

China design

Design



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Why is product design Important in the China market? Product design is indeed a key factor in satisfying customers, which is crucial for malignantly or improving companies' respective market shares. Product design plays a very important role in manufacturing firms along to penetrate and attain good market shares in dynamic consumer markets like that of China, which is also stringent in the involvement of its culture, even in modern times. The very reason why product design is important in China's consumer market is that Chinese nonusers observe ever-changing trends which, of course, entail ever-changing needs and wants.

In order for manufacturers to satisfy consumers of this dynamic market, they employ product designs that suit consumer needs and wants through form and functionality. Since China also considers cultural involvement essential for the upkeep of their unique traditions, manufacturers also need to consider injecting fragments of traditional Chinese elements into their designs to really succeed in the nonuser market and earn the consumers' plea for their products.

In the viewpoint of Chinese manufacturers, product design is also a means of adding value to their organization by making their products stand out from competitors' which undoubtedly substantiates the importance of product design. 2. How would you ensure that your products are designed to meet the needs of customers? In order to surely meet customer needs, manufacturers should find out themselves what their target consumers yearn for.

Once they find out their target market's needs, manufacturers should employ unique and highly encouraged homegrown product designs that take into consideration the form that jives with current trends, functionality that entails outstanding product performance, and sometimes even injections of timeless elements, say that of the respective cultures of different consumer markets. By doing so, consumers would surely utilize their products that suit their needs and wants, are undoubtedly in the vogue, and are reflective of their cultural heritage and identity.