

Consumer U&A Example

U&A on Luxury Products

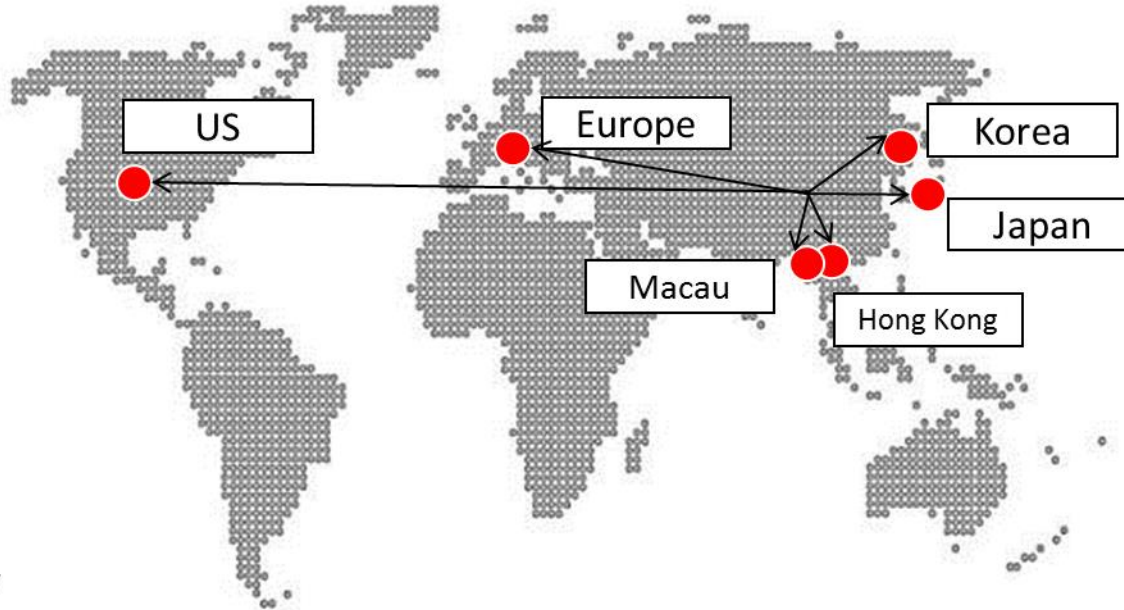
- **Most of the Chinese consumers prefer to purchase luxury products while they travel abroad.** They normally plan overseas trip 1-2 times per year. The popular destinations for Chinese consumers are Europe, US, Japan and Korea. Also, Hong Kong and Macau is considered as overseas destination to some consumers as they can purchase luxury products with lower price



- 1-2 times a year



- With friends or family
- Some may travel abroad for business



- Luxury product purchase is a must



- Duty free shops
- Outlets
- Department store

Consideration Factors for Luxury Winter Coat

