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UNIVERSITY OF MACAU
FACULTY OF BUSINESS ADMINISTRATION

CONSUMER VALUES AND MARKET SEGMENTATION IN
CHINA: AN EXPLORATORY STUDY

GRADUATE THESIS PRESENTED TO THE
FACULTY OF BUSINESS ADMINISTRATION
OF THE
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IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF
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TABLE OF CONTENTS

Dedication	ii
Acknowledgement	iii
Table of Contents	iv
List of Tables	vi
List of Figures and Appendices	vii

CHAPTER I: INTRODUCTION

Relevance of the Study	11
Problems	13
Objectives of the Study	14
Overview	15

CHAPTER II: THEORETICAL FRAMEWORK

Market Segmentation and its Role in Marketing	17
Elements of Market Segmentation	18
Bases for Segmentation	18
Segmentation Methods and Procedures	23
Descriptor Variables	25
Criteria for Effective Segmentation	28
Summary	30

CHAPTER III: THE CASE OF PERSONAL VALUES

Values--Definition and Nature Of	32
Use of Values in Segmentation	35
Chinese Value Types	42
Values and Consumer Behavior	48
Summary	53

CHAPTER IV: CONSUMERS IN CHINA

General Description	57
Difficulties in Marketing	59
Adapting the Process of Segmentation Within the Chinese Context	61
The Marketization Issue	64

CHAPTER V: RESEARCH DESIGN AND METHODOLOGY

Conceptual Framework	71
Research Hypotheses	75
Research Design	76
Stage I: Construct Development	77
Stage II: Survey	82
Stage III: Segment Determination	84

CHAPTER VI: FINDINGS AND RESULTS

Focus Groups Findings	86
Limitations	89
Results of the Ranking Procedure	90
Limitations	91
Results of Segment Formation from Rank Data	92
Discussion	94
Validation and Limitations	96
Result of Latent Structure Analysis	96
Discussion and Interpretation	97
Limitations	99
Results of Comparative Analysis	100

CHAPTER VII: POSSIBLE IMPLICATIONS AND CONCLUSION

Summary	103
Application	105
Limitations	106

BIBLIOGRAPHY	109
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APPENDICES	114
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