
Research Projects for 'Principles of Marketing' class

Urban Consumer Behavior

Consumer behavior of Chinese urban citizens in selective cities (tier 1, tier 2, tier 3).

Analysis includes:

Consumer Psychology, Consumer Trends, Decision Progress of Purchase, Media Influence, Preferred Product Brands. Also, consumer attitudes toward the following products: Food, beverages, toothpaste, detergent, shampoo & hair conditioners, beer, wine & liquor, cosmetics, instant noodles, healthcare products

TV Advertising

Effects of TV commercials of TV stations in a major Chinese city.

Analysis includes:

1. Name of the products advertised on these TV channels;
 2. Monitored date;
 3. Issued date and time covered;
 4. Between which program;
 5. Share of the whole advertising;
 6. Statistic and analysis report upon month, quarter and year.
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Chinese Income & Expenditure

Chinese urban family size, household facilities, income and expenditure structure.

Database includes the following items:

1. household monthly expenditure, household monthly income, household members, household structure, age of household member, members with salary in household, profession, education level, life expectation, age, sex, marriage status
 2. house ownership, house area, gas supply in house, house type, number of rooms, bath and sanitary facilities.
 3. Life satisfaction ratings: kids education, housing, food & drink, hobbies, health, household appliances, job, employer, clothing.
 4. spare time recreation, books & tv, attitude towards smoking.
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Newspaper Advertising

Analysis of any product/service advertising and new policy/law issued in the major newspapers and magazines in China.

Analysis includes:

1. Name of the monitored products or policies;
 2. Issued date and media.
 3. Detailed product/policy information in each newspaper and magazine;
 4. Compare the difference of the same product/policy among each media;
 5. Offer comprehensive analysis report of the product and policy;
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Sourcing Feasibility Study

Sourcing Feasibility Study of selective industry/product range

Analysis includes:

1. Comparison of supplier pricing;
2. Supply chain security assessment (how to protect your brand while dealing with your suppliers)
3. Cost modelling (shipping estimates, duties and VAT analysis)
4. Supplier rankings based on price, quality and lead time criteria (3 different scenarios);