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# Measuring Design investment from the Evidence-based Consumer Experience Model for Chinese Market

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In the next five years, China is expecting to import products and services valuing more than 10 trillion U.S. dollars, which provides a historic opportunity for enterprises across the world to enter the huge Chinese market. Design investment thus become crucial for the success in the competing market.

## Aims

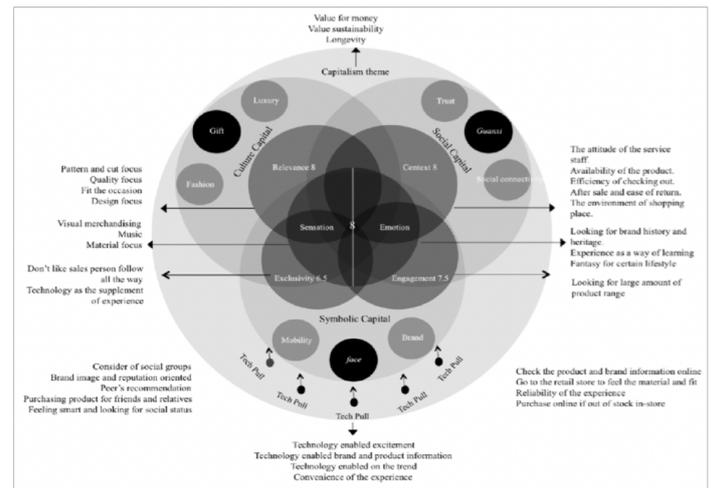
The aim of this project thus is going to propose an evidence-based young Chinese consumer experience model according to the economic value of design model proposed by European Commission.

## Progress

One key point for the formulating of the consumer experience model is its corresponding dimension of the economic value of design. The rationale is that as both production factor and consumption factor, the design of the product affect hugely the consumer experience. Thus, based on the three dimensions that has been identified by European Commission measuring the economic value of design, namely the social value, emotional value and symbolic value, the consumer experience model proposed in this project has also identified three dimensions, namely the cultural capital, the symbolic capital and the social capital.

The foundation theoretical model has been formulated based on the 20 semi-structural interviews from the Chinese consumers. This project has also employed the research practitioner method with researcher himself a Chinese consumer.

## Deliverables



The deliverable of this project including:

Firstly, an evidence-based consumer experience model for young Chinese consumers based on the individual companies' case, with the measurement of the design investment on the individual companies' case. This has been identified as the unique opportunity of **industrial engagement**. Those companies who wish to explore the booming Chinese consumer market and measure their design investment might find this engagement opportunity valuable.

Secondly, the China International Import Expo (CIIE) has further provide an industrial engagement opportunity for those companies who interested in the booming Chinese consumer market. Further information of the CIIE can be accessed from the website: <https://www.ciie.org/zbh/Introduction/>. The CIIE is the world's first import exposition, which opens China's 10 trillion U.S. dollars consumption market in the next five years.

The researcher previously worked in the United Nations Conference on Trade and Development (UNCTAD), which is the organizing partner of the CIIE. For qualified enterprises and companies who interested in the CIIE, this project will have **industrial engagement opportunities** at the annually held China International Import Expo (CIIE).