

## Marketing to Teens - China - December 2013

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“As well as being more connected than previous generations, China’s teenagers also appear to be more self-centred and value those elements in their current lifestyle that benefit themselves, at the expense of more traditional values such as caring for others.”

– Eileen Ngieng, Senior Research Analyst

### This report looks at the following areas:

- What are the current trends for China’s teenagers and what is the household and personal ownership of technology products for these teenagers?
- How much pocket money do teenagers receive? What are the spending habits of teenagers?
- How often do teenagers use the internet, and what are their main reasons for using the internet? What are their attitudes towards technology and how much does technology influence their life?
- What are the leisure habits of teenagers and how are these habits influencing their spending?
- What is important to today’s teenagers and how can marketers target teenagers?

Mobile phones, online video and social networking are central to the lives of today’s teenagers, replacing the dominant position that was once held by television and music. More than half of today’s teenagers’ leisure time is spent communicating with friends and family, both in person and with the aid of technology (online and mobiles). However, even when they do meet up in person with friends, a growing body of evidence suggests that teenagers are undertaking digital communications simultaneously.

This tendency not only reflects the highly social nature of teenagers and the importance they place on the relationships in their lives, due to both personal interest and peer pressure, but also a growing preference among today’s teenagers to be connected to a more personalised network of people that they feel more associated with.

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