The Values and Lifestyles of Prior Mature Chinese Consumers  
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The aging of the population is a global phenomenon. To foresee the promising market of retired consumers and gain insights into prior mature consumers who are 45 to 65 years old, we surveyed 2075 randomly selected respondents in four emerging Chinese representative cities: Beijing, Shanghai, Guangzhou, and Taipei. The eight major concepts extracted from respondents’ value systems are concern about health, financial attitudes, gender issues, career and retirement plans, social relationships, attitude toward aging, and other life perspectives. The differences between the four cities imply the different degrees of influences of Confucianism versus western materialism and individualism.

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