

August 2022

对新兴文化的态度 - China

“新兴文化有望强烈影响消费者的生活方式和购买决策。其影响力的大小与特定文化的发展水平有关。为进一步培养新兴文化，品牌需要持续投资基础设施建设和服务项目，以提升参与度（比如提高大众对冰雪运动的参与频率）。为进一步扩大新兴文化对人们生活方式的影响，品牌可利用深耕特定领域的KOL的力量，或通过IP联名，真正与目标消费者产生共鸣（如激发怀旧情感、唤起民族自豪感等）。”

— 侯彦，高级研究分析师

对不确定性的态度 - China

“充满不确定性的大环境促使人们更加关注心理健康和家居环境，这也是品牌需要跟进的热点。此外，品牌还需要提供更多的保证，以缓解不确定性导致的压力。例如，提供监测功能，帮助消费者重获掌控感；承担更多的企业社会责任，打造可靠的品牌形象等。”

——张鹏俊，研究分析师

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Attitudes towards Emerging Culture - China

“Emerging cultures have the potential to strongly influence consumers' lifestyles and purchase decisions. The strength of this influence is related to the development level of the culture. To further cultivate the culture, brands will need to make a continuous effort in infrastructure building and service offerings to strengthen engagement (eg ...

Attitudes towards Uncertainties - China

“An environment full of uncertainty has made people pay more attention to mental health and home environment, which are the hotspots for brands to follow up. In addition, brands also need to provide more reassurances to alleviate the stress caused by uncertainty. For example, providing monitoring functions to give back ...