



# 新聞稿 PRESS RELEASE

## 1992 Wilson T S Wang Distinguished International Professor

The rising number of consumer complaints in Hong Kong could be attributed to the incorrect pricing and retailing policies of the management in the business, argued a leading scholar in retail marketing.

According to Prof Ingene, Wilson T S Wang Distinguished International Professor of The Chinese University of Hong Kong, Hong Kong's retail industry is not sufficiently customer- and service-oriented.

While setting price seemed to be the only major concern, Prof Ingene described Hong Kong's retail business as 'negative marketing'. He pointed out that with the savings rate in Hong Kong being some twenty percent, there was reason to believe that people could afford to spend more than they are currently spending. The recent experience of Japanese department stores taking over fifty percent of business in Hong Kong provides evidence that Hong Kong and Chinese stores have not been doing a good job of serving the needs and wants of Hong Kong consumers. Unless Hong Kong retailers improve their practices, we can anticipate the department store experience spreading to other lines of retail trade.

He said that while customers are concerned with paying a fair, not an excessive price, as customers become wealthier they become less concerned with obtaining the lowest possible price. When retailers provide additional services, such as information, a pleasant shopping experience, and efficient service, customers will shop more and spend more money.

At The Chinese University of Hong Kong, Prof Ingene is involved in research on the distribution channels in Hong Kong's retail business with colleagues.

After obtaining his PhD in 1975 from Brown University, Prof Ingene has published over a hundred books and articles. His research interests include: spatial marketing, retail marketing and organization of distribution channels.

Prof Ingene has been the Nordstorm Professor of Retail Marketing, University of Washington since 1986. In addition to his extensive teaching work in the University, he also serves as the editor of the Journal of Retailing, the leading academic retail journal and one of the major academic journals in the marketing profession, and provides consultation to many business organizations in the United States.

Wilson T S Wang Distinguished International Professor programme was established to invite prominent scholars to guide academic research and to promote research development and overseas linkage of the University.