Chinese International Consumer Study
Strategic Target Groups, Shopper Profiles, Brand Strength, Customer Journeys

Chinese Tourist Shoppers
Chinese Consumers
Luxury Watches & Jewelry
We surveyed 2,900 Chinese from the urban population of a higher socio-economic status **who intend to travel outside China**

Did you know that...

- **72%** of more affluent urban Mainland-Chinese **plan to travel abroad** in the next 24 months?
- **40%** of the same group are **willing to spend above-average amounts on jewelry and other luxury goods**?
- **70%** of luxury-interested travellers are **still undecided about brand or product** when stepping into the airplane?

Understand now...

- different lifestyle-segments (Sinus-Meta-Milieus®) of Chinese shopping tourists
- their **key-drivers and –needs** for travel-destinations and relevant luxury product categories
- **strongest brands, travel destinations and products** of interest and consideration
- international Customer-Journeys with **Moments-of-Truth** for brand- and business building
47% consider to travel to Europe
take the following regions in consideration*
*who basically can imagine to travel in a country in that region

Base Total n=2,941
Chinese Travellers have German brands and cities on their radar

Top-3 liked or preferred German cities/brands

**Destinations**
- Berlin
- Muenchen
- Hamburg

**Watches**
- Boss
- Montblanc
- Glashütte

**Luxury Retailers**
- Christ
- Wempe
- Rüschenbeck

**Household Electronics**
- Siemens
- AEG
- Miele

**Luxury Fashion**
- Boss
- Joop!
- Aigner

**Home & Living**
- WMF
- Kaldewei
- Grohe

*However, Germany is ranked No. 20 for preferred destination-countries only...*
We understand key-moments of international customer journeys

Observed Touchpoint Examples for International Brand Building

- **Airports / Stopover**
  - Shop Display
  - Brand Stores
  - Events

- **Inflight**
  - In-magazines
  - Billboard/Banner
  - Movies

- **Home Market**
  - Shop Display
  - Fashion / Lifestyle Magazines
  - Brand Stores

- **Destination**
  - Shop Display
  - Specialist Magazines
  - Events

- **Global Advocacy**
  - Key-Influencers
  - Celebrities
  - Social Media
The sample is representative for urban Chinese travelling abroad

Sample structure

- **Gender**: 51% male, 49% female
- **Age**:
  - 20-29 years: 24%
  - 30-39 years: 21%
  - 40-49 years: 25%
  - 50-59 years: 18%
  - 60-69 years: 12%
- **Education**:
  - High: 41%
  - Middle: 52%
  - Low: 7%

<table>
<thead>
<tr>
<th>Region</th>
<th>Base n = 2,941</th>
<th>%</th>
<th>Total population 2013 in M*</th>
<th>Internet-penetration rate 2013 in %**</th>
<th>Internet-population in M</th>
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<tbody>
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<td>Hebei</td>
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<td>58</td>
<td>183.5</td>
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* Source: China statistical yearbook 2014
**Source: https://docs.google.com/spreadsheets/d/1hBJZVRTaBzPq99DuxITR_U-6MdPVYsaP9KEx/S8rfs/pub?hl=en_US&hl=en_US&output=html

Sample: n = 2,941 Interviews Representative for the Online-population in the age between 20-69 years living in Chinese east coast cities

(~30% of total population equivalent to ~ 92m person)

Survey period: Dezember 2015
Method: CAWI
Sampling procedure: quoted and weighted sample by age, gender, region, education
We researched holistic consumer insights across luxury categories

Reporting Content

Our reporting analyzed and presents all key-insights that support winning brand building and sales-growth with Chinese tourists around the world:

- Life-style Consumer Segments (Sinus Meta-Milieus® for China)
- Travel and Shopping behaviour
- Brand Strength Index & Analysis of leading luxury and watch brands
- International Customer Journeys (Path-to-Purchase) for luxury brands/products
- Key-drivers for brand preference, purchase intent and choice
- Media & Advocacy profiles

We specifically focused on these luxury categories:

- Watch industry
- Beauty Care Industry
- Tourism industry
- Home & living industry
- Jewelry industry
- Fashion industry
- Fine Foods Industry
- Spirits & Wine industry
Pricing

**Basic Module**

*Understand Chinese Consumers*
- Identify and understand Sinus Meta-Milieus® characteristics (Lifestyle and values)
- Evaluate size of Sinus Meta-Milieus®
- Identify market potential for your category within Sinus-Meta-Milieus
- Understand consumers by sociodemographics
- Domestic consumer preferences
- Travel behaviour (business/private)
- Usage of Media Channels

*Price in combination with an additional modul*

- Identify and understand Sinus Meta-Milieus® characteristics (Lifestyle and values) - 2,900.- €
- Evaluate size of Sinus Meta-Milieus® - 2,500.- €*

**Tourism & Shopping Module**

*Understand Chinese Tourists and Shoppers*
- Past holiday destinations
- Future holiday destinations “Destination funnel” (BSI for countries and major cities: aided awareness, consideration, 1st choice)
- Travel form (tour operator, individually)
- Travel activities
- Average duration of journey
- (Luxury) products planned to buy during journey
- Average expenditures for shopping

- Past holiday destinations - 5,400.- €

**Watch Monitor Module (short)**

*First insights about watch and luxury brands*
- Brand Funnel for 50 Watches (Brand awareness, Consideration, 1st Choice)
- Brand positioning with Brand strength index (BSI)
- Ownership watch brands
- Customer journey (path of purchase from Brand building to place of purchase)
- Planned Expenditures for watches

- Brand Funnel for 50 Watches (Brand awareness, Consideration, 1st Choice) - 6,000.- €

**Customized Report**

*Deep-dive brand analysis*
- Deep-dive analysis for 3-5 brands
- Brand funnel and Brand strength index (BSI)
- Spendings
- Travel destinations, preferred shopping cities
- Customer journey (POS, Media usage, important buying criteria etc.)
- Other topics of interest

- Deep-dive analysis for 3-5 brands - 3,000.- €

All prices in Euro and excl. GST / VAT
Please contact us...

...for more details, customized reporting requests or a personal meeting for a more in-depth discussion!

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