Marketing Research Methodology－"ME"Generation for Example

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Abstract. "Time" magazine once featured an article about "Me" Generation (Elegant, 2007), which refers it to the after 80's Generation in China. In the "Government China Statistics" published in 2000 by China Population and Development Research Center, the group has roughly 300 million adults either in school or at work. "Me" generation's consumption habits are much different than older generations. This marketing research methodology, among others, to find out the demographic profile and consumption characteristics of the "Me" Generation.

Keywords: Marketing; "Me" Generation; Consumer Personality

1. Introduction

"Me" generation is the first generation born since the "One Child Only" policy took effect in late 1970's. The great group has roughly 300 million adults in China either in school or at work. "Me" generation's consumption habits are much different than older generations. They are self-centered and eagerly aspirant consumers who are looking for the latest fashionable products. On the other hand, many of them are not independent of their parents so their purchasing power is limited. We know different groups have different consumption habits by foreign studies, cited earlier.

2. Conclusion And Interpretation Of Data

The secondary source of data included materials collected from the web of the chart shows the breakout of the gender of our respondents: Male -53%；Female – 47%. It is consistent with the current census conducted by the Chinese government

In this study, the researcher sent out 110 questionnaires and received 100 back. The number of 110 was calculated using the standard formula for sample size determination.
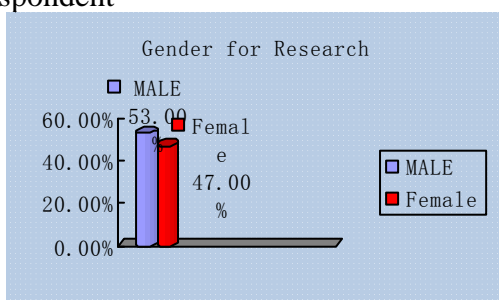
Demographic Profile of Respondent

Figure 1: The Gender Frequency

Note: The gender is not balanced in China since some families go for abortion if they know they would have a girl baby due to the traditional favor of the boys.

Table 1the Age Distribution of the Respondents of the Study

AGE	25 and above but below 28	20 and above but below25	20 and above but below 15	15 below
Total	35	32	26	6
Percent	35%	32%	26%	6%
Group	1	2	3	4

The table below shows the age distribution of respondents. For example, the researcher received 35% or 35 respondents for the age range of 25 and above but below 28. The primary group of "Me" Generation are age 20 and above but below 28

Profession of Consumer Profile of Respondent

Table 2 shows the distribution of the students, full time job, part full time job and work at home. For instance, the study received 41% or 41 responses from the students. The largest group of respondents is students and the second largest group has full time jobs.

Table 2 Profession of Consumer Profile of the Respondents of the Study

Profession	Students	Full time job	Part full time job	Work in Family
Total	41	36	17	6
Percent	41%	36 %	17%	6%
Level	1	2	3	4

Educational Attainment of the Respondents

Table 3 shows the Educational background of the Respondents. For instance, 58% or 58 respondents have college degrees or higher. 22% or 22 respondents have high school degrees. Thus, this shows many respondents are well educated

Table 3 educational Attainment of the Respondents of the Study

	College or Higher	High School	Junior high school	Others
Total	58	22	19	1
Percent	58%	22%	19%	1%
Level	1	2	3	4

High Correlations

The null hypothesis No. 1 is rejected because there is a high Pearson r of 0.8 between the demographic profile and the motivation of Me Generation consumers. The null hypothesis No. 2 is also rejected because there is a high Pearson r of 0.75 between the demographic profile and the consumption of Me Generation consumers. The null hypothesis No. 3 is likewise rejected because there is a high correlation of Pearson r, 0.8 between motivation and consumption of Me Generation consumers.

Consumer behavior and Cultural influence of "Me" Generation

Table 6 shows the influence of various factors on the consumption behavior. Some highlights are below:

Only 1 out of 100 respondents thinks family has the most important influence in his consumption while 49 respondents consider society influence them most.

64 respondents think technology influences them most. And many respondents believe credit card have more influence than computer.

49 respondents like shopping most when they have some free time.

Table 4 Consumer Behaviorand Cultural Influence of the Respondents of the Study

	Least Important (1)		Marginally Important (2)		Equally Important (3)		Significantly Important (4)		Most Important (5)	
1.Family Influence	52	52%	31	31%	8	8%	8	8%	1	1%
2.Society influence	5	5%	9	31%	12	12%	25	25%	49	49%
3.Technology influence	1	1%	2	2%	12	12%	21	21%	64	64%
3.1. Impact of Credit Card	2	2%	7	7%	9	9%	24	24%	58	58%
3.2. Impact of Computer	14	14%	14	14%	20	20%	21	21%	24	24%
3.2.2.design picture	8	8%	14	14%	15	15%	30	30%	33	33%
3.2.3.game	14	14%	15	15%	18	18%	22	22%	31	31%
4.shopping	1	1%	6	6%	15	15%	29	29%	48	48%
5.advertisement	1	1%	6	6%	9	9%	28	28%	56	56%

How does the me generation spend their free time:
(Continuation of Table 4)

4.1Public Place	9	9%	14	14%	33	33%	23	23%	21	21%
4.2 Coffee House	17	17%	28	28%	29	29%	18	18%	8	8%
4.3 House	28	28%	24	24%	26	26%	13	13%	9	9%
4.4 Tea Shop	52	52%	21	21%	21	21%	4	4%	2	2%
4.5 Beauty Salon	30	30%	25	25%	19	19%	18	18%	8	8%
4.6 Club	39	39%	33	33%	18	18%	10	10%	2	2%
4.7 Internet	1	1%	12	12%	20	20%	30	30%	37	37%
4.8 Reading	8	8%	9	9%	23	23%	27	27%	33	33%
4.9 Shopping	4	45	7	7%	19	19%	21	21%	49	49%

Current Market and Status of the "Me" Generation

Table 5 shows the products consumed by the "Me" Generation per month. Some of the findings are below:

28 respondents said they consume a low volume of cosmetics.

56% of the respondents use credit cards in a very high or high volume.

Also, 49 respondents heavily spend on food and beverages.

Table 5 Product mix of the respondents of the study

	Low (1)		Marginal (2)		Moderate (3)		High (4)		Very High (5)	
1.Cosmetics	28	28%	27	27%	21	21%	14	14%	8	8%
2.Books and Periodicals	9	9%	13	13%	39	39%	25	25%	14	14%
3.Food and Beverages	10	10%	10	10%	31	31%	27	27%	22	22%
4. Phone	32	32%	23	23%	22	22%	15	15%	8	8%
5. Tour	8	8%	15	15%	31	31%	27	27%	19	19
6.Use of Credit card	11	11%	12	12%	21	21%	40	40%	16	16%
7.Financial Products	11	11%	20	20%	30	30%	25	25%	14	14%

Consumer personality and Motivation and decision process of "Me" Generation

Table 6 shows the distribution of the consumer personality, motivation and decision process. 40 responses consider "style" most in the consumption while brand name is considered second. Only 6 respondents consider "quality" most. It was construed in this study that style and brand names are key factors in the decision process.

Table 6 consumer personality and motivation and decision process of the respondents

	Style	Brand Name	Price	Quality	Quality and Price	Etc
Total	40	25	12	6	12	5
Percent	40%	25%	12%	6%	12%	5%

High Correlations

The null hypothesis No. 1 is rejected because of the high Pearson r of 0.8 between the demographic profile and motivation of Me Generation consumers. Likewise, null hypothesis No. 2 is rejected because of the high Pearson r of 0.8 between the demographic profile and the consumption of Me Generation consumers. Null hypothesis No. 3 is also rejected because of the high Pearson r of 0.7 between motivation and consumption (Please see Appendix C).

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