

### February 2015

#### 手机 - China

“中国消费者重视手机的品牌；手机企业可以通过高质产品、优质服务、跨设备整合平台以及创新功能提高消费者的品牌忠诚度。”

— 姜雨微，研究分析师

### January 2015

#### Mobile Phones - China

“Chinese consumers attach importance to mobile phone brands, while consumers’ brand stickiness can be enhanced via high-quality products, outstanding consumer services, brand integrated cross-devices platforms as well as breakthrough features.”