

THE ROLE OF SOCIO-DEMOGRAPHIC VARIABLES IN CHINESE CONSUMERS' DECISION TO PURCHASE HEALTH FOOD PRODUCT

Prepared by: Sun Yi

ABSTRACT

The research is conducted to identify the role of socio-demographic variables of Chinese consumers in their purchasing decision on health food product and consumption level. Findings of this research offer important information to the health food product marketers and practitioners to develop the positioning of and marketing mix strategies for Chinese consumers. This identification of significant relationships such as between resident city and price, quality, shopping environment will help marketers more appropriate segment, positioning and target the market, and apply relevant marketing mix strategies and campaign individually. The most important contribution of this research is providing exploration on Chinese consumers' socio-demographic factors affecting their decision to purchase health food where there is limited prior research in the same field. It can arouse future researches to completely concentrate on this research area.

Keywords: *Socio-demographic variables, health food product, purchasing decision criteria, purchasing decision, consumption level, China*