Kursnummer: 22-20.210

Title: Consumer Behaviour in China

Winter term 2021/22
Instructors: Dr. Haoye Sun
Type: Seminar
SWS: 2 SWS
Credits: 6 CP
Language: English

Contents

The BWL-seminar is a mandatory part of the Bachelor course of study “Wirtschaft und Kultur Chinas”. In the seminar, selected questions of management with a relation to China will be covered and analysed according to present research. For every topic some introductory literature is provided which can be used for further independent literature research.

Please note: The mandatory Kick-Off and the assignment of the topics will be held on Thursday on July 8th (Thursday) from 2:15 pm to 3:45 pm via Zoom.

Timetable

July 8th Preliminary Discussion and assignment of topics
During the winter term:
TBD
Grading information

To pass the course, you have to successfully pass the following examinations:

1. Written report (due two weeks before assigned presentation date, electronic and print version; scope 12-15 pages per person). Detailed outlines may be sent to Dr. Sun in advance to get feedback before handing in.

2. Presentation of own topic (15 to 20 minutes presentation, 10 minutes discussion)

3. Short presentation (5 min) on topic of fellow students with critical feedback. Assignment is conducted by the Chair. The documents are sent out two weeks in advance. Short presentation is the formal requirement to be eligible for examination. ALL presentation, co-presentation and assignment need to be passed with a 4.0 in order to pass the seminar.

Assignments need to be finished and provided to Dr. Sun until two weeks before the presentations! The specific dates for each student will be announced when the topics have been assigned finally.

Topics

1 China’s consumer revolution


2 Chinese values and consumption

3  Luxury consumption in China: Motivation, attitude and behavior

3-1 luxury consumption: Overview


3-2 Understanding luxury consumption in China*1


4  Luxury consumption in China: Cultural dimensions and cross-cultural comparison

4-1 Theory: Cultural dimensions


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1 This topic will be presented twice.
4-2 Implication: Cross-cultural comparison


5 Luxury consumption in China: Focus on young consumers

5-1 Theory: Market segmentation


5-2 Implication: Young Chinese consumers


6 Luxury consumption in China: Inconspicuous vs. conspicuous consumption

7 Luxury consumption in China: Perceived value

7-1 Theory: Perceived value


7-2 Implication: Chinese consumers’ luxury value perceptions*2


8 Luxury consumption in China: Context of hotel services

8-1 Differences: Luxury goods vs. Luxury services


8-2 Luxury hotels staying in China: Phenomena and mechanism


9 **Green consumption in China: Development**


10 **Green consumption in China: Influence factors***


11 **Green consumption in China: Cross-cultural comparison***


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3 This topic will be presented twice.
4 This topic will be presented twice.
the United Kingdom and China. *Sustainability, 12*(8), 3248.


### 12 Green consumption in China: Example of Hong Kong


### 13 Theory of Planned Behavior and green consumption

#### 13-1 Theory: Theory of Planned Behavior (TPB)


#### 13-2 Implication: Apply TPB to Chinese green consumption


- Zhou, Y., Thøgersen, J., Ruan, Y., & Huang, G. (2013). The moderating role of human values in


14 **Willingness to pay and green consumption**

14-1 **Theory: Willingness to pay (WTP)**


14-2 **Implication: Chinese consumers’ willingness to pay for green products**


15 **Green consumption in China: Plastic bags usage**


16 **Green consumption in China: Effect of green messages**


17 **Green consumption in China: Effect of Covid pandemic**


18 **Online consumption: General**


19 **Online consumption: SOR and live streaming commerce**

19-1 **Theory: Stimulus-organism-response (S-O-R) framework**


19-2 Implication: Example of live streaming commerce


20 Online consumption: TAM and Mobile commerce

20-1 Theory: Technology acceptance model (TAM)


20-2 Implication: Example of mobile commerce*\(^5\)


\(^5\) This topic will be presented twice.
21 Online consumption: Example of shopping carnival


22 Food consumption: Example of food safety


23 Food consumption: Example of western-style food preferences


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6 This topic will be presented twice.

**24 Consumer behaviour under Covid-19 pandemic*7**


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7 This topic will be presented twice.