

1: Top lessons from China's e-commerce-driven middle-class consumer - Marketing Industry News

Our goal is to provide research that encourages engagement, dialogue, sharing of information and cooperation between policymakers, consumer advocates, media, academics, and the general public to better serve the New Middle Class.

Friedrich Engels saw the category in Marxist terms as an intermediate social class between the nobility and the peasantry of Europe in late-feudalist society. In France, the middle classes helped drive the French Revolution. Stevenson identified the middle class as that falling between the upper-class and the working-class. The chief defining characteristic of membership in the middle-class is possession of significant human capital. Within capitalism, "middle-class" initially referred to the bourgeoisie; later, with the further differentiation of classes in the course of development of capitalist societies, the term came to be synonymous with the term *petite bourgeoisie*. The boom-and-bust cycles of capitalist economies result in the periodical and more or less temporary impoverishment and proletarianisation of much of the *petit bourgeois* world resulting in their moving back and forth between working-class and *petit-bourgeois* status. The typical modern definitions of "middle class" tend to ignore the fact that the classical *petit-bourgeoisie* is and has always been the owner of a small-to medium-sized business whose income is derived almost exclusively from the employment of workers; "middle class" came to refer to the combination of the labour aristocracy, the professionals, and the salaried white collar workers. The size of the middle class depends on how it is defined, whether by education, wealth, environment of upbringing, social network, manners or values, etc. These are all related, but are far from deterministically dependent. The following factors are often ascribed in modern usage to a "middle class": Belief in bourgeois values, such as high rates of house ownership, delayed gratification, and jobs which are perceived to be secure. By almost three-quarters of British people were found to identify themselves as middle-class. Marxism and Marxian class theory In Marxism, which defines social classes according to their relationship with the means of production, the "middle class" is said to be the class below the ruling class and above the proletariat in the Marxist social schema and is synonymous with the term "petit-" or "petty-bourgeoisie". Marxist writers have used the term in two distinct but related ways. Lenin, stated that the "peasantry Pioneer 20th century American Marxist theoretician Louis C. Fraina Lewis Corey defined the middle class as "the class of independent small enterprisers, owners of productive property from which a livelihood is derived. Middle class also included salaried managerial and supervisory employees but not "the masses of propertyless, dependent salaried employees. Doob, a sociology writer, the middle-class grooms each future generation to take over from the previous one. He states that, to do this the middle class have almost developed a system for turning children of the middle-class into successful citizens. Allegedly those who are categorized under the American middle-class give education great importance, and value success in education as one of the chief factors in establishing the middle-class life. Supposedly the parents place a strong emphasis on the significance of quality education and its effects on success later in life. He believes that the best way to understand education through the eyes of middle-class citizens would be through social reproduction as middle-class parents breed their own offspring to become successful members of the middle-class. Members of the middle-class consciously use their available sources of capital to prepare their children for the adult world. Parents set some rules establishing limits, but overall this approach creates a greater sense of trust, security, and self-confidence. When problems do occur, middle-class parents are quick to "enlist the help of professionals when they feel their children need such services". It characterized the middle class as having a reasonable amount of discretionary income, so that they do not live from hand to mouth as the poor do, and defined it as beginning at the point where people have roughly a third of their income left for discretionary spending after paying for basic food and shelter. Most of the emerging middle class consists of people who are middle-class by the standards of the developing world but not the rich one, since their money incomes do not match developed country levels, but the percentage of it which is discretionary does. By this definition, the number of middle-class people in Asia exceeded that in the West sometime around or The point at which the poor start entering the middle class by the millions is alleged to be the time when poor countries get the maximum benefit from cheap labour through international trade, before they price themselves out of world

markets for cheap goods. It is also a period of rapid urbanization, when subsistence farmers abandon marginal farms to work in factories, resulting in a several-fold increase in their economic productivity before their wages catch up to international levels. The Economist predicted that surge across the poverty line should continue for a couple of decades and the global middle class will grow enormously between now and Based on the rapid growth, scholars expect the global middle class to be the driving force for sustainable development. This assumption, however, is contested. Due to sustainable growth, the pre-crisis level was exceeded. Further ahead, by the number of middle class households in India is likely to more than double to million individuals. Purchasing power parity is used to adjust these number for other countries. Factors which explain differences in home equity include housing prices and home ownership rates. According to the OECD, the vast majority of financial assets in every country analysed is found in the top of the wealth distribution.

2: A Consumer Economy [www.enganchecubano.com]

Multinational companies need new "scale at speed" approaches to penetrate the developing world's increasingly prosperous consumer markets. The rapidly growing ranks of middle-class consumers span a dozen emerging nations, not just the fast-growing BRIC countries, 1 1. Brazil, Russia, India.

The 1920s was a decade of increasing conveniences for the middle class. New products made household chores easier and led to more leisure time. Products previously too expensive became affordable. New forms of financing allowed every family to spend beyond their current means. A typical work week for a housewife before the twenties involved many tedious chores. The ice in the icebox was replaced and the waterpan that lay beneath was repeatedly changed. The clothes were scrubbed in a washing tub on a washboard. An iron was heated on the stove to smooth out the wrinkles. Women typically spent the summer months canning food for the long winter. Clothes were made from patterns, and bread was made from scratch. Very few of these practices were necessary by the end of the decade. Vacuum cleaners displaced the carpet beater. Electric refrigerators, washing machines, and irons saved hours of extra work. New methods of canning and freezing made store-bought food cheap and effective enough to eliminate this chore. Off-the-rack clothing became more and more widespread. Even large bakeries were supplying bread to the new supermarkets. The hours saved in household work were countless. Buying on Credit "Buy now, pay later" became the credo of many middle class Americans of the Roaring Twenties. For the single-income family, all these new conveniences were impossible to afford at once. But retailers wanted the consumer to have it all. Department stores opened up generous lines of credit for those who could not pay up front but could demonstrate the ability to pay in the future. Similar installment plans were offered to buyers who could not afford the lump sum, but could afford "twelve easy payments. Consumer debt more than doubled between 1920 and 1929. Advertising Fueling consumer demand were new techniques in advertising. This was not a new business, but in the increasingly competitive marketplace, manufacturers looked to more and more aggressive advertising campaigns. One major trend of the decade was to use pop psychology methods to convince Americans that the product was needed. The classic example was the campaign for Listerine. Using a seldom heard term for bad breath "halitosis" Listerine convinced thousands of Americans to buy their product. Consumers might not have known what halitosis was, but they surely knew they did not want it. Advertisers were no longer simply responding to demand; they were creating demand. Radio became an important new means of communicating a business message. Testimonials from Hollywood film stars sold products in record numbers. The advertising business created demand for the gadgets and appliances being manufactured by American factories. American Picture Palaces Where would you go in to see the latest movie? To a movie palace, of course. And palaces they were, seating up to patrons. See more facts and images at this site from the University of Virginia.

3: Middle class - Wikipedia

Asia's New Middle Class Consumer. The Expansion of the Asian Middle Class ≠ China, along with India, is the muscle behind Asia's ongoing middle class upswing.

Tweet The rise of the middle class in China is an important driver of global economic growth. With increased affluence and sophistication in both social and mobile technologies, Chinese consumers are looking for a more connected buying experience. Chinese consumers now use social media to learn more about brands and products, make purchases on social media platforms and instant messaging services such as WeChat and also use social media such as Weibo to share their opinions and post product reviews, which are highly visible to their respective communities. Price is becoming less of a driver. They are increasingly demanding higher quality products that are tailor-made to their needs. Value remains important as customers are well informed about global prices since most of them travel physically or digitally. Therefore, both foreign and Chinese brands need to engage strong brand influencers in these communities, leverage social trends to build strong brand values and unleash the power of social commerce. Platforms versus branded websites From my observation, there is a higher inclination for Chinese consumers to purchase on platforms as they offer multiple choices, well-accepted product presentation and information, payment gateways, peer ratings and regular promotional activities. Through my market research, small and medium-sized enterprises typically generate very low conversion rates on their own branded website even though they provide reliable and accurate information as well as authentic products. This shows that Chinese consumers are increasingly looking at trust and reliability of the site with a multitude of choices being available to them to build credibility and instil knowledge about the products and services offered by merchants. Chinese consumers are catching up very quickly and learning so fast about luxury brands through social media and are capable of finding the brand sites directly. The upside of having a branded website is that there is more ownership of content and client relationships than what platforms typically provide. Therefore, I will highly recommend brands to establish both their branded websites and also manage their online presence on key platforms and search engines to ensure consistency when promoting these official brand assets to their respective market segments. Mobile shopping The staggering amount of mobile commerce in China itself is an important phenomenon. Enterprises who are in China or expanding to the region will need to have a targeted focus on mobile marketing. This requires an innovative approach and also renewed adaptation to the fast-changing China business and customer ecosystem in terms of user experience, design, payments as well as connections, with social media applications. While traditional PC digital marketing is all about traffic and conversions, mobile marketing is all about user engagement which requires advanced customer personalisation and deeper social engagement to display relevant branded content. With such a high degree of connectivity and sharing, I foresee that customers services will be an important differentiator for many digital businesses in China. With better access to information and the emergence of sharing economy, customers are paying attention to service time is taken to deliver the convenience of returns, effective refund services, customer service via WeChat etc. China customers are not just buying domestically, they are buying more from global websites due to higher purchasing power and also better brand knowledge. Therefore, buying overseas through Daigou group buying remains a hot trend due to price arbitrage. I observed that international websites are increasingly targeting China to build a direct channel to the Chinese consumers. In the face of this, local platforms have improved their customer service standards to further differentiate themselves from overseas competitors. O2O in China Online to offline is an important and growing trend in China. Having an exclusively online presence will not create a sustainable brand. At each end, the brand will need a face to face touch point. New technologies and infrastructure have paved the way to merge online and offline into one holistic shopping experience. I strongly believe that China will see more online brands opening up pop-up stores and physical locations. We are already seeing this as online brands aiming to improve customer engagement by delivering new and different experiences. This could be in the form of a different way of physically interacting with a brand through a pop-up store or experience booths or through digital means such as video, music or live streaming events. This

integrated experience will better allow China customers to gather more data and make more informed choices about their purchases. There is a trend among big brands like Apple, Starbucks and Burberry of working with social media influencers and celebrities to generate targeted retailer and user generated content with key opinion leaders. Innovation and digital retail in China Chinese consumers are experiencing a digital paradigm shift. This can be through live streaming, the consumption of physical product or services via on-demand platforms such as food delivery services Ele. Me or ride-sharing services Didi Chuxing. The growth of O2O will only mean that the brands have to maintain a consistent online and offline brand image to rapidly build something to scale and meet the evolving needs of the China consumer. Distribution and operational agility are key considerations for an enterprise, and the digital world can enable them to better serve customers by connecting the in-store and online experience through these omnichannel capabilities. Lionel Sim is founder of China Tech Roundtable. All copyrights for this article are reserved to their respective authors.

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