

CHINESE CONSUMER SHOPPING BEHAVIOUR IN LEEDS

Recommendations for retailer promotional activity on key dates



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FOREWORD

There are increasingly more opportunities to sell to Chinese people in the UK. Yet these consumers are not easy targets. Take the failures of Topshop, Tesco, Marks and Spencer, and many other British household names in China for example.

Growing attention is on the impact of culture on consumer behaviour. To assist local businesses in Leeds, I participated in the Marketing Consultancy Project for the Business Confucius Institute at the University of Leeds. The research aims to give managers an overview of Chinese consumers' shopping activities during 17 key dates in the calendar. I hope that these findings can assist businesses in planning a more effective marketing strategy.

The Business Confucius Institute (BCI) at the University of Leeds also provides Chinese language classes as well as workshops to promote understanding of Chinese language and culture, with a business focus on helping companies to communicate more effectively with Chinese customers.

To get an update with BCI's future events, please visit: confucius.leeds.ac.uk.



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“When I first came to the UK, I was surprised by the number of Chinese students in my university. That's why I applied for this project.”



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CHINESE PEOPLE IN THE UK: AN OVERVIEW

Tourists come to the UK in search of British history stories, attractions, and original luxury products (Adyen, 2019). The number of tourists often peak during the Spring Festival, Summer vacation, and the Golden Week holiday. According to Global Blue's data, 32 percent of all tourists to the UK in 2018 were Chinese. In 2019, the total number of Chinese visitors to the UK increased about two and a half times from 2015 to reach 883,000 (Statista, 2020). These travellers are also very "generous". Chinese tourists ranked the number one globally for international tourism expenditure in 2018 (Visit Britain, 2020). Payment company Alipay estimated that a Chinese visitor spends £5,309 on average in the UK, which generates a total of £3.4 million in retail spending.

The United Kingdom is also the ideal education destination for the millions of Chinese students. China sent more students to the UK than any other overseas countries. Chinese nationals accounted for 35 percent of all non-EU students in the year 2018/2019. That year also witnessed the remarkable growth of 34% from 89,540 to 120,385 in the five-year span (HESA, 2020). On average, a Chinese student stays in the UK from 2 - 4 years and receives more than three visits per year from friends and relatives. This group also spend £28,236 a year, 115 percent more than British students (Adyen, 2019).

Although the COVID-19 outbreak in 2020 has prevented international traveling and studying plans, there is a high potential that students will come back soon after the pandemic. The investigation in 2019 indicates that a full 83 percent of Chinese millionaires intends to send their children overseas to study.

Figure 1 - Chinese visitors to the UK.

32%

Of UK tourist in 2018 were Chinese

883,000

The total number of Chinese travellers to the UK in 2019

£5,309

The estimated average spending of a Chinese tourist

35%

Of non-EU students were Chinese in 2018/2019

120,385

The total number of Chinese students in the year 2018/2019

£28,236

Yearly average spending

(115% more than a British student)

CHINESE PEOPLE IN LEEDS

According to the report by Visit Britain, the number of tourists to Leeds from China doubled from around 3603 to 8761 between 2014 and 2018. This rise was witnessed in all categories of visit purpose, especially for the holiday, business, and visiting friends and relatives (*).

Besides having visitors from China, a significant number of Chinese people live in Leeds. The total of Chinese residents in Leeds in the Census 2011 was 5,933, which made up 0.8 percent of the total Leeds population. This figure, albeit minor, was higher than the proportion of Chinese ethnicity in Yorkshire and Humber, and that of the whole of England (Leeds Observatory, 2020).

The greatest attractiveness of Leeds lies in its education system with top universities. The number of Chinese students increased significantly by 35% between the periods 2012/2013 and 2016/2017 to reach 2,305 students. Ranked as a Top 100 world university and being a member of the prestigious Russell Group, the University of Leeds accounted for 96.7 percent of the total Chinese students in Leeds. In 2015, 31.5 percent of this university's overseas students had Chinese nationality (University of Leeds, 2020). By levels, taught postgraduates made up the majority of approximately 65 percent, followed by undergraduates at above 30 percent. The number of taught postgraduate Chinese students also increased more than twice in the academic year 2016/2017 in comparison with the academic year 2010/2013.

Figure 2 - Chinese in Leeds.

5,933

The total residents from Chinese ethnicity in Leeds in 2011

2,305

The total number of Chinese students in Leeds in the academic year 2016/2017

35%

The growth of Chinese students from the year 2012/2013 to 2016/2017

65%

Of Chinese students in Leeds in 2016/2017 were at taught graduate level

30%

Of Chinese students in Leeds in 2016/2017 were undergraduates

129%

The increase of Chinese taught postgraduates from 2012/2013 to 2016/2017

(*). Visit Britain data is recommended for the overview of tourism rather than the forecast from a single year due to the small sample issue.



Photo: Trinity Launch Night by Trinity Leeds

SHOPPING IN LEEDS

10 Chinese students in Leeds participated in interviews to share their shopping experience in Leeds, especially during key dates in the calendar. All of them are at the postgraduate level and aged from 23 to 27 years olds. Their time in Leeds ranges from 1 year to more than 2 years.

All participants in my interviews agreed that shopping in Leeds is very convenient with the shopping centres located where they could buy everything within walking distance. Chinese consumers also express that they really love the free return policy in the UK because the products in China can only be returned due to the manufacturer's faults, for example, if a technical problem is detected.

Surprisingly, they also expressed that they usually shopped online in China, but when they are in the UK, shopping in physical stores is more preferred.

I didn't do a lot of online shopping and I go to the physical store a lot. It's very convenient. You can shop whatever you want. [In comparison] to when I was in China, I [did] a lot of online shopping.

(Female, 27 years old)

Chinese consumers share that the long delivery time and high fee as well as the inconvenient shopping web design are the main reasons why they shopped online less frequently in the UK.

When it comes to daily foods, some foods, some necessities I think both online and offline [are] okay ... but normally, I want to buy offline ... [You've] run out of foods and can't wait for the delivery men.

(Female, 23 years old)

The delivery service in the UK is quite poor. When you buy something online in China, you can get it immediately, on the second day or the third day. [However,] when you shop online in the UK, you have to wait [a long time]. The delivery fee in the UK is high. In China, it's almost free. I bought a bag... It's really cheap but the delivery fee is [free].

(Male, 23 years old)

I like shopping online. I shopped [for] almost everything online, even the foods... The reason for me to stop shopping online here is... the web pages like Amazon are not very good ... When I saw the product on the website, I [couldn't] feel the motivation to buy it. And the information is not [as] concrete as the website in China. In China, for many products, you can even see the video of the real product. The owner will take a video of the real product to show every detail and the real situation of [that] product, and you can decide quickly if it is a good thing. It's very highly efficient because ... I can spend very little time to buy a very good product with a very nice price, but I think here in UK, it's different.

(Female, 23 years old)

**Note: Spelling and grammatical errors in the interview transcript was replaced by the words in the brackets when being quoted.*

CHINESE KEY DATES VS. UK KEY DATES

Chinese key dates

Most respondents state that their habits during key dates in the calendar changed when they came to the UK. First, they did not or seldom celebrated any Chinese festivals in the UK, except for Chinese New Year. The reason is that they were not surrounded by families and friends and there was no festive atmosphere during those key dates. Although all respondents think Chinese New Year is the most important festival, most of them simply celebrate Chinese New Year by eating Chinese traditional foods with Chinese friends when they are in the UK.

When I was in the UK, I don't celebrate any festivals actually.

Because there are not many people like back home. No one here will celebrate with me. Even if my friends, we gather together, having some food but it's not like the same [as] celebrating festivals in my country. It's just a normal party ... Like in Chinese New Year or New Year, some Chinese friends will gather together to have dinner together.

(Female, 23 years old)

Most of those festivals we celebrate only in China. In the UK, I seldom celebrate it. *There is not [an] atmosphere of [celebrating] those festivals.* Except for Chinese New Year which is the most important, everyone must celebrate it ... there is no atmosphere because others don't celebrate and there aren't special activities ... In China, many stores will [have] some special decorations and you can feel the sensation. *Some companies will send you some small gifts to remind you that today is a festival and you should be happy but here no one (here) tell you that.*

(Female, 23 years old)

One explained that by having Chinese traditional foods, she can think that she still has a Chinese New Year as in China.

“During the time of the spring festival – the Lunar New Year, and I will have the dumplings ... [I made] dumplings [by myself] ... I just keep the habits to celebrate the traditional festivals as in China ... Because I think it’s a kind of...signature that you’re celebrating Spring festival...I just attach some important [meaning] on this kind of food and *I give it a sign that oh I still have the time and the chance to celebrate the Spring Festival* ... Maybe I just see the dumpling as the special thing.”

(Female, 24 years old)

Some of them will also shop for new clothes and small gifts for friends and families during Chinese New Year as these are parts of Chinese culture.

I’m still going to shop massively during the traditional Chinese New Year because *certain customs require a lot, so I need to buy a lot* ... new clothing and people gather around to celebrate so we buy some special things for each other, and things to eat. [It’s] pretty similar to what happens in China.

(Male, 23 years old)

UK key dates

Regarding UK holidays, all the respondents express that they did not celebrate these key dates as they do not have the sense for those days.

Actually, *I don’t have much sense [of] it*. For example, Easter, it is kind of the big festival here and it has a long vacation but actually that doesn’t make too much sense for me. Maybe because I don’t have many local friends. And I think if I have more friends in the UK and I will be moved by their actions and maybe they will ask me to join them, but I don’t have [any friends here].

(Female, 23 years old)

Likewise,

For western holidays, I don't feel like I have to buy anything. It's not the sense as Chinese New Year approaching, and you feel like you have to prepare something. But for Christmas, I don't feel that I have to buy [something]. Seeing other people buy things somehow can make me interested in buy something but I don't think that is necessary for me.

(Male, 23 years old)

Nothing better than Sale days

Many respondents claim that the price in the UK is more expensive than in China, then they are attracted by big sale days. Amongst them all, Christmas and Black Friday are the most favourite. Respondents perceive the discount as a benefit that they should take.

Some have a clear shopping list and waited until the sales day to acquire the best deals. However, all of them will do some impulse buying.

I usually focus on the price for [a] long time. *When it has the discount, I will buy it immediately.*

(Female, 27 years old)

When I buy the watch, I don't think too much. Sometimes I don't know [much] about the quality. I just bought this brand only because it has the cute dog on the watch, I like it so much, it's so cute, this is what I want.

(Female, 23 years old)

Respondents also state that they purchased from the brands that are more expensive than what they usually buy.

There are some products I think it's too expensive but on sale days, *there is a price drop so I can buy them.* But [on] normal days with the normal price I won't buy it. Sometimes I also want to treat myself.

(Female, 23 years old)

Promotion alone is not enough

The discount is a powerful customer magnet, however, it is sometimes not enough to “seal the deal”. Listen to the story of a male consumer in purchasing a gift for his mother during Black Friday sales. He claimed that in buying luxury products or expensive goods, he expected a good shopping experience.

*I bought it (a purse for his mother) during the Black Friday in Leeds, on the main street ... I went there because I already have a purpose that I want to buy something for my mom. I would like to purchase something upscale, so I went to Store 1 in the street and Store 2 also on that street. I know that these brands, my mom is using and she likes [them]. ... I didn't go into Store 1 straight [away] because of many people. I went to Store 2, down the street and found out that their assistants were loaded up and [no one helped] me. Because I didn't actually know what to buy, I mean I [knew] I [was] going to buy something, but I [didn't] know the exact thing I was going to buy. So, I needed some advices like e.g. I want to buy something for my mother, what do you think it is suitable for them, is it too young for her to use. But the salesmen were loaded so they neglect that I was there ... So, I [didn't] buy anything at Store 2. Even if I saw something, I was not sure my mother will like it. [Then], I went to Store 1, people were queuing. I queued for like 15 minutes or so, but I felt great because someone opened the door for [me], making [me] feel elite *laugh* ... and I found out why people were queueing because Store 1 controlled the number of customers in their store, like only let a certain number of people getting in store so they could provide suggestions. I felt pretty good, especially for customers like me, I know what I wanted, but I didn't know what exactly I will buy. I needed help from them. I bought a purse in Store 1 because they told me what was the popular one, and what was out of the season so I could choose a good one for my mother.*

(Male, 23 years old)

***Note: The real names of the stores are removed due to confidentiality. Both Store 1 and Store 2 are high-end fashion*

DO CHINESE STILL GIVE GIFTS IN THE UK?

Chinese people are inveterate gift-givers. Gifts can be viewed as an affective expression of the giver towards the recipient or act as an invitation to join a social relationship. Many previous researches have investigated this subject (Sherry, 1983; Schneider, 1981; Shurmer, 1971) as well as the impact of Chinese cultural factors on gift-giving behaviours (Yau et al., 1999; Qian et al., 2007). A study on Chinese immigrants in Australia by Aung (2017) found that bicultural consumers tended to give gifts more on Australian holidays than Chinese holidays. When an individual moves into a new country/society, one may adopt traditions of that country/society. Thus, a question is raised about whether Chinese people still give gifts in the UK.

Although many Chinese key dates have the custom of giving gifts, many respondents prefer to give gifts to significant others on their birthdays.

Normally, I don't perform this kind of tradition, I only give gifts to friends on their birthday.

(Female, 23 years old)

Some respondents gave parents and friends gifts during the Chinese New Year. However, there is a strong tendency to buy gifts during sales day. Consumers are encouraged by the huge discount which they perceive as a benefit that they should take advantage of. Their reasons for buying gifts during sales day are also different from buying gifts on other key dates.

The price is attractive. And Christmas is quite near to [the] Chinese New Year. I want to prepare some gifts for my parents and friends, so I buy [stuffs] during that day.

(Female, 27 years old)

For Black Friday, it's not mandatory to buy gifts. It's more like *it's really cheap and if I don't buy it, I will lose something*. It's rational to buy things, and you think of people you love. I don't want to be the only one to have benefit. I want my family and friends to benefit from this sale too, so I buy some gifts for them. For Chinese New Year, it's not the same. Because we follow the [custom]. We will give each other presents or prepare such a kind of thing. It's more of a habit to buy [things] for other people.

(Male, 23 years old)

A gift: Sentiments or Value?

Many respondents report that the brand did not affect their purchase decisions much, but they will buy from famous brands for others as gifts. They believe that their friends will like these products. In Chinese culture, there is a term called “mianzi” which refers to “face” or an individual’s public image (Hu, 1944). It is the respectability that one could gain from others which will determine one’s position in the social network and how others judge that person (Ho, 1976). Chinese culture emphasizes the importance of saving one’s face and the others’ faces (Redding and Ng, 1982). A gift is not only an expressive statement to initiate social bonds, but from personal dimensions, a gift could present the giver (Sherry, 1983). A study on the impact of Chinese culture and gift-giving behaviour of Chinese nationals by Qian et al. (2007) found that “mianzi” has an effect on the importance attached to gift-giving, the amount given and the choice of brand.

for me, *I don't care a lot about luxury brands itself, but certain friends of mine are really interested in the product origins, and the story behind the brands* so they like the brands that are luxury or perceived as ‘luxury’. I have to buy those things for them.

(Male, 23 years old)

There are also differences in giving gifts to Chinese and British recipients. When giving gifts to a British friend, some respondents stated that they will focus more on the emotional aspect and prefer to buy gifts such as cards or handmade gifts.

I made kind of desserts and give those to them (his friends in the UK) ... because British people like desserts, they eat them every day so *I wanted to make them. It will be different from something I buy in shops*, like Tesco ...It can show my kindness and show that I spend a lot of time to make the gifts.

(Male, 23 years old)

I find gift-giving [in the UK] is simpler. The sentiments are more important than the value [of the gift itself]. In China, when I bought some gifts for my friends, I will consider if it is valuable. But here, it’s more about writing in some cards and buy some simple gifts for friends... I think because when you buy something, you care about whether the price is high, or if it is good. But here, you shouldn’t buy them some expensive gifts as it could cause pressure [to them]. If you just know your friend in short time, it’s not suitable to buy expensive gifts, you know. Writing some cards are more suitable.

(Female, 27 years old)

KEY DATES FOR SHOPPING

An online survey was sent out to Chinese people in Leeds asking about their shopping experiences during key dates in the calendar. After two weeks, the survey received 108 respondents from Chinese nationals who had been to Leeds in the last couple of years and shopped during at least one key dates in the calendar.

More than a half of all respondents choose New Year and Chinese New Year as occasions that they will go shopping both in China and in the UK. When they are in the UK, they also shop during big sales days (Black Friday, Boxing Day) and famous festivals including Easter, Halloween, and Christmas.

Table 1 - Key dates in the calendar that Chinese people in Leeds go shopping.

Key dates in the calendar	%
<i>Both in China and in UK</i>	
New Year	57.4
Chinese New Year	50.9
<i>Only in UK</i>	
Black Friday	66.7
Boxing day	65.7
Easter	58.3
Christmas	47.2
Halloween	39.8
<i>Only in China</i>	
Single's day 11/11	60.2
Chinese Mother day	58.3
Sales 618	53.7
<i>Neither in China nor in UK</i>	
White Valentine Day	70.4
UK's Mother day	64.8
Children day	64.8
Chinese Valentine Day	58.3
20/5 I love you day	51.9

A summary about Chinese key dates is provided at page 18.

SHOPPING PREFERENCES

During those days, Chinese consumers are more likely to buy clothing, accessories, food and beverage. They also buy for both self-use and gifts for others. The most favourable channel to shop during key dates shopping is brand official websites, followed by Trinity Leeds, John Lewis & Partners, and Amazon. Being asked to rank factors that affects their purchase decision, it is found that price, quality and brand are the top three priorities.

Figure 2 - Product category that Chinese consumers buy during key dates in the calendar (%).

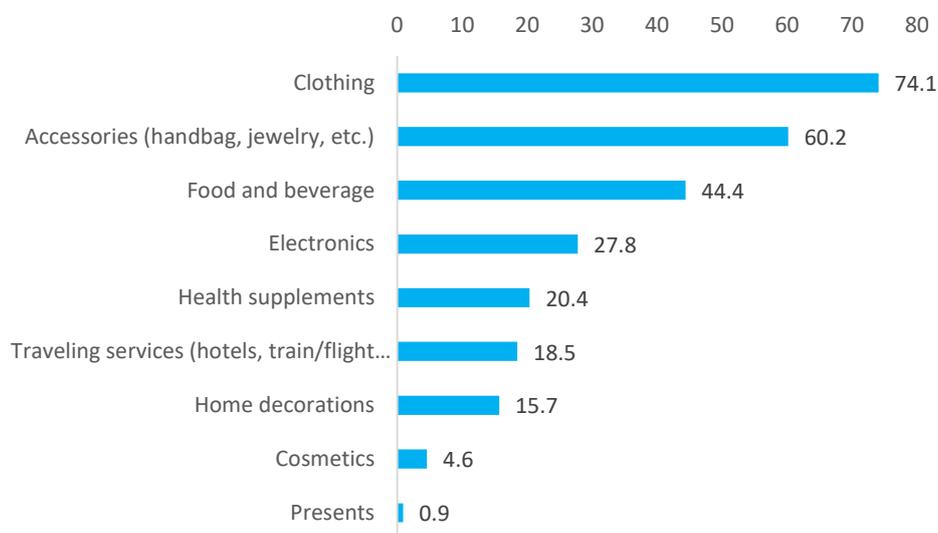


Figure 3 - Shopping platform (%).

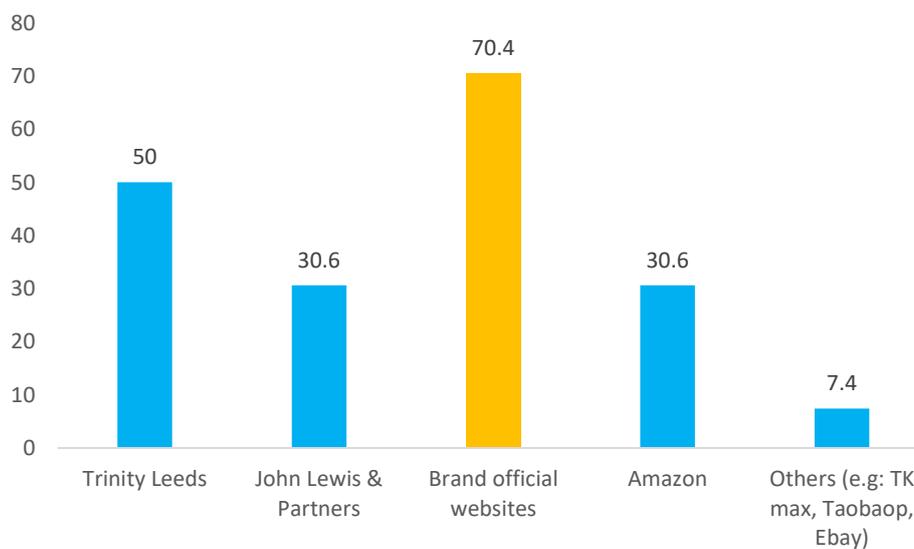


Figure 4 - Average spending during key dates (%).

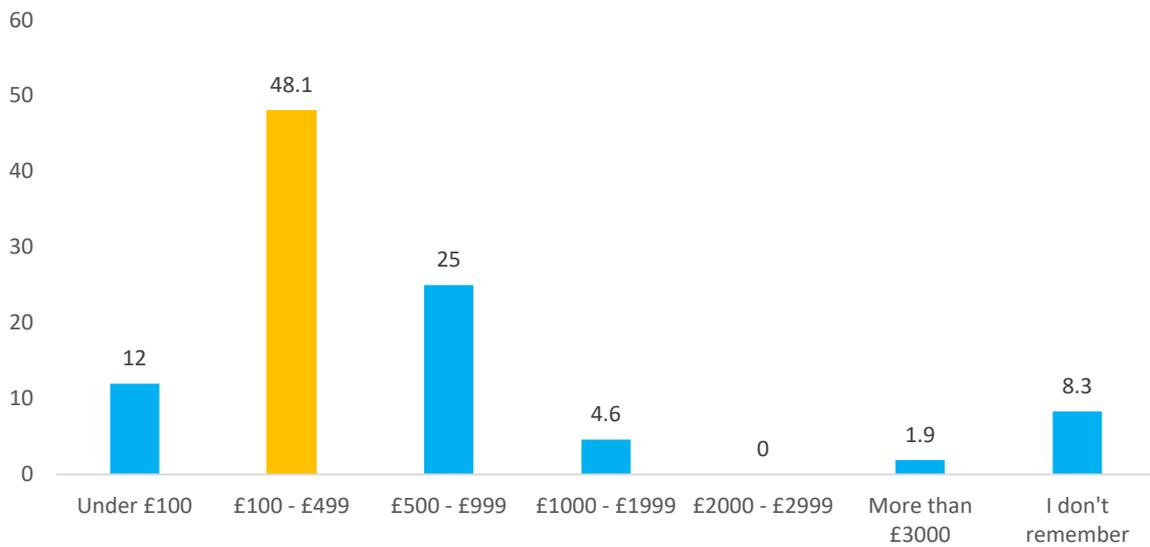


Figure 5 - Shopping motives during key dates in the calendar (%)

“I shop during key dates in the calendar because I think ...”



Furthermore, this research found that shopping enjoyment and perceived importance of gift-giving have a positive impact on the purchase intention during key dates in the calendar.

RECOMMENDATIONS

Shopping enjoyment

As discussed previously, businesses should focus on enjoyment in shopping to encourage consumption. Shopping enjoyment during key dates can be created by the festive atmosphere of key dates (decorations, sight/sound/smell, etc.), or entertainment related to that key dates (minigames, lucky draws, etc.).

Encourage gift-giving

Businesses should promote products that could be used as gifts. I notice that many students will buy clothing, accessories for their families, or small decorations as gifts for friends. For parents, health supplements are also favourable.

Chinese consumers love sales, so retailers should make sure to include a discount on their deals! Many respondents expressed, on many occasions, that they bought gifts for others simply because the price was too good to miss.

Send offers linked to Chinese key dates

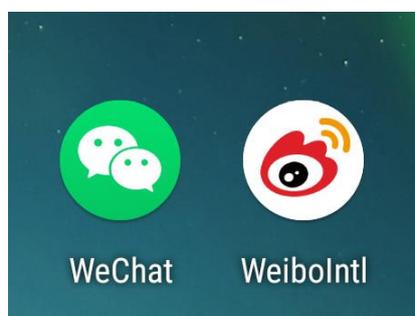
Chinese consumers may feel demotivated to shop during Chinese key dates in the UK as there is no holiday atmosphere like in their home countries. Sending a greeting with an offer could boost their shopping interest.

Create shopping opportunities linked to UK key dates

Though Chinese consumers often do not feel well connected to key British dates, there could still be opportunity for firms. Chinese students expressed that they came to the UK not only for education but also for a “good experience”. They would like to explore a new country, new culture and could also enjoy cultural events or competitions at the university. They may need university assistance or British friends to make them feel more motivated to celebrate British key dates. Many visitors would like travel to the UK to be “educational” and “fascinating” (Visit Britain, 2020). Thus, firms should actively communicate British cultural values to their consumers.

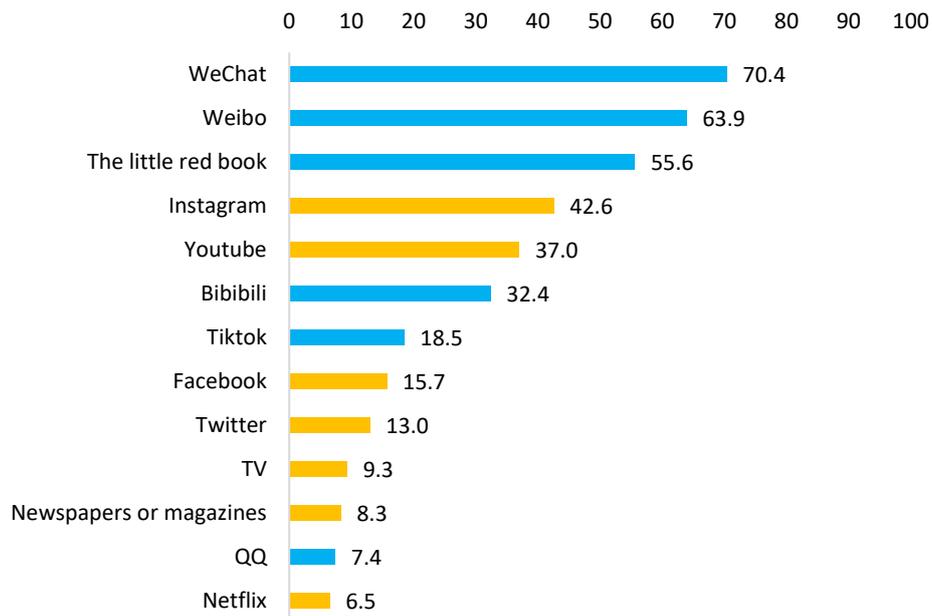
Use the right platform

WeChat and Weibo



Most Chinese consumers in the UK will continue to frequently update their information from WeChat instead of using Western social media platforms like Twitter and Facebook (Figure 6). From my observation, many students will create Facebook accounts when they arrive in the UK but rarely use them and prefer to have the group on WeChat. Weibo is also popular among Chinese consumers in Leeds. Regarding Western apps, businesses can consider Instagram.

Figure 6 - Social media that our respondents frequently use (%).



***Note: the blue colour bars are Chinese apps.

Recommendation apps



Recommendation apps and price comparison apps also worth a try. It can be seen from Figure 6 that more than half of the participants frequently get an update from the app called The Little Red Book (Xiaohongshu). On this platform, users can share their real experience with a product. The Little Red Book is more popular for the fashion, cosmetic, and tourism section.

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Mandarin support

The language barrier is the obvious obstacle between local businesses and Chinese consumers. Even though these consumers may know English, they feel more comfortable and more willing to use their mother tongue. In my research, the survey was presented firstly in English, however, 89% of respondents switched to Chinese before answering questions. During the interviews, I realized that using the second language somehow limits the ability of the informants to express themselves. According to Visit Britain, Chinese tourists appreciate assistance in Chinese, for example, signage, Mandarin-speaking staff, etc.

The Business Confucius Institute offers Business Chinese courses, Chinese evening classes, and Chinese proficiency tests.

Find out more at confucius.leeds.ac.uk/language/courses/

MAJOR CHINESE KEY DATES: AN OVERVIEW

Chinese New Year (about Jan 21st– Feb 20th)

Chinese New Year, also known as Lunar New Year or Spring Festival, is the most important festival in China. The exact date will be defined by the lunar calendar and falls on different dates of the Gregorian calendar, between January 21 and February 20.

>>> Read more: [Chinese New Year](#)

Facts about Chinese New Year:



Chinese New Year is popularly known as the Spring Festival in China as it marks the end of winter and the beginning of spring. This date represents the symbol of a new life and the desire for change.

>>> Read more: [Spring Festival: Why the Other name?](#)

Photo by [Thomas Despeyroux](#) on Unsplash

Red is the main colour for the festival because red means “luck”.



Photo by [Carl Ibale](#) on Unsplash



Each year has a specific animal sign. There are 12 animals in total. For example, the year 2020 is the Rat year. The animal sign will influence decorations and people who were born in the year with the same animal sign will feel more relatable and engaged in shopping.

Photo: [Freepik.com](#)

It is “Family time”. Instead of standing in the square waiting for a performance like in Western countries, Chinese people have “reunion dinner”. This habit seems not to change when they are the UK as they will gather friends to have dinner.



Giving greetings and lucky money is a traditional custom in Chinese New Year. The money will be put in a red envelop and give to the recipients. Nowadays, it is also possible to give lucky money online in the WeChat app.

Photo: [Freepik.com](#)

Chinese Mother's Day

The second day of the fourth month of the lunar calendar every year, but it is generally celebrated on the second Sunday in May.

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I love you



wǒ ài nǐ



wǔ èr líng



♥ 520 ♥

5.20 I love you day (May 20th)

Chinese love playing with homophones words and numbers with hidden meanings. The pronunciation of 5.2.0 in Chinese is 五二零 wǔ èr líng which sound closely to the words 我爱你 wǒ ài nǐ ("I love you" in Chinese). This makes May 20th become a very romantic day.

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Children's Day (June 1st)

Though it is called Children's day, this occasion is not exclusive for kids. Many young adults in China also celebrate this day in their own ways, for example, shopping or having dinner together with friends. They miss their childhood memories and the feeling of being carefree kids.

>>> Read more: [How Do Chinese Kids and Grown-ups Celebrate Children's Day?](#)

Dragon Boats festival – Duanwu festival

It happens on the month 5 day 5 in the lunar calendar. Duanwu Festival is a folk festival with the meaning of dispelling disease and invoking good health.

On this occasion, popular activities include boat racing, eating sticky rice dumplings (zongzi), hanging Chinese mugwort and calamus, drinking realgar wine, and wearing perfume pouches.

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Sales 618 (June 18th)

Sales 618 is widely known as the mid-year sale. It is one of two major sales day in a year on Chinese e-commerce platforms like Taobao and JD.com.

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Qixi 7/7 – Chinese Valentine's Day

The Chinese Valentine day is on month 7 day 7 in the lunar calendar. This day originates from a folk story about the love between a weaver girl and an ox herd. On this occasion, couples will give romantic gifts to each other.

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Mid-Autumn Festival

Mid-Autumn festival is on month 8 day 15 in the lunar calendar. This festival is celebrated in many East Asian countries. In China, Mid-autumn is the time for family reunion like Thanksgiving in Western countries. The must-eat food in Mid-Autumn is mooncakes.

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Golden Week (Oct 1st – 7th)

This is Chinese's National Holiday when all citizens have the whole week off. This period is also the biggest week for tourism in China.

>>> [Read more](#)

Single's day 11/11

This is China's largest sales in China when Alibaba and many e-commerce companies offer massive discounts during 24-hour period.

>>> [Read more](#)



LIMITATIONS AND FUTURE RESEARCH

The study is not without limitations. The sample size for both qualitative research (N=10) and quantitative research (N=108) are rather small due to the limited time and financial incentives. The dataset also shows a significant bias towards the students who have been in UK up to 1 year. Although this dataset is suitable for the Leeds case, Chinese expats and tourists have been given little consideration in the research. Moreover, Chinese consumers may be more likely to adopt Western culture and values if they stay here for a longer time. Thus, the primary concern may concern the generalizability of the findings. As such, the author recommends the further replication of the research (particularly focus on each Chinese group in the UK, more diverse in participant backgrounds).

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IMAGE SOURCES

Cover page

The Body Shop Consulate by the Business Confucius Institute at University of Leeds.

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Trinity Launch Night. At: Place: Trinity Leeds

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