



Statistical Analysis Of Chinese Urban Residents’ Clothing Consumption

Jun Li, Xuchu Jin, and Yan Liu
 Fashion Institute, Dong Hua University, Shanghai, P. R. China

ABSTRACT

Clothing consumption plays an important role to indicate consumers’ living pattern and lifestyle. Confronting with the huge yet intensely competitive consumption market of apparel in China, the apparel companies at home and abroad face the problem of how to create and maintain their market shares. Utilizing the statistical data of cash income, discretionary income, living expenditure and apparel expenditure of urban residents in 2000, this paper analyzes the structure and characteristics of clothing consumption by region and by income level in China. In addition, this research includes sampling research of urban residents in Beijing, Shanghai, Guangzhou and Chongqing by means of questionnaire investigation to reveal the status quo of clothing consumption of China urban residents, and summarizes the characteristics of their consumption behavior.

Keywords: China, Clothing consumption, Income, Expenditure

Introduction

China is famous in its consumption in clothing and food, which, for years, has been the principal one in people’s life. With the rapid development of China’s economy and with the significant increase in national economical income, fundamental changes have taken place in consumption market.

With the rise of consumption in education, houses and cars, the percentage of apparel expenditure in living expenditure is gradually decreasing. However, the need of apparel and pursuit of beauty are everlasting. So, foreign apparel enterprises want to expand their market shares as well as domestic enterprises. NIKE, ADIDAS, LEVI’S and other apparel giants have done their retail business in China And HAMPEL, MAXMARA, LUXMAN, GIVENCHY and other famous apparel

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brands entered into China one by one. Then, what should Chinese consumers do in the increasingly rich market?

With the gradually increasing income, Chinese people have changed much their hierarchy and composition of needs. Understanding the structure and characteristics of clothing consumption in China is helpful for enterprises to grasp the status quo of China’s apparel market and its trend, but also make the suitable marketing strategy. This paper collects and analyzes relevant statistical data and investigation reports on Chinese consumers’ expenditure, esp. those on clothing consumption, and draws conclusions on the trend of clothing consumption to provide useful data and suggestions for enterprises at home and abroad.