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First, the survey respondent profile does not include China's super (average age is 40 or above) and vulgar (without university education and factory-based entrepreneurs) rich who are frequent consumers of top-tier luxury brand products (Ferrari, Bentley, Patek Philippe, Cartier, Hermes) in China. They are the most affluent consumer group and have very strong purchasing power so that

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this survey cannot represent consumer behavior of all wealthy Chinese. 90% of the respondents contained in ...