

(Free pdf) Consumption in China: How China's New Consumer Ideology is Shaping the Nation (China Today)

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LiAnne Yu

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#5880880 in Books Yu LiAnne 2014-06-23Original language:EnglishPDF # 1 8.60 x .90 x 6.20l, #File Name: 0745669700176 pagesConsumption in China How China s New Consumer Ideology Is Shaping the Nation | File size: 38.Mb

**LiAnne Yu : Consumption in China: How China's New Consumer Ideology is Shaping the Nation (China Today)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Consumption in China: How China's New Consumer Ideology is Shaping the Nation (China Today):

0 of 1 people found the following review helpful. Compulsively readableBy L. MarrinerLiAnne Yu's book is compulsively readable, as good as a good novel, although it is telling a true story about how the young middle-class

lives in China today. The book talks about how the term petite bourgeoisie (xiaozi) has come to mean being open to recognizing one's desires and designing a life style that is self-fulfilling, rather than meaning you need to be sent to a re-education camp. 0 of 1 people found the following review helpful. Five Stars By Pyramid Excellent product. Excellent service. 0 of 0 people found the following review helpful. Fascinating account of the new class of consumers in China By monkuboy I think a lot of people still picture China as a big but primarily unsophisticated nation that has factories producing low quality goods and a bunch of counterfeit items. That may be true in the boonies, just like it is true in the boonies of America, but in the major urban centers, consumers are sophisticated. It's an odd hybrid society in which the government still keeps careful control over things like the internet, but is also encouraging a society that encourages and rewards consumption. Ms. Yu's book is an interesting account of how the culture has changed since the gray uniform days of Chairman Mao and his failed, backward policies. The young generation in China is very much centered on creating a positive image based on the visibility of their purchases. They are what they buy. Examples are given of the refrigerator kept in the living room as a status symbol, or iPhones being prominently placed on the table in front of the owner so that everyone can see it is an iPhone and it is on the table so that the very important calls will not be missed. Cars are purchased not for their features but for the impression they make on others which in turn makes the owner feel good. Self-esteem comes from external perceptions of the individual, not from within. What is the use of being a success if no one is aware of it? Hmmm.. Sounds like America if you ask me. Not quite, though. The author points out where there is a divergence. Also, what is unique in China is this began relatively recently so the current generation has no real role models from within their own culture to follow. They also "enjoy" the freedom to spend nearly everything they earn on goods with which to show off because most live at home and their parents pay for the basic support; all they have to do is just spend as much as they can because there's no need to save. That sort of stuff is not unique to China but it does seem like it is practiced to the extreme over there and no doubt that is shaping the direction of the country. Personally, I think it is sad that people place so much emphasis on status. Ms. Yu portrays this new generation of consumer as very shallow. This book makes a nice contrast to Thomas J. Stanley's "The Millionaire Next Door" in which his study revealed that most of the truly wealthy people in this country don't show off that wealth. They could very well be your next door neighbor, living modest, frugal lives, and you would never know. On the other hand, there are tons of people who wear the flashy clothes and jewelry, drive the fancy cars, have the fancy labels, and are hopelessly in debt. Overall, Consumption in China is a well-researched and fascinating account of the rise of the new class of consumers. The writing style borders on being textbook-dry, however, so it isn't a real quick read. But it's an interesting one and I give it five stars.

Consumption practices in China have been transformed at an unprecedented pace. Under Mao Zedong, the state controlled nearly all aspects of what people consumed, from everyday necessities to entertainment and the media; today, shoddy state-run stores characterized by a dearth of choices have made way for luxury malls and hypermarkets filled with a multitude of products. Consumption in China explores what it means to be a consumer in the world's fastest growing economy. LiAnne Yu provides a multi-faceted portrait of the impact of increased consumption on urban spaces, social status, lifestyles, identities, and freedom of expression. The book also examines what is unique and what is universal about how consumer practices in China have developed, investigating the factors that differentiate them from what has been observed among the already mature consumer markets. Behind the often staggering statistics about China are the very human stories that highlight the emotional and social triggers behind consumption. This engaging book is a valuable resource for students, scholars and business professionals interested in a deeper understanding of what motivates China's consumers, and what challenges they face as more aspects of everyday life become commoditized.

"What makes Consumption in China most enjoyable is that Yu continually offers up fascinating factual tidbits: In 1979 there were no skyscrapers in Shanghai; today, the city has twice as many as New York." (Studies of Asia 2016) "This is an extremely readable insight into the forces that drive consumer trends in what will one day become the world's largest consumer market. It's a book for any CEO hoping for a slice of the action." South China Morning Post "A valuable resource" China Daily "An informative combination of firsthand observations, extensive interviews, and social theory allows readers to follow Chinese consumers into a new world of goods and services. This book provides up-to-date coverage of key aspects of Chinese consumerism, including the impact of the internet, the influence of China's one-child households, and the implications of new private and commercial spaces." Karl Gerth, author of *As China Goes, So Goes the World: How Chinese Consumers are Transforming Everything* "The transformation of Chinese consumers in the last three decades, a dazzling subject, is presented in this book with rich ethnographic evidence and clear historical contextualization. The author has skilfully weaved consumer voices and her own experience with a wide range of academic theories and business insights." Mag Wong, Founder and Non-Executive Chairman of Oracle Added Value, Hong Kong "Consumption in China is a timely contribution to the growing literature on the emerging Chinese middle class. Its engaging writing style makes it a good read for undergraduates and a general audience who are interested in China's new social landscape at large." The American

Anthropologist About the Author LiAnne Yu received her PhD in Anthropology from UC San Diego, and is an independent consumer consultant with particular expertise in emerging markets, having worked with clients such as Microsoft, Google, HP, eBay, Time Warner, and Global English.