# The Importance of Brands in Technology - China - October 2014

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– Can Huang, Senior Research Analyst

## This report looks at the following areas:

- How do domestic technology brands fare against international brands?
- Are Chinese consumers loyal to brands in the technology world?
- How far can technology brands stretch across categories?

Chinese consumers are very open to technology, and they are willing to invest in technology products and services. The high proportion of consumer expenditure in technology and communications shows Chinese consumers are very engaged in technology. There is lucrative market potential for all technology brands and that is why both international and domestic companies are well presented in the market.

Despite similar levels of awareness, international and domestic brands are clearly separated in terms of how consumers perceive them. While international brands are genuinely seen as more reputable, domestic brands are considered as more relevant and more affordable. For long-term sustainability and competitiveness, domestic brands should continuously invest in brand building and international brands should dive deeper to understand Chinese consumers' unique needs and preference.

Brand is a way for consumers to show their lifestyle aspirations, and this is very evident in technology. Brand makes an even stronger impact among people with more income.



DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

 

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## Appendix – The Consumer – Attitudes towards Technology Brands





 