Chinas Consumers, Adapt to Guo Qing** How to Make a Western Brand Successful in China: Should It Rely on Its Western Image or Adapt to Its Products Market? [Isabelle Idrac] on . **How to Make a Western Brand Successful in China: Should It Rely** Should It Rely on Its Western Image or Adapt to Its Products Market? by Isabelle Idrac (2013, Paperback). Be the first to write a review. About this product **How to Make a Western Brand Successful in China: Should It Rely** should it rely on its Western image or adapt to its pro-. ductsL market? . France. Indeed, even if they adapt their products to Chinese tastes, mass market firms.

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