

Chapter 4

Consumer Market In China



Objectives

Objectives

- To learn about what is consumption like in China;
- To examine the current consumer market in China
- To have an overview of the changes in Chinese consumption;
- To grasp the main idea and the structure of the text;

Objectives

- To master the usage of key special terms, words and phrases in this chapter;
- To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.



Introduction

Introduction

Because of the biggest population, the rapid developing economy and the increasing demand of people, China has the greatest and the most potential consumer market in the world. Producers all round the world want to enter into the market and have some shares, so nowadays people are really dazzled by the great variety of goods in the market.



参考译文

中国有着全球最大的、最具潜力的消费市场，因为中国人口众多，经济增长迅速，人们的需求也在不断地增加。各国的生产商都希望能挤进这个庞大的市场并占据一定的市场份额，所以现在市场上的商品可真是多得让人眼花缭乱了！





Main points of the text

Main points of the text

1. the change in the status of consumers
2. the government serious attitude towards marketing
3. the Chinese consumers's role in the process of change
4. a revived opportunity for self-expression of the consumers
5. consumers' demand in the clothing field.



Background & terminology

Background and terminology

opening-up policy



also open-door policy, the principle of allowing people and goods to move into a country freely

开放政策

Background and terminology

market orientation



policy orientation 以政策为导向
(planning economy)

market-oriented policy
以市场为导向的政策



Background and terminology

elite



a group or class of persons or a member of such a group or class, enjoying superior intellectual, social, or economic status

精英，杰出人物

Background and terminology

Consumer Council



Also called Consumers' Association

消费者协会

Background and terminology

electronic appliance



家用电器

Background and terminology

the Five Year Plan



五年计划

Background and terminology

The Role of Consumers in Markets



市场中消费者的作用

Consumers too are certainly a major constraint on firms. In fact, it is ultimately consumers who effectively determine the way in which markets behave — whether they grow or decline and how fast they change. Consumers will even condition how quickly products are developed and improved in markets.

Background and terminology

How do they do this? Later today if you buy a CD you are entering a market as a consumer but you would hardly perceive yourself as a major player in the music business. And this is true: on its own, your interest in John Lennon or Boyzone doesn't count for much. However, expressed *collectively*, purchasing power is the most powerful force at work in any market.

Background and terminology

If people decide that John Lennon's songs have begun to sound a little twee and Boyzone are a bit old, then the firms that produce and sell their CDs will focus their efforts upon other more popular or potentially more popular artists.

Background and terminology

The change in the consumption of China is as follows



Consumers are given a better deal, thanks to:

- (1) increased production
- (2) rising income
- (3) market orientation policies
- (4) consumers' role in the change



Language points

Language points

The pace of change in China as propelled by the opening-up policy and accelerated by economic reform has been most fascinating to people both inside and outside China.



在经济改革的促进和开放政策的推动下，中国发生了令国内外各界人士眼花缭乱的巨大变化。

Language points

propel: to move, drive, or push something forward 推进, 驱使

accelerate: to increase the speed of, to cause to develop or progress more quickly 加速, 促进

fascinating: having great attraction or charm 吸引人的, 迷人的

Language points

thanks to



because of someone or something
由于...

1. We've reached our goal of \$50,000,
thanks to the generosity of the
public.

由于公众慷慨解囊，我们已经达到了
50,000美元的目标。

Language points

2. Some ski resorts opened early, **thanks to** a late-October snowstorm.

由于十月底的暴风雪，一些滑雪场提前开放。



Language points

The status of the consumer has vastly improved and marketing efforts to woo them are on the increase everyday.



消费者的地位也显著提高了，迎合消费者的营销手段层出不穷。

Language points

vastly: greatly

woo: (1) (男人) 求爱, 求婚
(2) 争取...支持 e.g.

to woo the voters before an election 在选举之前争取选民的支持

on the increase: increasing

Language points

Long consumer queues have been partially replaced by smile campaigns and courtesy programs.



排着长队购物的现象现在已不多见了，取而代之的是热情、礼貌、周到的服务。注意“smile campaign”和“courtesy program”这两个词组的翻译。这里是采用意译的手法。直译是“（商家开展的）微笑（待客）活动”和“礼貌（待客）活动”。

Language points

Department stores and hotels in cities usually lead the trend in treating the consumer well, setting a good example for others to follow.



城里的百货商场和饭店通常能为顾客提供无微不至的服务，在这一点上，他们不愧为其他商家的表率。

Language points

本句话的特殊之处在于其句尾有一个做状语的现在分词短语“**setting a good example for others to follow**”，现在分词短语作状语时，通常都表示主语正在进行的另一动作，来对谓语表示的主要动作加以修饰或作为陪衬。例如：

1. She ran out of the house screaming.
她尖叫着跑出屋来。

Language points

2. Standing on the top of this mansion, we could see half of this city.

站在这座大厦的顶部，我们能够看到半座城市。

3. I walked along the street, not knowing where to go.

我沿着这条街走着，不知道该去何处。



Language points

lead the trend (in): （在某方面）引领潮流，率风气之先

1. That famous model always **leads the trend in** fashion.

那个名模总是领导时装新潮流。

2. Some ambitious young people always dream of **leading the trend** of the times.

一些抱负远大的青年总是梦想能够引领时代的潮流。

Language points

take sb./sth. seriously



to believe that someone or something is worth your attention or respect

重视

Language points

1. As a teacher, it's important that the kids **take** you **seriously**.

对一名教师来说，能受到孩子们的敬重是很重要的。

2. It's only a joke — don't **take** it **seriously**!

只是个玩笑，不要把它当真！

Language points

In the process of change, the Chinese consumers have taken an active role, and are asking for more.



中国的消费者在这一变化的过程中起到了积极的作用，而且他们的需求也增多了。

have taken an active role: have played an active role

asking for more: have more needs

Language points

They are acquiring new tastes, buying brand-new products and adopting new lifestyles.



他们要变换口味，购买新产品，接受新的生活方式。

acquire: obtain 获得，获得. e.g.

to acquire proficiency in math. 在数学上达到熟练水平

Language points


brand-new: new and not yet used 嶄新的

adopt: To take up and make one's own:
采纳: 接受并成为己有 e.g.

adopt a new idea 采纳新意见

Language points

American-made Coca Cola and Pepsi have generated some good publicity.



美国的可口可乐和百事可乐很受消费者的欢迎。

generated some good publicity:
become popular among the
consumers

Language points

generate: to produce or cause something
产生，发生；To bring into being; give rise
to形成，造成 e.g.

generate a discussion 造成一场争论

The Olympic Games to be held in Beijing
in 2008 generate an enthusiasm for
English

Language points

become conscious of

aware 知道，注意到...

1. It wasn't until after the game that he **became aware of** the bruises on his legs.

直至比赛结束他才注意到自己腿上的擦伤。


Language points

2. She became conscious of a growing amount of hostility between them.

她注意到他们之间的敌意在不断增加。

Language points

Because of the “one-child” policy of the state, parents go out of their way to provide the best for their special class of “young consumers”.



由于中国实行计划生育政策，作父母的总是想方设法地满足“小消费者”这一特殊阶层的需要。

Language points

to do something with more effort than is usual or expected 特意去（做），想尽各种办法（做）
e..g.

1.She went out of her way to make me feel welcome.

她特意让我觉得是受欢迎的。

2.Jennifer knew what a difficult time I was having, and went out of her way to be friendly.

詹尼弗明白我当时处境艰难，就特意地表现友好。



Summary

Summary

The pace of change in China as propelled by the opening-up policy and accelerated by economic reform has been most fascinating to people both inside and outside China. One obvious change is that consumers are given a better deal, thanks to increased production, rising income and market orientation policies. Another indication that the government takes marketing seriously is that it has set up Consumer Council.

Summary

In the process of change, the Chinese consumers have taken an active role, and are asking for more. The open-door policy is giving the individual a revived opportunity for self-expression. Consumers are gradually becoming more conscious of their individual needs.





Comprehension questions

Comprehension questions

- 1. Why has the pace of change in China been most fascinating to the world?**
- 2. What is the obvious change to the Chinese consumers?**
- 3. Has the status of the consumer changed? Give some examples to prove it. Why should the product be given a “brand image”?**

Comprehension questions

4. Why does the author think TV advertising is a substantial business?
5. Does the government take marketing seriously? Give some examples.
6. Do you think that the consumers will be given more attention? Why or why not?



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