

Consumer Buying Trends in Emerging Economies: A Case let of Vietnam

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Abstract

The purpose of research is to understand the consumer lifestyles in Vietnam and to identify the factors affecting consumer purchase decision in Ho Chi Minh City, Vietnam. The paper tries to find out how do consumers in Ho Chi Minh City make decisions and how can marketer's impact purchasing decisions of these consumers. For the purpose of this study qualitative data analysis has been applied with an exhaustive literature survey of research reports, newspaper articles and websites on the said topic. In addition to information from the secondary sources, the author has also used unstructured instrument to understand the purchase criteria of Vietnamese consumers during his visit to Ho Chi Minh City, Vietnam. Vietnamese consumers are Ethnocentric-loyal to country's brands and are easily convinced to make purchase due to price discounts, free gifts with purchase. The mass consumers buy products/services based on need and they don't care so much about what others think. They demand for health related products /services and home enjoyment. On the other hand affluent consumers are social status conscious and want more hedonistic and luxury experience.

Key Words: Emerging Market Consumers, Consuming Class, Luxury Products, Mass Consumers, Affluent Consumers, Health Conscious, Job Security and Work-Life Balance.

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