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# The Motivation Of The Chinese tourists Buying Luxury Goods in Europe

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## ABSTRACT

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According to statistics reported by World Luxury Association (WLA), during the Spring Festival of seven days for the Chinese people, they have spent 67 billion dollars outside of China on buying luxury goods. It is an 18.8% decrease compared to last year. Still, the Chinese is still the biggest group consuming luxury goods overseas. Among all destinations, Europe has a 52% share of the gross amount. Thus, the topic of the Chinese tourists buying luxury goods in Europe is an important subject for both the Chinese market and the European market.

The research topic is to help the Chinese government and marketers understand the reasons why the Chinese people prefer to buy luxury goods in Europe, so as that they can work out applicable policies and a marketing program. In order to reach this purpose, questionnaires are used to collect reliable data. Quantitative method is the main method for conducting the empirical study, combined with referring to books, journals, news, reports and various theses.

Motivations for the Chinese to buy luxury goods and buying them in Europe have been found separately. Perfectionism, the hedonic factor and social needs are the main reasons for buying luxury products. At the same time, genuine guarantee, price difference and travel factor were motivations for the Chinese tourists buying luxury goods in Europe.

**Key words** The Chinese tourists Europe luxury buying motivation

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# 1 INTRODUCTION

According to the research of Fortune Character, which is an institute focusing on the Chinese luxury market, in 2013, the gross luxury goods capacity all over the world hit the record of 2170 billion dollars, and growth rate reached 11% the whole year. There into, the consuming amount of mainland China is 280 billion dollars, with a 3% increase. It also costs 740 billion dollars for the Chinese buying luxury goods outside of China, which means Chinese people spend 1024 billion dollars in total on luxury. That is to say, the Chinese people contribute 47% of the global luxury consumption. On the basis of research, 73% of the luxury consumption takes place outbound China. In the past few years, the number of the Chinese people going abroad has constantly been increasing, and it is estimated to be 1.6 billion people in the end of 2014(China National Tourism Administration). Meanwhile, shopping becomes one of main purposes for tourists, particularly luxury shopping. The average expenditure of the Chinese tourists is 5 to 10 times more than local European and American citizens, and 3 to 5 times more than the Japanese and middle East people. In 2012, Chinese people purchase 40% of the whole luxury goods in European and American countries, nonetheless, luxury consumption outside of China gets as high as 80%.For the sake of this situation, the luxury goods market of the Chinese is still growing with great potential. On the other side, how to obtain more market share is an urgent question for the Chinese local brands.

## **2 LUXURY AND THE MEANING OF CONSUMPTION**

### **2.1 Definition of luxury**

Luxury means a huge range of tangible goods including clothes, bags, cosmetics, watches, cars, hotels, houses, jets, yachts and so on, (and also intangible experience, which will not be discussed here). All of luxury goods have certain common characteristics. Most of the time as luxury goods, they are famous for their brands. These brands are the images for consumers or other target groups (Esch 2010, p. 22), representing their core products (Kapferer 2008, p. 193). In addition to the functional utilities, luxury product is often related to prestige and esteem to their owner (Vigneron & Johnson, 2004, p.123). In summary, luxury brands are regarded as images in the minds of consumers that comprise associations about a high level of price, quality, aesthetics, rarity, extraordinariness and a high degree of non-functional associations (Klaus Heine, 2012, p. 20). Some other definition likes “something that is an indulgence rather than a necessity, sumptuous or expensive, abundance or great ease and comfort” (Courtney W. May, 2008, p.112). Both show that luxury is much different than necessities.

For the sake of the property of high price, luxury consumption is regularly relevant to rich people and high classes. Nevertheless, in accordance with the history, we can realize that luxury is something dynamic and fluid. For example, the telephone, at the beginning of creating telephones, were such rare and distinctive goods for normal people. They were so precious that just few people could own and afford them. In recent society, telephones have become necessary communication tools for almost everyone. Therefore, we can say that luxury is not permanent but changing all the time. According to international experience and which also many economists have pointed out, when the per-capita GDP (gross domestic product) surpasses 1000 dollars, the consumption structure will be updated thoroughly and turn from seeking for subsistence to development and enjoyment. That what was luxury before will be something necessary now.

### **2.2 Global trends of consuming luxury good**

According to a study of 10,000 luxury consumers, conducted by Bain & Company in collaboration with Redburn Partners, Europe’s largest independent equities broker, and Millward Brown, a leading consumer research agency, the number of luxury consumers worldwide has more than tripled over past 20 years, from about 90 million customers in 1995 to 330 million at the end of 2013. America is still the largest consumption country, followed by China, instead of Japan as previous. In Europe,



slow spending by European citizens but still foreigner tourists spend much to save European countries. Tourists spending now contribute 50% of the revenues in Italy, 55% of revenues in the U.K, and also 60% of that in France. For example, Gianfranca D'Ignazio, working in the Embassy of the Republic of Italy mainly for economic and commercial, pointed out in 2011 that in the past few years, under the pressure of economic crisis, luxury companies in Italy saw its sustained decline not until 2011, Chinese have consumed 60% of the Italian luxury product worldwide. China is the biggest customer group for local luxury shops in Italy. Consumption for luxury products in emerging countries like China is voracious (Chadha and Husband 2006, p. 16).

According to the report, a net total of 10 million additional consumers yearly enter the luxury market to reach an estimated 400 million luxury consumers worldwide by 2020, and an estimated 500 million luxury consumers by 2030.

As the Bain & Company' 2014 annual global luxury study proclaimed the rise of the consumers as luxury markets settle in for lower, but more sustainable long-term growth. International tourism and a stronger middle class are shaping luxury trends, including luxury experiences and alternative luxury channels. Japanese citizens make most of their luxury purchase at home with negative -15%, Chinese consumption grew by 10% while Russian purchases were down by 3%, and Middle Eastern purchases were up by 11%.

### **2.3 Luxury consuming in China**

It is reported by World Luxury Association from <World Luxury Association Official Report Blue Book Of 2011>, that 45% of Chinese luxury consumers are between the ages of 18 and 34. This situation is because of China's burgeoning economic development in recent years and also because of their lavish parents. The consumers of luxury goods become younger and younger, these young generations give the luxury market a positive future, nevertheless, their divers luxury taste also makes it hard to handle.

It is estimated by IMF that per capita GDP in China will increase from 4382 dollars in 2010 to 8523 dollars in 2016. Goldman Sachs also reckoned that the number of people whose income reaches 30,000 in 2010-2025 will increase by 20 million. (William Hutchings, Szilvia Bor, and Lucy Baldwin 2011)

In 2013, visible government campaign about controlling corruption in mainland China had a significant influence in consuming luxury for goods as gifts, which is considered to be one of the largest aspects of growth engine. This situation has led to the decrease of luxury watches and in men's categories, unfortunately, watches constitute one fifth of total domestic luxury market, according to the report by Bain

& Company. In the meanwhile, women's categories and fashion become more prominent; women's wear and shoes show strong momentum with growth rates for the year ranging from 8 to 10 %. From a point of over 90% spending by men in 1995 to equal shares between men and women in 2013, this is a great performance transformation. (Bain& Company 2013)

For the sake of policy factors, the number of new opening luxury brand shops declined by one third in 2013. They are no longer focusing on the scale of their shops but the renovation and relocation improvements. (Finance China 2014)

Customers are becoming more mature and pursuing "low key" consumption which is to consume luxuries without big or visible logos. With the development of the internet, 73% of consumers choose to use the internet such as company websites, news websites, micro blogs, mobile apps, etc. to get information before buying. And also 60% of consumers have made luxury purchases through internet channels like "DaiGou" (via overseas contacts) or "TaoBao" (via internet shops). 50% people who haven't tried this are considering using this way in the future (Bain& Company). China e-Commerce Research Center indicated that the market of DaiGou rose by 19 times from 2008 to 2012, which values 4800 million RMB (Chinese Currency). In 2013, DaiGou market grew to 7400 million RMB (1200 million dollars)



Figure 1. How often do you search luxury product information online?  
From KPMG study: Global reach of China luxury

## 2.4 Luxury consuming abroad

People from China spent US\$102 billion on luxury products in 2013, accounting for 47% of the total estimated sales of luxury goods throughout the year around the world, according to a survey released by the Fortune Character Institute, a part of the Fortune Character media group in Shanghai. Of the US\$102 billion, purchases made in China rose by 3% to US\$28 billion, while the overseas consumption contributed

by Chinese nationals reached US\$74 billion, according to a report by the institute. Apart from Hong Kong and Macau district which are 26% of the whole luxury purchasing market outside mainland China, Europe and America are other significant parts of consuming to win 23% and 10%(<China tax free report 2013>). Purposes that The Chinese tourists travel abroad are visiting (86.12%), leisure or vacation (74.67%) and shopping (43.94%). (World Tourism Cities Federation 2014)

Chinese shoppers now conduct two-thirds of their luxury shopping abroad, triggering slowdowns in store traffic and store openings domestically.

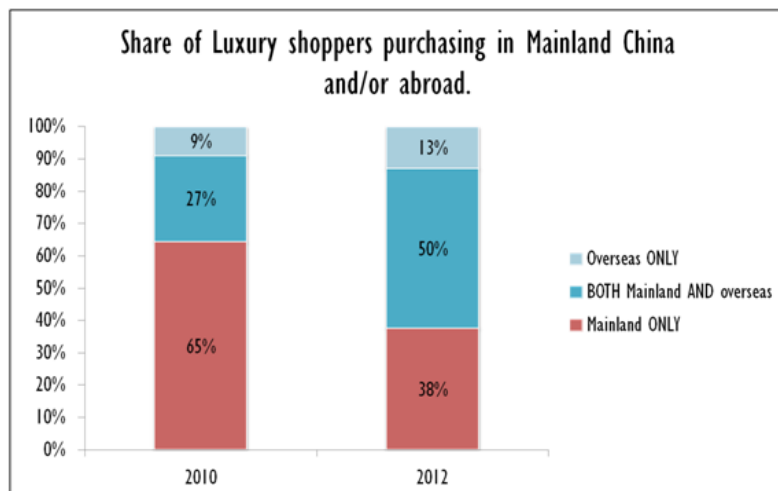


Figure 2. Share of luxury shoppers purchasing in mainland China and/or abroad.  
From McKinsey & Company: Luxury without Borders

### **3 MOTIVATION ANALYSES FOR CHINESE CUSTOMER BUYING LUXURY**

#### **3.1 Western theoretical research**

##### **3.1.1 Bandwagon effect**

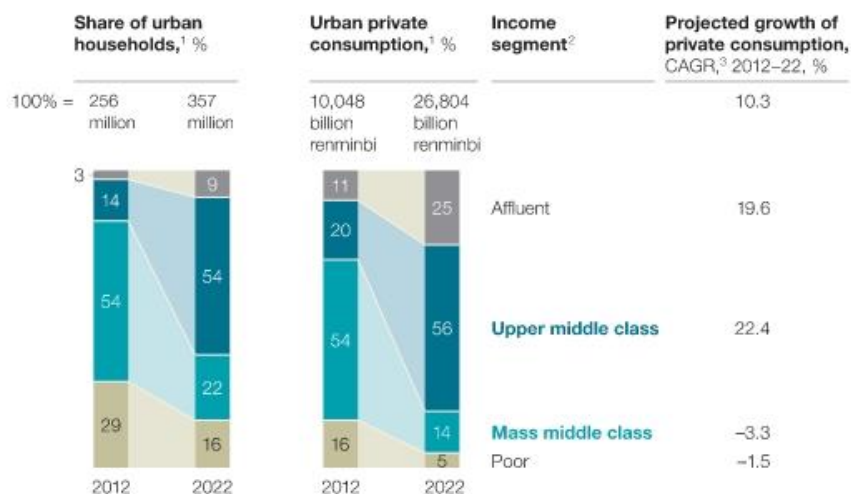
Bandwagon effect means “joining a growing movement in support of someone or something, often in an opportunist way, when that movement is seen to have become successful.” It is also known as “Herd Mentality”. Bandwagon buyers are motivated to buy luxury products based on wanting to feel accepted and belonging. (Mason, 1995, p.36)

The bandwagon effect is prevalent in marketing and the economic field. The bandwagon effect happens when people prefer to be associated with other customers, wish to be fashionable or stylish, and have the concept that everybody else or everybody cool is doing this. They tend to be one of the elites group. People make decisions on the basis of observation of other customers' behavior. It is observed that product scarcity stimulates the demand. The bandwagon effect becomes stronger when the level of inventory depletion is higher. Nevertheless, things will not occur when all levels of inventory are depleted to the same extent.

Speaking of luxury products, purchasing luxury has become trendy in recent China. From young students to super stars, from little kids to white collar workers and from hats to shoes, luxury fever is spreading among China. This particular phenomenon is originated from rise of the middle-class among Chinese, as shown in figure 3. The emerging middle-class group has brought sweeping changes into the world economy. Middle classes are eager to disassociate themselves in the beginning. Choosing a luxury product is the best way to declare their wealth. People who are not middle-class yet would like to pretend to be, this results in the luxury fever. As more and more people choose to consume luxury products, this in turn strengthens bandwagon effect, good fames have been brought to luxury brands.

The magnitude of China's middle-class growth is transforming the nation.

[Enlarge](#)



<sup>1</sup>Figures may not sum to 100%, because of rounding; data for 2022 are projected.  
<sup>2</sup>Defined by annual disposable income per urban household, in 2010 real terms; affluent, >229,000 renminbi (equivalent to >\$34,000); upper middle class, 106,000 to 229,000 renminbi (equivalent to \$16,000 to \$34,000); mass middle class, 60,000 to 106,000 renminbi (equivalent to \$9,000 to \$16,000); poor, <60,000 renminbi (equivalent to <\$9,000).  
<sup>3</sup>Compound annual growth rate.

Figure 3. The magnitude of China's middle-class growth is transforming the nation.  
 From McKinsey & Company: Mapping China's middle class

### 3.1.2 Veblen effect (conspicuous consumption)

Veblen effect can be explained by conspicuous consumption. The high price of the item can be one attractive factor. Conspicuous consumption is to show wealth, status and power by people. (Veblen, 1899, p.56) Among a range of products, the price is one way to judge quality in the first sight for the reason that higher price is often associated with better quality. Publicly purchased luxury products are more likely to be conspicuous products than those are purchased privately (Bearden and Etzel, 1982, p.151). There is no doubt that the Chinese people consume more bags, shoes, watches, perfumes and jewelries than before.

As to the Chinese luxury market, younger consumers are a distinctive feature from the European countries. When comparing that the Chinese consumers are all between 25 to 28 years old and they are 15 years younger than European counterparts and 25 years younger than their U.S. counterparts, which is the result of Veblen effect. Apparently, the younger generation is rich now for the sake of their affluent parents. They would like to choose high price luxury products just to indicate their prominent family background.

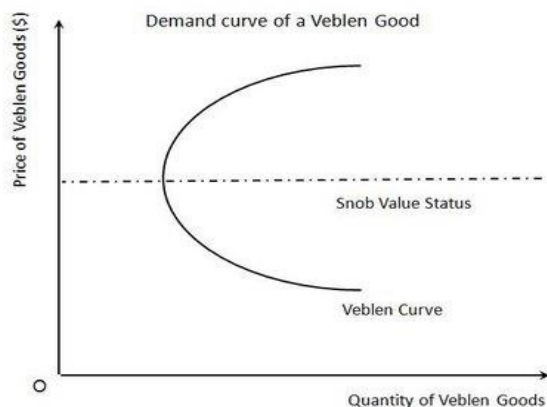


Figure 4. Demand curve of a Veblen good  
From Economicshelp: Veblen goods

### 3.1.3 Snob effect

The snob effect is something contrary to the bandwagon effect. Customers tend to be exclusive when choosing products. The fact that the demand decreases when others are using the same commodity represents the deep desire of being different and excluded from “common herd”. Snob buyers are motivated to purchase luxury products based on craving to feel superior to others and to be unique (Leibenstein, 1950, p.211; Vigneron & Johnson, 1999, p.35). Snobs and bandwagons are paradoxical but interrelated with each other. Bandwagons follow the trends set by snobs and snobs discard trends that are mass-adopted by bandwagons (Leibenstein, 1950, p.65; Mason, 1981, p.46, 1995, p.79).

In most cases, luxury brands have long history and many professional designers. Their designing style can be the trend of world’s fashion. That is to say, owning a luxury item equals to own fashion taste. Considering to the enormous population in China, people who can afford to purchase luxury are still a small portion. The way to discriminate from the majority is the ability of possessing a luxury commodity.

### 3.1.4 Hedonic

The hedonic effect means people approach pleasure and avoids pain. For the sake of self-fulfillment and inner happiness, those people are seldom affected by people outside, which represent the hedonic effect (Riesman. 1950 & Kahle. 1995 & Bearden. 1989). Hedonic is that a consumer is motivated to buy luxury because of the positive emotions produced ( Vigneron & Johnson, 1999, p.245).

If products create an emotional value for consumers, it represents that the product is beneficial and holds a critical characteristic. A large amount of consumers purchasing

luxury products are associated to the hedonic motive in which “one buys luxury goods primary for one’s pleasure and refutes the snobbish argument”(Dubois & Laurent, 1994, p.124).

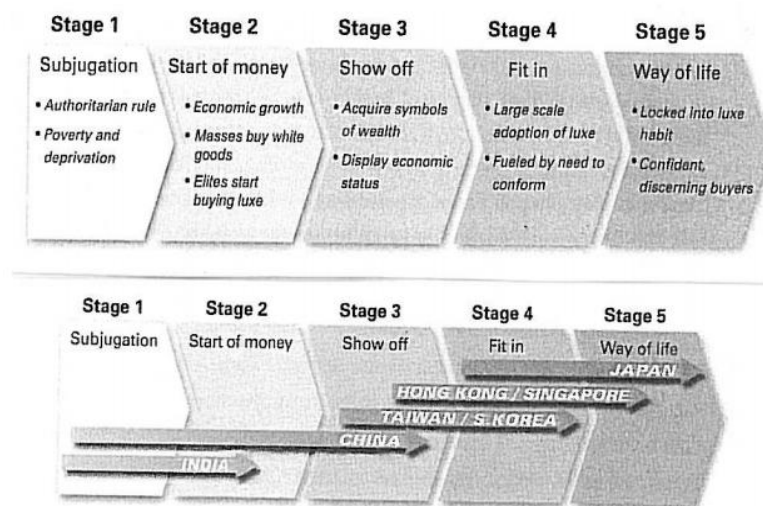
### 3.1.5 Perfectionism

Perfectionism is a belief that perfection should be striven for. The perfectionist effect exists when consumers purchase luxury items and expects superior products and performance as well as quality, they are motivated for the safety a luxury product will bring in its quality or design ( Vigneron & Johnson, 1999, p.76).

When purchasing luxury goods, people look forward to best quality, best design and best manufacture process. Consumers in China with a good economic situation tend to pursue high quality life style. Luxury items are exactly a part of their high quality life. People will judge the level of luxury goods by quality. (Vigneron & Johnson,1999, p.76) Thus, high quality and even better quality is the property of luxury merchandise which customers expect.

### 3.1.6 Chadha and Husband’s Evolution of Luxe Model

#### Model 2: Chadha and Husband’s Evolution of Luxe Model



(Chadha & Husband, 2006)

Figure 5.Chaldha and Husband’s Evolution of Luxe Model (2006)

According to Chaldha and Husband (2006), there are five stages in the process of Luxe Evolution. Stage 1, “subjugation”, refers to poverty and deprivation; stage 2, “start of money”, results from economic growth where masses tend to buy household goods while elites purchase luxury goods. Stage 3, “show off”, refers to those who want their symbols of wealth acquired and economic status displayed. Stage 4, “fit in”,

is the process that consumers turn to be mature and luxury are largely adopted to satisfy their needs. The last stage 5, “way of life”, refers to consumers who consider luxury part of their lifestyle and confident buyers with luxe habits. China was stepspe dover three stages including stage 1, stage 2 and stage 3. (Chadha & Husband, 2006, p.38)

Apparently, the stages of each country reflect their economic development level. It is inescapable that developing countries like China suffer from the first three stages and then grow to the last two stages to become rational consumers.

## **3.2 Chinese theoretical research**

### **3.2.1 Self-incentive**

The meaning of self-incentive is that consumers can get a feeling of fulfillment by presenting themselves with gifts. The function of luxury is not only for practical use but also the process of saving money and buying from shops.

With promotion, birthday or other specific meaningful days, people are willing to spend more money buying something which is not so easy to get normally. Luxury can be a good choice because of its high quality and high price. Usually consumers have to save money for two or three months to afford to buy a LV bag or a Prada dress. These luxury items are so meaningful that only for significant occasions. During purchasing process, a feeling of satisfaction and achievement will be much stronger than usually. The extent of how people have to save money results in the unique situation and unique experience when they are buying luxury goods.

### **3.2.2 Social need**

Face (self-esteem), also known as “MianZi” in China, is of great importance in Chinese interpersonal relationships. Face refers to the obligation of reciprocity. A positive image reflects his status, background and personality. Saving face for family, schools, companies or even the country is educated from primary school on. However, you can change your face after you create a wrong face. For the Chinese customers, not only the practical aspect is taken into consideration in a rational way, but also emotional side such as symbolic function, brand history and appearance is significant (Guo, 2005, p.121). Asian values are highly compatible with luxury brands: trust and relationship are very important across Asian cultures and luxury brands offer those (Rolf-Seringhaus, 2002, p.36)



In recent China, someone without luxury can be considered as out-of-date or “poor people” in some specific circles. To meet this social demand, purchasing luxury can be motivated by the surrounding people or media.

### **3.2.3 Beauty demand**

As we all know, luxury brands are created by professional designers and use superior material. Such brands keep updating designing style quarterly. Designing elements such as embroideries, fringes, stripe and so on are mixed well in the design. A large number of customers are addicted to extraordinary design in luxury brands.

To take Chanel as an example, the Chanel handbag is famous for quilted leather with a gold chain and also a prominent logo. Classic Chanel look has elements such as clean lines, cropped skirts and few curves. Characteristic Chanel style includes simplicity, elegance and comfort, black and white color, nautical themes and stripes, men’s wear, lots of accessories, the little black dress and focus on style but not trends.

Different luxury brands have their own designing styles and culture. Choosing one luxury brand is to choose a way of thinking and the look people want to show to the world.

## **4 EXTRA MOTIVATIONS OF CHINESE PEOPLE BUYING LUXURY**

### **4.1 Keep the wealth**

The wealthy and affluent people in China would like to choose a low-key way to store their money, or in other words, investment. Costly watches, jewelry, art and limited edition handbags can be good choices because of their rarity and long store of value. High net wealth individuals (HNWIs) cited jewelry, gems, and watches as their preferred Investment of Passion (IoP) with a 31.6% allocation among their IoP holdings, Art is also one of the most dynamic IoP markets. Much of the art growth in China is coming from new HNWIs in the provinces, with tastes tending towards buying cultural pieces synonymous with Chinese history (Capgemini& RBC Wealth Management 2013).

Luxury watch brands like Rolex, Omega, Breitling and others are increasing their retail prices year after year. Take Rolex, for example, one Rolex watch can be produced in one year and be totally hand-made. As a result of increasing human cost and material price, the watch prices are constantly going up. The price of new models increases whereas the old models are also needed. It is estimated that a Rolex watch can cost 1.5 times more than it did six years ago.(Joe Towner 2013, p.65)

### **3.2 Worship foreign things**

There is no possibility for many Chinese citizens to get products from outside of China since the country stated embracing globalization, which makes foreign products rare and mysterious in the view of Chinese people. In addition, the high technology in which China is falling behind to western countries is a significant factor; the feeling of inferiority is unavoidable among the masses. Therefore, the fever of “Made in outside of China” (such as “Made in U.S.A” or “Made in France”) is spreading all over China, which reinforces the conception that buying a product abroad is better-even when identical to a Chinese one. The philosophy behind Chinese consumers is that handcrafts in foreign countries are much better than those made in China. The Asian consumers are brand-conscious and like luxury goods and the region has been a gold mine to western brands as western prestige brands are so sought after (Rolf-Seringhaus, 2002, p.71).

Luxury is the epitome of this phenomenon. On the one hand, these brands that come from foreign countries should be superior to what they have inside China, on the other

hand, luxury brands are considered to be top-level products in terms of normal brands. In a word, luxury is top-level foreign product with a long history and deep cultural background, and that is what the Chinese people pursue.

#### **4.2 Prove their ability**

Consumers are motivated to buy luxury products with great enthusiasm as a means of self-expression and rebelling against the subjugation of the past (Chadha& Husband, 2006). Therefore, Chinese consumers are motivated to consume luxury goods to create and assert status (Thomas, 2007).

Chinese people are more addicted to “exquisite workmanship” and “meticulous design” with the rising of living standard in their daily lives. Choice of foreign luxury can be mirrored in life to the represent personal taste. The emerging middle-class customers are anxious to prove their strong financial ability. Arguably, the west operates luxury brands only on a horizontal dimension whereas the Chinese operate both form horizontal dimension to vertical dimension. Horizontal dimension focuses more on self-improvement and personal style, while vertical dimension put an emphasis on demonstrating knowledge, status and virtue. This mindset of Chinese citizens has been formed from thousands of years of rigid society, where people are differentiated into high class and low class.

#### **4.3 Imitate super stars**

In the international arena, Chinese superstars are visible from the catwalks to spokesmen, especially as the spokesman for luxury brands. The fact that more and more Chinese models and stars are invited to luxury fashion shows can be a powerful proof to show the improving the status of the Chinese fashion.

Zhou Xun is the Chanel girl, Li Bingbing is for Gucci, Fan Bingbing is for LV, Wang Leehom is for Hugo Boss, Yao Chen is the spokesman for Biotherm as well. All of them are distinguished fashion icons in China. With the generalized using of Weibo (a Chinese software similar to Twitter), these icons are followed by millions of fans. The photos they post in Weibo can be a convenient and easy way to promote their endorsement of the product. Shoes, hats, skirts and bags can all be presented in photos unwittingly. Hence, imitating superstars can play a great role in luxury consuming among the diverse social media.

## **5 MOTIVATIONS OF CHINESE PEOPLE BUYING LUXURY GOODS IN EUROPE**

### **5.1 For cheap**

It is believed that price can be astonishingly different in China in excess of three times because of the high import tariffs imposed on luxury items by customs authorities. According to LVMH, a famous brand from France, a LV handbag costs at least 30% more in Beijing than in Paris. According to estimations by the Chinese Ministry of Commerce, the price difference can be 45% higher than one in Hong Kong, 51% higher than in the United States and also 72% more than in France, which can be considered enough to apply for a visa card and also travel abroad ( World Luxury Association)

The price gap is usually the result of a high tax policy in China. What we call “luxury tax” is made of three different types of taxes include import duties, the VAT and the consumption tax. The import duties in China range from 10% to 25% for general luxuries but can be as high as 35% to 60% for luxury cosmetics and alcohol. The VAT is about 17% and the consumption tax can be up to 30%. (Xinhua net)

The high price difference is on the one hand due to the high tax process, on the other hand it is a specific marketing way for luxury brand to promote their products in China. The strategy for luxury brand applied in China is called “Hunger marketing”. The higher price products have the higher class customers relate to. People will never stop purchasing to be included as one of the high classes. (Zhou Lin, 2013, p.84)

The other factor, that it is cheaper outside of China, is due to the Chinese currency appreciation in the world money market (Finance China). Globally, the depreciation of European euro, American dollars and Japanese yen, which are most influential currencies in the world currency market, up valued Chinese yuan. Chinese customers spend less than before if they choose to travel or consume outside of China.

### **5.2 For fast**

It is reported that new luxury products are first sold in Milano and Paris, which are the capitals of fashion and after three months later they will enter to the Asian market from Japan to China. While in China, the so-called first-tier cities are prior choices and then new products move to the second and the third-tier cities (Ouyang Kun, 2012, p.66).In consequence older products popular in European and American markets from one or two years ago are signed to be “newest collections” in second and third-tiers

cities exclusive shops in China.

As a result of this situation, people living in second or third-tiers cities will never be in front line of fashion but followers of the fashion. Rich people cannot be satisfied without fashion; therefore, going abroad to buy the newest collection is the best choice,

### **5.3 For genuine**

As far as we know, counterfeit products are common in the Chinese luxury market. Some consumers are looking forward to buying luxury at a cheap price in without much knowledge about luxury brands. This demand and availability of knockoff items makes luxury market good and bad mixed together. Luxury product sales have eroded somewhat due to the sale of knockoff products (KPMG, 2006). People, when they can, want to buy luxury goods abroad to make sure of getting be genuine property. (Albatross Global Solutions)

Those who can afford authentic luxury products will not be satisfied with buying fake ones in China. Purchasing items in the birthplace of luxury is pleased for them. France is the hometown of Chanel, Dior, LV and Hermes. Italy is for Prada, Versace and Giorgio Armani. People want to show they have been abroad and buy the famous product in the hometown, which is why “Made in Italy” labels outrank labels like “Made in China” or “Made in Vietnam”. Also, the production location is the guarantee of quality.

### **5.4 For variety**

Styles sold in luxury exclusive shops in China are often selected to be “suitable” for the Chinese people. It means luxury products are becoming localized. Under the background that a LV handbag is all over the country, an increasing number of luxury consumers are trying to stand out and are searching some less well-known foreign brands to express their distinction, which is only available in the European countries. Going away from mass luxury goods is in an attempt to express originality. Consumers can find some limited editions and more stylish designs in Europe than in China. Fashion seekers are crazy about distinctive designs.

### **5.5 For travel**

Europe is made up of many countries and each of them has its own language and culture. From nature to architecture, all of them are full of historical evidence.

Istanbul in Turkey, Rome and Venice in Italy, Prague in Czech Republic, Paris in France, Barcelona and Madrid in Spain, Budapest in Hungary, Athens in Greece are some examples of historical towns. Almost every country has its own symbols to attract people from all over the world. Figures for 2012 have shown that 18 million The Chinese tourists were expected to travel abroad, of which 4, 6 million were expected in Europe, with France capturing 1, 5 million travelers. (Roland Berger 2012, p.98)

Among all outbound travel destinations in 2014, Thailand was the most visited location in 34%, Hong Kong & Macau (32%) and Taiwan (31%) took place of the second and third places. Europe was in the sixth place, with 23% following Japan (27%) and Korea (25%) (Ctrip 2014). It is reasonable that Asia is more popular for the Chinese at the moment. Short holidays (only weekends and 3-5 days little holidays) and nearer geographical positions can be crucial factors. Easier visa approval, streamlining and speeding up procedures will drive more Chinese outbound travelers to Asian destinations.

In recent years, the visa card for the Chinese people traveling to Europe has been getting easier and easier. With one Schengen visa card, Chinese citizens can travel to most of European countries. This big benefit attracts more and more The Chinese tourists. To attract The Chinese tourists, the UK, which does not belong to the Schengen countries, is now introducing a new UK special visa card particular to Chinese people. The phenomenon reflects the influence of The Chinese tourists.

Among all European countries, France is the favorite country of the Chinese traveling to Europe. The most popular three purposes for the “must-see” country are culture and scenic spots, thematic travel and shopping (Roland Berger 2014). All of three factors constitute the ideal visiting place.

## **5.6 For gift**

Culture can be defined to be “the customs, ideas, values, etc. of a particular civilization, society or social group, especially at a particular time” (Chambers-Harrap. 2008). Gifting can be one of Chinese traditional cultural values distinguished from other countries. Gifts may convey a wide range of messages like “the status of a relationship, a promise of future interaction or a statement of love, concern or domination” (Poe 1977). As a deeply entrenched practice in the Chinese culture, gift-giving is a “must” for people who have traveled outside of their own countries. The value of the gift depends on the relationship between each other. It is stressed by Ger and Belk (1996) that Asians frequently purchase luxury products for family members or “extended” family members to show off their family status and wealth.

Previous research has also pointed out that the featured Chinese relationship of

“guanxi” is connected to the luxury purchasing motivation of gift-giving. In China, a more expensive gift stands for more valuable “guanxi” and in turn, a better relationship will be achieved.

## **6 EMPIRICAL PART**

### **5.1 Methodology**

It is known that there are three types of research: descriptive research, explanatory research and evaluative research (Robert B. Burns 2000). This thesis aims to find out reasons to be an explanatory research. This research will be used to analyze behavior of Chinese luxury buyers and luxury market trends in Europe.

Primary and secondary data are both used to make this research informative. Many articles were found from international researchers and Chinese scholars. The information exist in books, newspapers, theses, government statistics, financial records and online news. Primary data is the used questionnaires and interviews.

Based on seven assumptions concluded above (3+4), a quantitative method is used to analyze the most popular factors and proportions between each other. Considering the topic of finding out motivations, many samples should be take to draw the final conclusion. This is not just about some certain people, the researcher has to make research on a number of candidates to make summaries and analyze the data. Undoubtedly, quantitative research is much better for this topic. A quantitative approach to research involves statistical analysis and relies on numerical evidence to draw conclusions or to test hypotheses. To make sure of the reliability of the results it is often necessary to study relative large numbers of people and to use computers to analyze the data (RodolfoBaggio & Jane Klobas, 2011, p.23).

However, qualitative research is also a good way for a researcher to study the topic. Methods using quantitative data can be used to generate hypotheses and develop theory, but qualitative information is in the form of words, images and sounds rather than numbers (A.J Veal, 2011, p.143). Combining both the quantitative method and the qualitative method would be the best way for researching here. After respondents filled out the questionnaires, they were asked about more detailed information not represented in the questionnaire. Talking like friends to get a deeper understanding of their motivations and experience in buying luxury products was helpful in collecting more information.

The Research was conducted with the help of a questionnaire along with face-to-face inquiries in the city center of Helsinki, Finland. The empirical period was from August 26, 2014 to August 28, 2014. The questionnaires were delivered in randomly on the street for Asian people who might be The Chinese tourists. In order to make the research efficient and effective, a Chinese language questionnaire was formulated to understand Chinese customers better. Candidates were also carefully chosen for the



possibility of purchasing luxury. Students, local citizens from China, tourists from mainland China and tourists from Hong Kong/Taiwan were all involved in the interview to make the results more diverse and comprehensive. The original English language questionnaire was translated into Chinese. The questions were asked when candidates were filling questionnaires to make sure that they were honest and get information in detail. In case that the candidates were exaggerating or understating, similar questions were asked several times to make the respondents think more deeply about the same question.

Several pilot surveys was conducted beforehand among my Chinese classmates on the internet. Several mistakes were checked in wording, question sequencing and layout. The questionnaire can be filled out in two minutes by instinct because passers-by are often busy and impatient. Some difficult answers were cancelled in order to get results fast. The faster the answers are filled, the more accurate the results can be.

After collecting all data from the questionnaires, SPSS was used to analyze the existing data. 58 were completed and 51 were valid data sources. The questionnaire is divided into background part and motivations sections. Background sections aims to better understand who these respondents are, on this basis to seek for their motivations. Figures and tables were both used to make the research clear and brief.

## **5.2 Limitations**

Destination Helsinki is also one of the crucial factors in collecting data. Helsinki, or Finland, is not famous for luxury production and not one of the fashion cities where fashion shows are held. It is more common to purchase luxury products in central-Europe such as Paris, Milan and London. Therefore, tourists here in Helsinki are more interested in culture and architecture compared to fashionable cities. This can be the a limitation of respondents.

The research was conducted at the end of August. It can be possible that the biggest tourist flow has passed already in July or at the beginning of August. Also, Helsinki was rain in those days. Weather can also be one of the factors that affects tourism sectors. It is also conceivable that a different researcher could have different results by attracting different respondents.

Luxury products to be inquired in general can also determine the accuracy of the results. Differences between individual luxury brands and luxury products can result in various outcomes. Samples here in the research cannot be generalized to the population of all Chinese tourists. A small sample number is also one of the factors.

For the sake of the virtue factor, the interviewees may not choose the answer they want. In the Chinese culture, it is rude to show off what you have like expensive

luxury and comparing with friends is also considered not to be good behavior. However, people are comparing all the time and want to show what they have. So, the authenticity of answers is also one of limitations at the study.

Furthermore, local Chinese tourists, students and the Chinese who are working and living in Finland can also give different respondents. These three different sectors are likely to have different motivations and have different consumption beliefs.

### **5.3 Further researches**

As this research addresses the motivations of the Chinese tourists buying luxury items in Europe, it opens a wider horizon for both the Chinese luxury market and the European luxury market.

First of all, from the perspective of the Chinese government, knowing more about the motivations of the Chinese tourists can help them make wiser policies and control Chinese luxury market. What are methods that the Chinese market grab luxury share inside China? Adjusting the import tax or cultivate more designers for local luxury brands?

Secondly, from the perspective of European luxury market, it is important that they can attract more the Chinese tourists and therefore they should improve related facilities to guarantee travel quality. Like France, many The Chinese tourists go there but they do not get a good impression because of language problems and insufficient adaptation to the special habits of Chinese (Roland Berger 2014). So, how to attract the Chinese tourists to travel more often or spend more money can be problems for Europe.

Thirdly, a specific luxury brand can be further discussed as opposed to luxury products in general. Different motivations can be assessed from product to product for the Chinese tourists.

Fourthly, different motivations for the Chinese tourists in different markets can be compared such as the European market, the American market and the Korean market. All of them have unique characters and difference between them can also be compared.

Finally, middle classes in the second-tier and third-tier cities are burgeoning fast in China and they can develop very fast in next few years. Motivations for them can be different now and in the future because of their backgrounds.

Motivation researches can be fundament of other economic behavior. Nevertheless, people are different in different generations, different genders, different ages, and

different educational backgrounds. Markets are also changing . More systematic research could show an overall and profound results of the Chinese tourists in consuming luxury items

## 7 CONCLUSIONS

28 (54.9%) women and 23(45.1%) men were involved in the research. Apparently, 51 samples here are quite small compared to the whole Chinese population. On the one hand, Helsinki is not that famous as a tourism city like Paris or London for the Chinese. Also, rainy days limited the research process since people felt impatient with the questionnaires. Furthermore, the number of women and men respondents is not exactly half and half, the reason can be that women travel more than men, however, the reason can also be that a researcher as a woman attracted women more than men. Considering these objective factors, this research has some limitations.

The interviewees were chosen randomly in the center of Helsinki, Finland. Since the Chinese, Japanese and Korean look the same, making sure of nationalities is an important in the beginning. After confirming the respondents' nationalities, questionnaires could be delivered. According to the result analyzed by SPSS, age ranging from 20 to 25 is the biggest group traveling (figure 6), then followed with 26-30, 31-35, 36-40, which have similar proportions. From this point of view, it can be assumed that The Chinese tourists are getting younger and younger, which is the same conclusion as the section part 1.3 stated. It is possible that the researcher chose the respondents by instinct with similar ages even without knowing. This can be referred to a limitation to some extent.

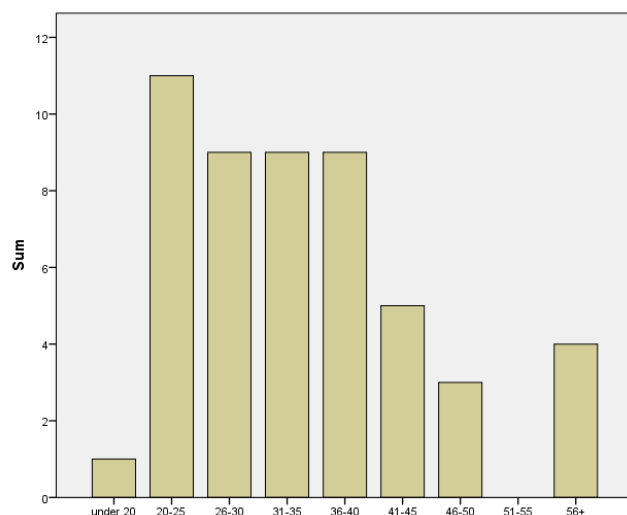
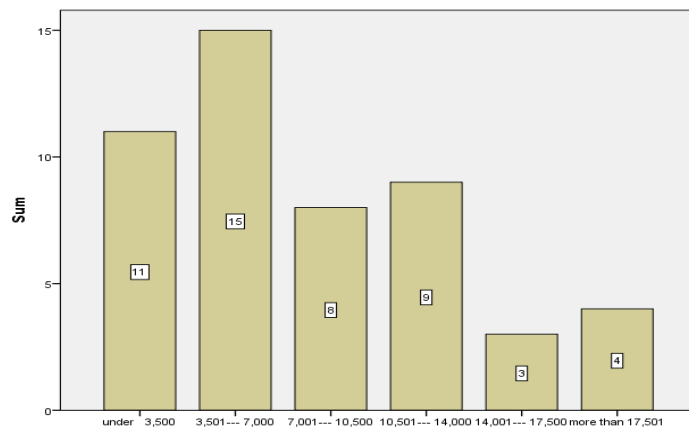


Figure 6. Age range from SPSS(What age bracket are you in?)

When talking about the location where the tourists are from, 42 (78.4%) of them are urban citizens which is also the same as many researchers have pointed out. Urban citizens often stand for open-minded tourism conceptions and abundant economic situation. At the same time, 7 (13.7%) of the respondents are students and 37(72.5%) are working. As a researcher I have talked to them and the students here not only buy luxury products for themselves, but also buy for people in mainland China who are

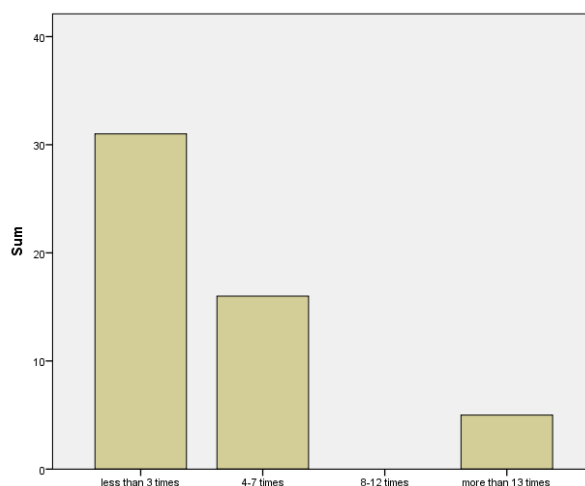
not able to buy luxury products outside of China so frequently. This is what I mentioned above as “daigou”. The average salary is mainly from 3,500-7,000 or under 3,500 (including students maybe without salaries) as shown in figure 7. This is a part of social need of “MIANZI”, particularly in China. People who lack of something try to prove that they have something in case that they will be looked down upon.

Figure 7. Salary results from SPSS<How much is your monthly income(RMB)?>



Most of the respondents have been also traveled in Europe less fewer than three times as shown in figure 8. Accordingly, when as a researcher I was looking for respondents, they were traveling in groups with a tour guide around them introducing destinations, which is a popular phenomenon for new Chinese tourists without any language skills and experience.

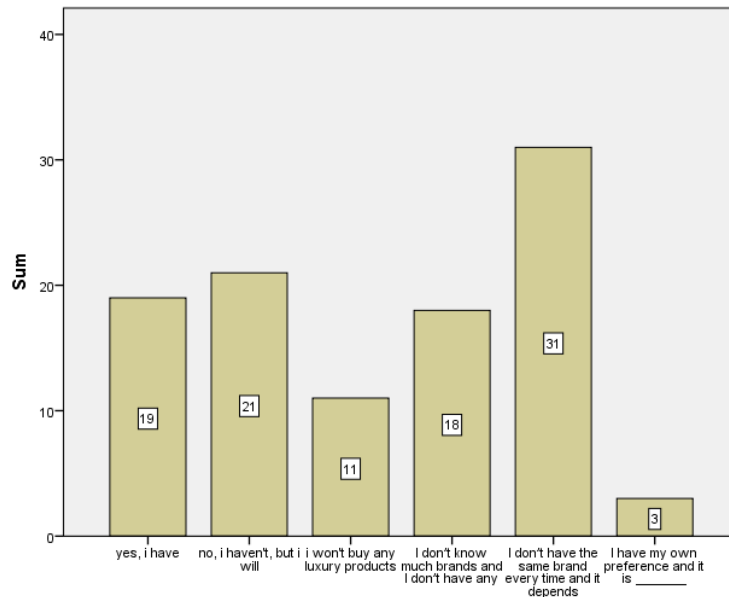
Figure 8. Traveling time result from SPSS <How many times have you been in Europe(including this time)?>



Referring to luxury brands the respondents knew or luxury products they had, 31 (58.8%) of them did not have any specific preference and 21 (41.2%) planed to buy luxury from then on.19 (37.3%) were already luxury consumers, as shown in figure 9.

It reflects that Chinese luxury buyers have no brand loyalty and little reorganization about brand history or design conception. What they care more about is how famous the brand is and what other people around them have.

Figure 9. Luxury related basic information result from SPSS (Did you buy any luxury products here during your travel here?& What luxury brands do you usually buy?)



This is information collected from candidates. From these background small and simple conclusions can also be made to understand motivations better.

- Women and men are likely to be the same amount but women could spend a little more than men.
- Tourists are young enough to be centralized on the age range 20-35, which means more young people are able to travel outside of China and purchase some luxury products than before.
- Students cannot be ignored since they are always acting as the intermediary even though sometimes they are not able to purchase goods for themselves.
- Salary difference does not affect the passion of purchasing luxury, or it is assumed that lower salaries are the motivations of buying luxury to “hide” themselves.
- The number of tourists is growing in Europe since most people have been to Europe fewer than three times. New The Chinese tourists are the main target for European tourism industry.
- Tourists consider luxury purchases an important part of their travel experience. Owning or planning to own is the situation of most tourists.

After analyzing all the basic background information, the main question of “why do you buy luxury?” was asked from all the respondents. 16 questions were included and the respondents had to choose from 1 to 5 (1= totally disagree, 5= totally agree). Then SPSS could get the mean point from which conclusions can be conducted. The questions here were designed according to the theoretical part above. At the same time,

similar questions were asked twice to make sure that the interviewees were honest about their answers.

Table 1. Why do you buy luxury?(SPSS)

Why do you buy luxury?  1:totally disagree 5:totally agree	I feel happy and satisfied when I am buying luxury products	I buy luxury for somebody important to me, like parents, friends or boss	I buy some brand because that my idol is representative for them		I keep an eye on the dressing of superstars		Luxury is some kind of the reflection of my taste
N Valid Missing Mean	51 0 3,30000	51 0 3,33333	51 0 2,13725		51 0 2,72549		51 0 3,19607
Why do you buy luxury?  1:totally disagree 5:totally agree	I buy the same one if I like the luxury products of my friends	I think buying luxury is a waste of money	The quality of luxury is better than other products		The behavior that my friends are buying luxury has an influence on me		I hope other people know my luxury products
N Valid Missing Mean	51 0 2,68627	51 0 3,09803	51 0 3,64705		51 0 3,15686		51 0 3,00000
Why do you buy luxury?  1:totally disagree 5:totally agree	Buying luxury is a kind of investment for me	I will buy luxury on some specific occasion like birthday gift	I know much about luxury culture	I have many friends buying luxury	I would rather to buy luxury products comparing to local products in China		Luxury is a symbol of my ability

N	Valid	51	51	51	51	51	51
	Missing	0	0	0	0	0	0
Mean		3,01960	3,58823	2,70588	3,19607	2,98000	2,84000

From Table 1 results above, four highest rated answers for “why do you buy luxury” are: -the quality of luxury is better than other products (3,64705)  
-I buy luxury on some specific occasion like a birthday gift (3,58823)  
-I often buy luxury for somebody important to me like parents, friends or boss (3,33333)  
-I feel happy and satisfied when I am buying luxury products (3,30000)

These four reasons that The Chinese tourists buying luxury can be concluded to three aspects: perfectionism, social needs and hedonic effect. Social needs were put into a significant place for The Chinese tourists compared with European buyers caring more about themselves.

Four lowest rated answers are:

-I buy some brand because my idol is a representative for them (2,1372)  
-I will buy the same one if I like the luxury products of my friends (2,6862)  
-I know much about luxury culture (2,7058)  
-I keep an eye on the dressing of superstars (2,72549)

From these four lowest rated answers it can be concluded that consumers know little about brand culture and brand advertisements, meanwhile, they would like to separate themselves from their friends by buying different luxury products.

Followed by a question of “why do you buy luxury products in Europe?” , more detail can be interviewed according to European tourism market. Questions were also designed on the basis of theories above. Such as question as “I care more about price difference” was asked due to the assumption that the Chinese tourists were buying luxury “for cheap”. “I prefer more choices in Europe” was designed to reason of “for variety”. “I have to take gifts for myself/friends/workmates/boss” was designed to “for gift”. All questions were conducted to create a understandings of the motivations of the Chinese people buying luxury goods in Europe.

From the analysis down Table 2 by SPSS, four highest rated reasons are as following:

-I can get a genuine guarantee (4,47058)  
-I care more about the price difference (4,17647)  
-I prefer to travel in Europe and at the same time buy some luxury products (4,11764)  
-I prefer to buy luxury products in the hometown of the brands (4,00000)

Three factors correspond with the assumptions: for cheap, for genuine and for travel. The most important reasons for the Chinese tourists buying luxury goods in Europe are still the quality and price difference. These problems are not easy to change thus



this situation is likely to last for the next few years.

Table 2. Why do you buy luxury products in Europe?(SPSS)

Why do you buy luxury in Europe?  1:totally disagree 5:totally agree	I care more about the price difference between mainland China and Europe	I can get a genuine guarantee	I prefer to travel in Europe and at the same time buy some luxury products	I have to take gifts for myself/friends/workmates/boss	I prefer more choices in Europe	
N Valid Missing Mean	51 0 4,17647	51 0 4,47058	51 0 4,11764	51 0 3,72549	51 0 3,36000	
Why do you buy luxury in Europe?  1:totally disagree 5:totally agree	I am looking for the specific brand here	I can get the newest collections in Europe	I prefer to buy luxury products in the hometown of the brands	Among my friends, it is common to buy luxury goods in Europe	I think it is cheaper here than China	I consider luxury as normal souvenirs
N Valid Missing Mean	51 0 3,54901	51 0 3,37254	51 0 4,00000	51 0 3,54901	51 0 3,98039	51 0 3,31372
Why do you buy luxury in Europe?  1:totally disagree 5:totally agree	If it is possible I will still buy luxury goods in Europe	My friends will admire me if they know I bought luxury goods in Europe	There is no local luxury choice inside China	I believe China will have its own luxury brands in the near future	If it is cheaper I will buy luxury in China	I am confident about the Chinese luxury market

N	Valid	51	51	51	51	51	51
	Missing	0	0	0	0	0	0
Mean		3,70588	3,07843	3,01960	3,31372	3,43137	3,19607

Four lowest motivations are also gained from SPSS:

- There are no local luxury choice inside China (3,01960)
- My friends will admire me if they know I bought luxury goods in Europe (3,07843)
- I am confident about the Chinese luxury market (3,19607)
- I consider luxury as normal souvenirs (3,31372)

These aspects reflect that tourists were pessimistic about Chinese luxury market and felt pity about local luxury brands. On the other hand, it is the chance of Chinese luxury market to develop its own luxury brands and potential markets.

## FINAL CONCLUSIONS

It is well-known by the world that the Chinese tourists buy luxury all over the world and this trend is still growing rapidly year by year. The one who knows the motivations of the Chinese buyers, also knows ways of attracting more consumers. Younger Chinese generations are totally different from their parents and they are sweeping world luxury products in an irrationally and at a fast pace. Therefore, a better understanding of this new generation can be crucial to luxury industry. The Chinese tourists buy luxuries for many reasons and the most significant factors are perfectionism, social needs and the hedonic effect. This is slightly different from people in developed countries who buy luxury more for beauty or taste. This phenomenon is the result of the economic development level. Then choosing to buy luxury goods in Europe is another story. A genuine guarantee, a cheaper price and travel advantage constitute best three reasons for buying luxury goods in Europe for the Chinese. Being aware of the distinguished motivations in Europe market can make a difference in sales.

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## Appendix A English questionnaire

### The motivation of Chinese tourist buying luxury in Europe

The purpose of this questionnaire is to help me to conduct my final bachelor thesis on the motivation of Chinese people buying luxury in Europe. All information offered here will be anonymous and only used for the conclusion of my thesis without any commercial aims. I appreciate your participation and it will only cost you about 5 minutes. Data collected here will be so important for me so hope you can make your honest choice based on your true feelings. Thank you very much for your cooperation.

1. What gender are you?

- ☐ male
- ☐ female

2. What age bracket are you in?

- ☐ under 20
- ☐ 20-25
- ☐ 26-30
- ☐ 31-35
- ☐ 36-40
- ☐ 41-45
- ☐ 46-50
- ☐ 51-55
- ☐ 56+

3. Do you live in urban or rural area?

- ☐ urban
- ☐ rural
- ☐ outside mainland China

4. What is your profession?

- ☐ student
- ☐ to be employed
- ☐ working

5. How much is your monthly income(RMB)?

- ☐ under 3,500
- ☐ 3,501--- 7,000
- ☐ 7,001--- 10,500
- ☐ 10,501--- 14,000
- ☐ 14,001--- 17,500
- ☐ more than 17,501

6. How many times have you been in Europe(including this time)?

- ☐ less than 3 times
- ☐ 4-7 times
- ☐ 8-12 times
- ☐ more than 13 times

7. Did you buy any luxury products here during your travel here?

- ☐ yes, i have
- ☐ no, i haven't, but i will
- ☐ i won't buy any luxury products

8. What luxury brands do you usually buy?

- ☐ I don't know much brands and I don't have any
- ☐ I don't have the same brand every time and it depends
- ☐ I have my own preference and it is \_\_\_\_\_

9. Why do you buy luxury? (1= totally disagree, 5=totally agree)

	totally disagree	disagree	medium	agree	totally agree
I feel happy and satisfied when I am buying luxury products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often buy luxury for somebody important to me, like parents, friends or boss	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy some brand because that my idol is representative for them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I keep an eye on the dressing of superstars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Luxury is some kind of the reflection of my taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will buy the same one if I like the luxury products of my friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think buying luxury is a waste of money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of luxury is better than other products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The behavior that my friends are buying luxury has an influence on me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I hope other people know my luxury products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying luxury is a kind of investment for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will buy luxury on some specific occasion like birthday gift	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know much about luxury culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have many friends buying luxury	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would rather to buy luxury products comparing to local products in China	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Luxury is a symbol of my ability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Why do you buy luxury products in Europe?(1= totally disagree, 5= totally agree)

	totally disagree	disagree	medium	agree	totally agree
I care more about the price difference between mainland China and Europe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can get genuine guarantee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to travel in Europe and at the same time buy some luxury products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have to take gifts for myself/friends/workmates/boss	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer more choices in Europe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am looking for the specific brand here	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can get the newest collections in Europe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to buy luxury products in the hometown of the brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Among my friends, it is common to buy luxury in Europe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think it is cheaper here than China	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider luxury as normal souvenirs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If it is possible I will still buy luxury in Europe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My friends will admire me if they know I bought luxury in Europe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is no local luxury choice inside China	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe China will have its own luxury brands in the near future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If it is cheaper I will buy luxury in China	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident about Chinese luxury market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

All questions have been finished, thank you for your participation. Have a good day!

## Appendix B Chinese questionnaire

### 中国游客在欧洲购买奢侈品的动机

您好，我叫谢婉，是芬兰瓦萨应用科技大学的一名学生，正在完成我的本科毕业论文。此问卷目的在于帮助本人完成论文研究“中国游客在欧洲购买奢侈品的动机”。所有信息将被匿名填写无任何商业用途。非常感谢您的支持和参与，这将花费您大概5分钟左右。收集到的信息将对研究者非常重要所以希望您能填写您的真实感受。感谢您的合作！

1, 您的性别是

- ☐ 男  
☐ 女

2, 您的年龄阶段是

- ☐ under 20  
☐ 20-25  
☐ 26-30  
☐ 31-35  
☐ 36-40  
☐ 41-45  
☐ 46-50  
☐ 51-55  
☐ 56+

3, 您居住在中国的

- ☐ 城市  
☐ 乡村  
☐ 其他（中国大陆以外地区）

4, 您的职业是

- ☐ 学生  
☐ 待业  
☐ 工作中

5, 您的月收入为（人民币）

- ☐ 3, 500以下  
☐ 3, 501-7, 000  
☐ 7, 001-10, 500  
☐ 10, 501-14, 000  
☐ 14, 001-17, 500  
☐ 17, 501以上

6, 您到欧洲旅游的次数（包括本次）

- ☐ 少于3次  
☐ 4-7次  
☐ 8-12次  
☐ 13次以上

7, 您在旅游期间购买奢侈品了吗

- ☐ 是的，已购买  
☐ 没有，将购买  
☐ 我将不会购买任何奢侈品

8, 您经常购买的奢侈品牌

- ☐ 我不知道很多奢侈品牌而且也没有很多奢侈品  
☐ 我每次都买不同的奢侈品牌，看情况  
☐ 我有自己喜欢的特定的奢侈品牌，它是\_\_\_\_\_

9, 为什么要购买奢侈品 (1=完全不同意, 5=完全同意)

	1	2	3	4	5
当我购买奢侈品是我感到快乐和满足	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我经常给我重要的人购买奢侈品, 比如父母朋友或者老板	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我购买某品牌是因为我的偶像是某奢侈品牌的代言人	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我会关注明星们的穿衣打扮	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
奢侈品反映了我的个人品味	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我会因为喜欢朋友的某奢侈品而去购买同款	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我觉得购买奢侈品浪费钱	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
奢侈品的质量比其他产品更好	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
周围朋友购买奢侈品的行为对我有影响	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我希望别人知道我拥有的奢侈品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
购买奢侈品对我来说是投资	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我会在特定场合购买奢侈品, 比如生日礼物, 聚会等	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我对奢侈品文化很了解	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我身边有很多朋友都购买奢侈品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
相比国内产品我更愿意购买奢侈品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
奢侈品是我能力的象征	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10, 为什么在欧洲购买奢侈品 (1=完全不同意, 5=完全同意)

	1	2	3	4	5
我比较在乎欧洲和中国大陆的价格差别	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
在这里能得到正品保证	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我更愿意在欧洲旅游顺便购买奢侈品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
受亲朋好友委托代购奢侈品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我到欧洲寻找我特别喜欢的某个奢侈品牌	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我更看重欧洲奢侈品的更多选择	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我在欧洲寻找最新款产品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我更愿意到奢侈品的原产地购买奢侈品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
在朋友圈中, 到欧洲购买奢侈品是很平常的行为	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我觉得欧洲奢侈品比国内更便宜	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
在欧洲购买奢侈品只是像买其他纪念品一样	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
下次如果条件允许我还是会选择到欧洲购买奢侈品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我的朋友将会羡慕如果得知我是在欧洲购买的奢侈品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
中国大陆没有可以选择的本土奢侈品牌	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我相信中国不久以后将会有自己的奢侈品牌	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
如果国内奢侈品便宜我将会回国购买	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我对中国奢侈品市场充满信心	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

回答完毕, 感谢您的参与! 祝您一天愉快!