

January 2018

轮胎 - China

“整体而言，二三线城市轮胎购买者比一线城市的轮胎购买者更务实和主动，轮胎零售商应着眼于这一人口群体。突显安全性（而不是舒适性）将是吸引这些消费者的重要途径。对于首次购车者和年轻购车者，品牌名称更重要。因此，直播是创建积极品牌形象时值得考虑的工具。”

— 过人，高级研究分析师，中国

December 2017

Tires - China

“Generally speaking, compared to tier one city tire buyers, those from lower tier cities are more practical and proactive and should be an area of focus for tire retailers. Highlighting safety-related features, instead of comfort will be an important way of drawing in these consumers. Brand name means more to ...

汽车售后市场 - China

中国的车主和其驾驶的车辆都步入成熟期——2017年，汽车平均驾驶年限达到3.5年。目前他们喜欢到独立汽修店进行小保养和快速修理。经常进行汽车维保的20多岁的女性车主值得引起更多关注。相比一线城市，二、三线城市车主拥有更多的车辆，他们对汽车维保知识也更感兴趣，因此这一群体尤为重要。

November 2017

Car Aftermarket - China

“Car maintainers in China are maturing, together with their cars – the average length of driving reaches 3.5 years in 2017. They now prefer independent auto shops for minor maintenance and quick repair. Female car owners in their 20s worth being paid more attention to, given their higher maintenance ...

October 2017

汽车购买过程 - China

“高收入的25-29岁首次购车者做出购车决定花费时间不超过三个月。相比其他购车者，他们更乐于从社交网络和其他非官方渠道收集信息，如视频直播APP和二手车平台。但他们在做出最终购买决定时，品牌官网和微信公众号发挥着关键作用。他们会在这些信息平台 and 试乘试驾活动中关注那些能够展现其生活方式的科技特性，包括科技功能本身以及品牌呈现这些特性时的科技感。”

— 过人，高级研究分析师，中国

Car Purchasing Process - China

“The decision-making process of affluent 25-29-year-old first-time car buyers lasts for less than three months. They are more willing to gather information from social networks and other unauthentic channels like livestreaming apps and second-hand car platforms than other car buyers. But to convince them, brands' official websites and WeChat accounts ...