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CHINESE SHOPPING

Without a doubt shopping is very important thing in modern people's lives. It provides us with not only means of survival but with things that can make us look better in the eyes of others. We buy expensive clothes and luxurious cars just to tell other people that we are rich, successful and all in all better. For some people expensive jewelry of their country is not enough. For some reasons it's not considered as something that will make other people eyes widen. What would you do in that case? That's right! You would fly somewhere where famous jewelry brands are located. I think you can agree that if you say that you bought something from a famous brand while abroad a lot of people will think of your high status.

For the biggest part of Chinese tourists shopping is the main goal. Indeed, Chinese tourists rank shopping as their No.1 expenditure, followed by transport, lodgings, catering, entertainment and tickets for attractions. Among all items, their taste for luxury goods is most impressive. A 2013 report placed China as the biggest luxury goods consumer with a total spending of US\$102 billion, accounting for half of all global spending in this sector. The interesting thing is that 72 percent of the money was spent overseas.

With larger amounts of disposable income, the Chinese people have access to travel and holidays that they wouldn't have had a few years ago. In fact, the number of international trips made by Chinese travelers has grown from 10million in 2000 to 83million by 2012. Just as people in the West like to treat themselves whilst abroad, so do Chinese consumers.

The strongest motivating factor for Chinese consumers to shop abroad for luxury goods is their country's excessive tax regime on imported goods. Combined with taxes, these regulations can increase the price of luxury goods in China by up to 50%. The price of a Louis Vuitton handbag is 30% higher in a China than in Paris. So from a Western point of view it may seem that Chinese spending abroad is very high, from a consumer's point of view they are actually saving themselves a lot of money – a win-win situation for Chinese consumers and the UK luxury market.

As in the West, the 'made in China' label is often associated with low quality amongst Chinese consumers. Goods produced in other countries, with the label to prove it, are therefore highly valued amongst Chi-

nese shoppers. It also serves as proof of their trip, showing others that the shopper has been abroad, helping them gain social status and demonstrate their success. Chinese consumers also expect a high level of service when buying from the luxury market, with 92% of customers being unhappy with the service in Mainland Chinese stores.

Maybe it is all about status symbols. Still, one major reason for Chinese buying expensive handbags and watches abroad is that they are much cheaper there. The same items cost about 50 percent more in China than overseas. That is also good news for parallel traders and those who can buy abroad on behalf of consumers within the country.

On a more basic level, groceries are much sought after by Chinese tourists in Hong Kong. Baby formula in particular has generated a huge storm of controversy in the former British colony, after their buying sprees resulted in widespread shortages in the products across the territory.

As of today studies say that we can see a decline in Chinese tourists. Trade-war with USA and other countries has a large effect on Chinese international tourism but that's actually not so bad. China started to produce cheaper and better thing inside the country. But that's not the case with luxurious items Chinese want to buy so hard.

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COMPARACIÓN DE ARTÍCULOS SOBRE LOS SITIOS DE NOTICIAS ESPAÑOLES Y BIELORRUSOS SOBRE EL EJEMPLO YAHOO.ES Y TUT.BY

Todos los días obtenemos una gran cantidad de información. Y tenemos muchas opciones donde podemos encontrarlo. La televisión y la radio son populares entre las generaciones mayores. Estas fuentes son las que más confían. Además, muchas personas eligen los periódicos, ya que pueden leerlos en su tiempo libre, de camino al trabajo o por la noche. Cada año, un número creciente de adultos usa Internet para buscar información.

Los jóvenes, en su mayor parte, utilizan el Internet. Por ejemplo, Twitter, Telegram, YouTube. Gracias a estas redes sociales, fue posible obtener información de todo el mundo en un par de clics, para recibirla literalmente de primera mano. Sin embargo, toda la información recibida tanto en Internet como en la televisión debe tratarse críticamente, porque