

Call for papers for a Special Issue of *The Journal of Consumer Behaviour*:

CONSUMER BEHAVIOUR IN CHINA

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The past decades have witnessed China becoming a consumer society. China's rising consumer class has attracted significant attention from both academic researchers and multinational marketers. According to a recent McKinsey report "From Made in China to Sold in China," 700 million Chinese will join the "consumer class" by 2020 compared with less than 100 million today. That adds up to a five-fold increase in urban consumer spending over the next 20 years to \$2.3 trillion a year. The enormous market size, rapidly increasing purchasing power and the diversity of consumer segments have tremendous implications for domestic and multinational marketers. This special issue of *Journal of Consumer Behaviour* is aimed at providing a forum for contemporary empirical and conceptual work on consumer behaviour in China. The special issue will take an interdisciplinary approach, from marketing, psychology, anthropology, sociology and consumer economics.

The suggested topics will cover all aspects of consumption behaviour related to China and Chinese consumers, including but not limited to the following:

- Cultural values, lifestyle and consumption: tradition and changing patterns
- Rising of the new consumer class, consumption of luxury products, outbound tourism
- Face-saving and conspicuous consumption
- Consumer ethnocentrism and animosity
- Brand consciousness, loyalty and switching
- Savings, spending and uses of credit
- The Internet in China and online consumption
- New urbanites, rural markets, and grey markets
- Demographic and psychographic analysis of Chinese consumers
- Consumer shopping patterns and decision-making style
- Perception and attitudes toward domestic-made vs. foreign-made products
- Consumer innovativeness and opinion leaders
- Consumer rights and consumerism movements

Authors are advised to read the aims and scopes for the journal for general guidance on appropriate areas for submission (see attached).

The deadline for submission is October 30, 2007. The Special Issue is scheduled to be published in Volume 7 (2008). Manuscripts should be submitted electronically to *Journal of Consumer Behaviour* at jcb.editors@le.ac.uk. Submission information can be found at <http://www3.interscience.wiley.com/cgi-bin/jhome/110483937>. Questions, suggestions and informal enquiries can be directed to either special issue editor, Professor Cheng Lu Wang cwang@newhaven.edu, Professor Geng Cui gcui@ln.edu.hk or to the Journal of Consumer Behaviour (jcb.editors@le.ac.uk)

Aims and Scope (Revised January 2007)

The Journal of Consumer Behaviour aims to promote the understanding of consumer behaviour, consumer research and consumption through the publication of double-blind peer-reviewed, top quality theoretical and empirical research. An international academic journal with a foundation in the social sciences, the JCB has a diverse and multidisciplinary outlook which seeks to showcase innovative, alternative and contested representations of consumer behaviour alongside the latest developments in established traditions of consumer research.