



Marketing to Chinese



In this issue of WHYS Views, Betty Southgate reflects on the Lunar New Year celebrations in Australia and highlights three important elements to Chinese marketing.

1. Embrace the Culture

Lunar New Year is one of the major festivals celebrated across Australia to showcase its cultural diversity. Traditional festivities abound from Chinese chess competition to dragon boat racing, from calligraphy to martial arts performances, from Chinese strings ensemble to lion and dragon dance.

One of the most impressive events that I went to was the Dragon Boat Spectacular at Darling Harbour, Sydney. It was a truly multicultural event with numerous commercial and social organisations ranging from financial institutions to hospitals competing over a two-day period. It is an epitome of how the virtues of two plausibly diverse cultures could be synergised. The spirit of perseverance, community and sports were combined and transformed into a successful HR team building tool.

2. Identify their Values

The significance of these events is the recognition of the roots of an important segment of the community. The celebration is something which the Australian community as a whole could embrace and benefit from - a positive spirit of thinking forward, wishing for the best and setting goals for the New Year.

The art of cultural marketing is multi-faceted. For Chinese marketing, political and economic history has particular bearing. An understanding of the development of modernism versus tradition, diversity versus uniformity, and individualism versus communism is essential.

Personal and cultural values drive perceptions, decisions and behaviours. Understanding people's values illuminates many pathways to multi-cultural marketing.

3. Bond the Relationship

Guanxi is the Chinese cliché of relationship, highly recognised as the key to business success. Connecting beyond language, extending to the way of life and understanding customers' beliefs and values will bring forth a positive, trusted and long term relationship.

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