



Arbeitsbereich  
Marketing und  
Innovation

## **Bachelor “Wirtschaft und Kultur Chinas”**

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 8<sup>th</sup> **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

- Taylor, R. (2003). China's consumer revolution: Distribution reform, foreign investment and the impact of the WTO. *Asian Business & Management*, 2(2), 187-204.
- Atsmon, Y., & Magni, M. (2012). Meet the Chinese consumer of 2020. *TMI-Treasury Management International*, 205, 28.
- Zipser, D., Chen, Y., & Gong, F. (2016). The modernization of the Chinese consumer. *Shanghai: McKinsey & Company*.

### 2 Chinese values and consumption

- Wang, C. L., & Lin, X. (2009). Migration of Chinese consumption values: traditions, modernization, and cultural renaissance. *Journal of Business Ethics*, 88(3), 399-409.
- Xiao, G., & Kim, J. O. (2009). The investigation of Chinese consumer values, consumption values, life satisfaction, and consumption behaviors. *Psychology & Marketing*, 26(7), 610-624.
- Faure, G. O., & Fang, T. (2008). Changing Chinese values: Keeping up with paradoxes. *International Business Review*, 17(2), 194-207.

### 3 Luxury consumption in China: Motivation, attitude and behavior

#### 3-1 luxury consumption: Overview

- Ko, E., Costello, J. P., & Taylor, C. R. (2019). What is a luxury brand? A new definition and review of the literature. *Journal of Business Research*, 99, 405-413.
- Yeoman, I. (2011). The changing behaviours of luxury consumption. *Journal of Revenue and Pricing Management*, 10(1), 47-50.
- Miller, K. W., & Mills, M. K. (2012). Probing brand luxury: A multiple lens approach. *Journal of Brand Management*, 20(1), 41-51.

#### 3-2 Understanding luxury consumption in China\*<sup>1</sup>

- Mainolfi, G. (2020). Exploring materialistic bandwagon behaviour in online fashion consumption: A survey of Chinese luxury consumers. *Journal of Business Research*, 120, 286-293.
- Sun, G., D'Alessandro, S., & Johnson, L. (2014). Traditional culture, political ideologies, materialism and luxury consumption in China. *International Journal of Consumer Studies*, 38(6), 578-585.
- Yu, S., & Hu, Y. (2020). When luxury brands meet China: The effect of localized celebrity endorsements in social media marketing. *Journal of Retailing and Consumer Services*, 54, 102010.
- Zhan, L., & He, Y. (2012). Understanding luxury consumption in China: Consumer perceptions of best-known brands. *Journal of Business Research*, 65(10), 1452-1460.
- Zhang, B., & Kim, J. H. (2013). Luxury fashion consumption in China: Factors affecting attitude and purchase intent. *Journal of Retailing and Consumer Services*, 20(1), 68-79.
- Zhang, L., & Zhao, H. (2019). Personal value vs. luxury value: What are Chinese luxury consumers shopping for when buying luxury fashion goods?. *Journal of Retailing and Consumer Services*, 51, 62-71.

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

#### 4-1 Theory: Cultural dimensions

- Soares, A. M., Farhangmehr, M., & Shoham, A. (2007). Hofstede's dimensions of culture in international marketing studies. *Journal of Business Research*, 60(3), 277-284.
- Hofstede, G. (2001). *Culture's consequences: Comparing values, behaviors, institutions and organizations across nations*. Sage publications.
- Minkov, M., & Hofstede, G. (2011). The evolution of Hofstede's doctrine. *Cross Cultural Management: An International Journal*.

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<sup>1</sup> This topic will be presented twice.

#### 4-2 Implication: Cross-cultural comparison

- Bian, Q., & Forsythe, S. (2012). Purchase intention for luxury brands: A cross cultural comparison. *Journal of Business Research*, 65(10), 1443-1451.
- Wong, N. Y., & Ahuvia, A. C. (1998). Personal taste and family face: Luxury consumption in Confucian and Western societies. *Psychology & Marketing*, 15(5), 423-441.
- Jiang, L., Gao, H., & Shi, L. H. (2021). The effect of power distance beliefs on the inconspicuous versus conspicuous consumption of luxury accessories in China and the USA. *Journal of Marketing Management*, 1-31.

### 5 Luxury consumption in China: Focus on young consumers

#### 5-1 Theory: Market segmentation

- Beane, T. P., & Ennis, D. M. (1987). Market segmentation: a review. *European journal of marketing*.
- Yankelovich, D., & Meer, D. (2006). Rediscovering market segmentation. *Harvard Business Review*, 84(2), 122.
- Carpenter, S. M., & Yoon, C. (2011). Aging and consumer decision making. *Annals of the New York Academy of Sciences*, 1235(1), E1.

#### 5-2 Implication: Young Chinese consumers

- Durvasula, S., & Lysonski, S. (2010). Money, money, money—how do attitudes toward money impact vanity and materialism?—the case of young Chinese consumers. *Journal of Consumer Marketing*.
- Ngai, J., & Cho, E. (2012). The young luxury consumers in China. *Young Consumers: Insight and Ideas for Responsible Marketers*, 13(3), 255-266.
- Tsai, W. S., Yang, Q., & Liu, Y. (2013). Young Chinese consumers' snob and bandwagon luxury consumption preferences. *Journal of International Consumer Marketing*, 25(5), 290-304.

### 6 Luxury consumption in China: Inconspicuous vs. conspicuous consumption

- Eckhardt, G. M., Belk, R. W., & Wilson, J. A. (2015). The rise of inconspicuous consumption. *Journal of Marketing Management*, 31(7-8), 807-826.
- Podoshen, J. S., Li, L., & Zhang, J. (2011). Materialism and conspicuous consumption in China: A cross-cultural examination. *International Journal of Consumer Studies*, 35(1), 17-25.
- Wu, Z., Luo, J., Schroeder, J. E., & Borgerson, J. L. (2017). Forms of inconspicuous consumption: What drives inconspicuous luxury consumption in China?. *Marketing Theory*, 17(4), 491-516.

## 7 Luxury consumption in China: Perceived value

### 7-1 Theory: Perceived value

- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159-170.
- Sánchez-Fernández, R., & Iniesta-Bonillo, M. Á. (2007). The concept of perceived value: a systematic review of the research. *Marketing Theory*, 7(4), 427-451.
- Wiedmann, K. P., Hennigs, N., & Siebels, A. (2009). Value-based segmentation of luxury consumption behavior. *Psychology & Marketing*, 26(7), 625-651.

### 7-2 Implication: Chinese consumers' luxury value perceptions\*<sup>2</sup>

- Jiang, L., & Shan, J. (2018). Heterogeneity of luxury value perception: a generational comparison in China. *International Marketing Review*.
- Li, G., Li, G., & Kambele, Z. (2012). Luxury fashion brand consumers in China: Perceived value, fashion lifestyle, and willingness to pay. *Journal of Business Research*, 65(10), 1516-1522.
- Liang, Y., Ghosh, S., & Oe, H. (2017). Chinese consumers' luxury value perceptions—a conceptual model. *Qualitative Market Research: An International Journal*.
- Sun, G., D'Alessandro, S., & Johnson, L. W. (2016). Exploring luxury value perceptions in China: Direct and indirect effects. *International Journal of Market Research*, 58(5), 711-731.
- Li, N., Robson, A., & Coates, N. (2013). Chinese consumers' purchasing: impact of value and affect. *Journal of Fashion Marketing and Management*, 17(4), 486-508.
- Wang, Y., Sun, S., & Song, Y. (2010). Motivation for luxury consumption: Evidence from a metropolitan city in China. *Research in Consumer Behavior*, 12, 161-181.

## 8 Luxury consumption in China: Context of hotel services

### 8-1 Differences: Luxury goods vs. Luxury services

- Yang, W., & Mattila, A. S. (2017). The impact of status seeking on consumers' word of mouth and product preference—A comparison between luxury hospitality services and luxury goods. *Journal of Hospitality & Tourism Research*, 41(1), 3-22.
- Yang, W., & Mattila, A. S. (2014). Do affluent customers care when luxury brands go mass?: The role of product type and status seeking on luxury brand attitude. *International Journal of Contemporary Hospitality Management*, 26(4), 526-543.
- Wirtz, J., Holmqvist, J., & Fritze, M. P. (2020). Luxury services. *Journal of Service Management*, 31(4), 665-691.

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

- Chen, A., & Peng, N. (2014). Examining Chinese consumers' luxury hotel staying

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<sup>2</sup> This topic will be presented twice.

behavior. *International Journal of Hospitality Management*, 39, 53-56.

- Yang, F. X., & Lau, M. (2015). " LuXurY" hotel loyalty-a comparison of Chinese Gen X and Y tourists to Macau. *International Journal of Contemporary Hospitality Management*, 27(7), 1685-1706.
- Wu, B., & Yang, W. (2018). What do Chinese consumers want? A value framework for luxury hotels in China. *International Journal of Contemporary Hospitality Management*, 30(4), 2037-2055.

## 9 Green consumption in China: Development

- Shao, J. (2019). Sustainable consumption in China: New trends and research interests. *Business Strategy and the Environment*, 28(8), 1507-1517.
- Wu, F. (2009). Environmental politics in China: An issue area in review. *Journal of Chinese Political Science*, 14(4), 383-406.
- Zhu, Q., & Sarkis, J. (2016). Green marketing and consumerism as social change in China: Analyzing the literature. *International Journal of Production Economics*, 181, 289-302.

## 10 Green consumption in China: Influence factors\*<sup>3</sup>

- Chan, R. Y. (2001). Determinants of Chinese consumers' green purchase behavior. *Psychology & Marketing*, 18(4), 389-413.
- Chan, R. Y., & Lau, L. B. (2000). Antecedents of green purchases: a survey in China. *JOURNAL OF CONSUMER MARKETING*, 17(4), 338-357.
- He, A. Z., Cai, T., Deng, T. X., & Li, X. (2016). Factors affecting non-green consumer behaviour: an exploratory study among Chinese consumers. *International Journal of Consumer Studies*, 40(3), 345-356.
- Sun, Y., Liu, N., & Zhao, M. (2019). Factors and mechanisms affecting green consumption in China: A multilevel analysis. *Journal of Cleaner Production*, 209, 481-493.
- Li, Y., Lu, Y., Zhang, X., Liu, L., Wang, M., & Jiang, X. (2016). Propensity of green consumption behaviors in representative cities in China. *Journal of Cleaner Production*, 133, 1328-1336.
- Zhu, Q., Li, Y., Geng, Y., & Qi, Y. (2013). Green food consumption intention, behaviors and influencing factors among Chinese consumers. *Food Quality and Preference*, 28(1), 279-286.

## 11 Green consumption in China: Cross-cultural comparison\*<sup>4</sup>

- Ashraf, M. S., Akhtar, N., Ashraf, R. U., Hou, F., Junaid, M., & Kirmani, S. A. A. (2020). Traveling Responsibly to Ecofriendly Destinations: An Individual-Level Cross-Cultural Comparison between

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<sup>3</sup> This topic will be presented twice.

<sup>4</sup> This topic will be presented twice.

the United Kingdom and China. *Sustainability*, 12(8), 3248.

- Chan, R. Y., & Lau, L. B. (2002). Explaining green purchasing behavior: A cross-cultural study on American and Chinese consumers. *Journal of International Consumer Marketing*, 14(2-3), 9-40.
- Chen, L. (2013). A study of green purchase intention comparing with collectivistic (Chinese) and individualistic (American) consumers in Shanghai, China. *Information Management and Business Review*, 5(7), 342-346.
- Ko, S. B., & Jin, B. (2017). Predictors of purchase intention toward green apparel products: A cross-cultural investigation in the USA and China. *Journal of Fashion Marketing and Management: An International Journal*.
- Lee, Y. K. (2017). A comparative study of green purchase intention between Korean and Chinese consumers: The moderating role of collectivism. *Sustainability*, 9(10), 1930.
- Segev, S., & Liu, Y. (2021). The Effect of Temporal Orientation on Green Purchase Behavior: Comparing US and Chinese Consumers. *Journal of International Consumer Marketing*, 1-15.

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

- Chan, K. (2000). Market segmentation of green consumers in Hong Kong. *Journal of International Consumer Marketing*, 12(2), 7-24.
- Lee, K. (2009). Gender differences in Hong Kong adolescent consumers' green purchasing behavior. *Journal of Consumer Marketing*, 26(2), 87-96.
- Lee, K. (2010). The green purchase behavior of Hong Kong young consumers: The role of peer influence, local environmental involvement, and concrete environmental knowledge. *Journal of International Consumer Marketing*, 23(1), 21-44.

## 13 Theory of Planned Behavior and green consumption

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

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Conner, M., & Armitage, C. J. (1998). Extending the theory of planned behavior: A review and avenues for further research. *Journal of Applied Social Psychology*, 28(15), 1429-1464.
- Armitage, C. J., & Conner, M. (2001). Efficacy of the theory of planned behaviour: A meta-analytic review. *British Journal of Social Psychology*, 40(4), 471-499.

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

- Qi, X., & Ploeger, A. (2019). Explaining consumers' intentions towards purchasing green food in Qingdao, China: The amendment and extension of the theory of planned behavior. *Appetite*, 133, 414-422.
- Zhou, Y., Thøgersen, J., Ruan, Y., & Huang, G. (2013). The moderating role of human values in

planned behavior: the case of Chinese consumers' intention to buy organic food. *Journal of Consumer Marketing*, 30(4), 335-344.

- Yang, S., Li, L., & Zhang, J. (2018). Understanding consumers' sustainable consumption intention at china's double-11 online shopping festival: An extended theory of planned behavior model. *Sustainability*, 10(6), 1801.

## **14 Willingness to pay and green consumption**

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

- Breidert, C., Hahsler, M., & Reutterer, T. (2006). A review of methods for measuring willingness-to-pay. *Innovative Marketing*, 2(4), 8-32.
- Homburg, C., Koschate, N., & Hoyer, W. D. (2005). Do satisfied customers really pay more? A study of the relationship between customer satisfaction and willingness to pay. *Journal of Marketing*, 69(2), 84-96.
- Wertenbroch, K., & Skiera, B. (2002). Measuring consumers' willingness to pay at the point of purchase. *Journal of Marketing Research*, 39(2), 228-241.

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

- Liu, Q., Yan, Z., & Zhou, J. (2017). Consumer choices and motives for eco-labeled products in China: An empirical analysis based on the choice experiment. *Sustainability*, 9(3), 331.
- Xu, P., Zeng, Y., Fong, Q., Lone, T., & Liu, Y. (2012). Chinese consumers' willingness to pay for green-and eco-labeled seafood. *Food Control*, 28(1), 74-82.
- Zhou, J., Liu, Q., Mao, R., & Yu, X. (2017). Habit spillovers or induced awareness: Willingness to pay for eco-labels of rice in China. *Food Policy*, 71, 62-73.

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

- Chan, R. Y., Wong, Y. H., & Leung, T. K. (2008). Applying ethical concepts to the study of "green" consumer behavior: An analysis of Chinese consumers' intentions to bring their own shopping bags. *Journal of Business Ethics*, 79(4), 469.
- Xing, X. (2009). Study on the ban on free plastic bags in China. *Journal of Sustainable Development*, 2(1), 156-158.
- He, H. (2012). Effects of environmental policy on consumption: lessons from the Chinese plastic bag regulation. *Environment and Development Economics*, 17(4), 407-431.

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

- Chan, R. Y. (2004). Consumer responses to environmental advertising in China. *Marketing Intelligence & Planning*, 22(4), 427-437.

- Xue, F. (2015). Message framing and collectivistic appeal in green advertising—a study of Chinese consumers. *Journal of International Consumer Marketing*, 27(2), 152-166.
- Kong, Y., & Zhang, A. (2013). Consumer response to green advertising: the influence of product involvement. *Asian Journal of Communication*, 23(4), 428-447.

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

- Sun, X., Su, W., Guo, X., & Tian, Z. (2021). The impact of awe induced by COVID-19 pandemic on green consumption behavior in China. *International Journal of Environmental Research and Public Health*, 18(2), 543.
- Qi, X., Yu, H., & Ploeger, A. (2020). Exploring influential factors including COVID-19 on green food purchase intentions and the intention–behaviour gap: A qualitative study among consumers in a Chinese context. *International Journal of Environmental Research and Public Health*, 17(19), 7106.
- Li, S., Kallas, Z., & Rahmani, D. (2021). Did the COVID-19 lockdown affect consumers' sustainable behaviour in food purchasing and consumption in China?. *Food Control*, 108352.

## 18 Online consumption: General

- Gao, L., & Bai, X. (2014). Online consumer behaviour and its relationship to website atmospheric induced flow: Insights into online travel agencies in China. *Journal of Retailing and Consumer Services*, 21(4), 653-665.
- Dai, W., Arnulf, J. K., Iao, L., Wan, P., & Dai, H. (2019). Like or want? Gender differences in attitudes toward online shopping in China. *Psychology & Marketing*, 36(4), 354-362.
- Van Ewijk, B. J., Steenkamp, J. B. E., & Gijsbrechts, E. (2020). The rise of online grocery shopping in China: Which brands will benefit?. *Journal of international Marketing*, 28(2), 20-39.

## 19 Online consumption: SOR and live streaming commerce

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

- Jacoby, J. (2002). Stimulus-organism-response reconsidered: an evolutionary step in modeling (consumer) behavior. *Journal of Consumer Psychology*, 12(1), 51-57.
- Chang, H. J., Eckman, M., & Yan, R. N. (2011). Application of the Stimulus-Organism-Response model to the retail environment: the role of hedonic motivation in impulse buying behavior. *The International Review of Retail, Distribution and Consumer Research*, 21(3), 233-249.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. the MIT Press.

### 19-2 Implication: Example of live streaming commerce

- Fei, M., Tan, H., Peng, X., Wang, Q., & Wang, L. (2021). Promoting or attenuating? An eye-tracking study on the role of social cues in e-commerce livestreaming. *Decision Support Systems*, 142, 113466.
- Kang, K., Lu, J., Guo, L., & Li, W. (2021). The dynamic effect of interactivity on customer engagement behavior through tie strength: Evidence from live streaming commerce platforms. *International Journal of Information Management*, 56, 102251.
- Xue, J., Liang, X., Xie, T., & Wang, H. (2020). See now, act now: How to interact with customers to enhance social commerce engagement?. *Information & Management*, 57(6), 103324.

## 20 Online consumption: TAM and Mobile commerce

### 20-1 Theory: Technology acceptance model (TAM)

- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 319-340.
- King, W. R., & He, J. (2006). A meta-analysis of the technology acceptance model. *Information & Management*, 43(6), 740-755.
- Lederer, A. L., Maupin, D. J., Sena, M. P., & Zhuang, Y. (2000). The technology acceptance model and the World Wide Web. *Decision Support Systems*, 29(3), 269-282.

### 20-2 Implication: Example of mobile commerce\*<sup>5</sup>

- Akram, U., Ansari, A. R., Fu, G., & Junaid, M. (2020). Feeling hungry? let's order through mobile! examining the fast food mobile commerce in China. *Journal of Retailing and Consumer Services*, 56, 102142.
- Chi, T. (2018). Understanding Chinese consumer adoption of apparel mobile commerce: An extended TAM approach. *Journal of Retailing and Consumer Services*, 44, 274-284.
- Chong, A. Y. L., Chan, F. T., & Ooi, K. B. (2012). Predicting consumer decisions to adopt mobile commerce: Cross country empirical examination between China and Malaysia. *Decision support systems*, 53(1), 34-43.
- Chong, A. Y. L. (2013). Mobile commerce usage activities: The roles of demographic and motivation variables. *Technological Forecasting and Social Change*, 80(7), 1350-1359.
- Lin, J., Lu, Y., Wang, B., & Wei, K. K. (2011). The role of inter-channel trust transfer in establishing mobile commerce trust. *Electronic Commerce Research and Applications*, 10(6), 615-625.
- Sun, J., & Chi, T. (2018). Key factors influencing the adoption of apparel mobile commerce: an empirical study of Chinese consumers. *The Journal of the Textile Institute*, 109(6), 785-797.

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<sup>5</sup> This topic will be presented twice.

## 21 Online consumption: Example of shopping carnival

- Xu, X., Wang, L., & Zhao, K. (2020). Exploring determinants of consumers' platform usage in "Double Eleven" shopping carnival in China: Cognition and emotion from an integrated perspective. *Sustainability*, 12(7), 2790.
- Xu, X., Li, Q., Peng, L., Hsia, T. L., Huang, C. J., & Wu, J. H. (2017). The impact of informational incentives and social influence on consumer behavior during Alibaba's online shopping carnival. *Computers in Human Behavior*, 76, 245-254.
- Zeng, M., Cao, H., Chen, M., & Li, Y. (2019). User behaviour modeling, recommendations, and purchase prediction during shopping festivals. *Electronic Markets*, 29(2), 263-274.

## 22 Food consumption: Example of food safety\*<sup>6</sup>

- Jin, H., Lin, Z., & McLeay, F. (2020). Negative emotions, positive actions: Food safety and consumer intentions to purchase ethical food in China. *Food Quality and Preference*, 85, 103981.
- Mou, Y., & Lin, C. A. (2014). Communicating food safety via the social media: The role of knowledge and emotions on risk perception and prevention. *Science Communication*, 36(5), 593-616.
- Peng, Y., Li, J., Xia, H., Qi, S., & Li, J. (2015). The effects of food safety issues released by we media on consumers' awareness and purchasing behavior: A case study in China. *Food Policy*, 51, 44-52.
- Ortega, D. L., Wang, H. H., Wu, L., & Olynk, N. J. (2011). Modeling heterogeneity in consumer preferences for select food safety attributes in China. *Food Policy*, 36(2), 318-324.
- Xiong, H., & Lv, S. (2021, February). Factors Affecting Social Media Users' Emotions Regarding Food Safety Issues: Content Analysis of a Debate among Chinese Weibo Users on Genetically Modified Food Security. In *Healthcare* (Vol. 9, No. 2, p. 113). Multidisciplinary Digital Publishing Institute.
- Yang, W., & Fang, L. (2021). Consumer Willingness to pay for food safety attributes in China: A meta-analysis. *Journal of International Food & Agribusiness Marketing*, 33(2), 152-169.

## 23 Food consumption: Example of western-style food preferences

- Wang, O., De Steur, H., Gellynck, X., & Verbeke, W. (2015). Motives for consumer choice of traditional food and European food in mainland China. *Appetite*, 87, 143-151.
- Curtis, K. R., & McCluskey, J. J. (2007). Consumer preferences for western-style convenience foods in China. *China Economic Review*, 18(1), 1-14.

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<sup>6</sup> This topic will be presented twice.

- Chen, X., Gao, Z., House, L., Ge, J., Zong, C., & Gmitter, F. (2016). Opportunities for Western food products in China: The case of orange juice demand. *Agribusiness*, 32(3), 343-362.

#### 24 Consumer behaviour under Covid-19 pandemic<sup>\*7</sup>

- Jin, X., Bao, J., & Tang, C. (2021). Profiling and evaluating Chinese consumers regarding post-COVID-19 travel. *Current Issues in Tourism*, 1-19.
- Huang, X., Kujipers, D., Li, L., Sha, S., & Xia, C. (2020). How Chinese consumers are changing shopping habits in response to COVID-19. *McKinsey & Company*.
- Yuan, X., Li, C., Zhao, K., & Xu, X. (2021). The Changing Patterns of Consumers' Behavior in China: A Comparison during and after the COVID-19 Pandemic. *International Journal of Environmental Research and Public Health*, 18(5), 2447.
- Chen, K., Enger, W., Yu, J., & Zhang, C. (2020). Hitting the road again: How Chinese travelers are thinking about their first trip after COVID-19. *McKinsey & Company*.
- Gao, Xuwen, Xinjie Shi, Hongdong Guo, and Yehong Liu. "To buy or not buy food online: The impact of the COVID-19 epidemic on the adoption of e-commerce in China." *PloS one* 15, no. 8 (2020): e0237900.
- Shi, M. I. N., XIANG, C., & ZHANG, X. H. (2020). Impacts of the COVID-19 pandemic on consumers' food safety knowledge and behavior in China. *Journal of Integrative Agriculture*, 19(12), 2926-2936.

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<sup>7</sup> This topic will be presented twice.