

January 2019

对共享经济的态度 - China

“中国消费者尚未养成使用共享商品和服务的习惯，并表现出极大担忧。由于该市场仍处于新兴增长阶段，规章制度需要进一步完善。但它也为企业的成长和创新带来了充足空间。虽然低价仍是消费者使用的首要动因，但他们也关注环境和社会的整体健康和谐。”

— 赵鑫宇，初级研究分析师

December 2018

Attitudes towards Sharing Economy - China

“Chinese consumers have not built up the habit of using sharing products and services and show great concern. As the market still stands in an emerging to growth stage, rules and regulations need to be further improved. Yet it also provides substantial space for companies to grow and innovate. Although ...

November 2018

针对青少年的营销 - China

“虽然如今的青少年更加有主见和个性（与更加民主的家庭环境有关），但其共性特点仍占主导，并表现出对艺术和人文知识的浓厚兴趣。他们并不排斥广告，但对内容质量和幽默感有更高的期待，有趣的内容可以成为他们日常的‘社交货币’用以增进朋友交流。在零食方面，健康和功能性的宣称会更加受到青睐。”

— 赵鑫宇，初级研究分析师

针对大学生的营销 - China

“如今的大学生更特立独行，有自己的个性。他们信奉勤奋和卓越，同时也崇尚不拘而悠闲的态度。他们看起来既很现实，又很娇惯。他们积极在专业/学术技能上投资，也在爱好和娱乐活动上投入。他们平均使用3.4种渠道展示自己的爱好，方式富有创意，希望启发他人。拥有社交功能和深刻同理心的产品和服务会赢得这些年轻人的青睐。”

— 赵鑫宇，初级研究分析师

Marketing to Teens - China

“Although today's adolescents are more assertive and individualistic, which is related to democratic family environments, they still share a lot in common. A strong interest is shown in aesthetics and humane knowledge. They do not reject advertising per se, but demand humour and high-quality contents, which can serve as ...



China Lifestyles: Demographics - China

October 2018

Marketing to University Students - China

“Today’s university students are more distinctive and have personality. They value diligence and excellence also an informal and laid-back attitude. They appear both very practical and spoiled. Professional/academic skills are proactively invested, as well as hobby and leisure activities. An average of 3.4 channels is utilized to showcase ...