

The Importance of Brands in Technology - China - October 2014

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“While international brands are genuinely seen as more reputable, domestic brands are considered as more relevant and more affordable in the technology world.”
– 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.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

The Importance of Brands in Technology - China - October 2014

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Introduction

Definition
 Personal computer (PC)
 Mobile phone
 Television (TV)
 Home entertainment
 Camera
 Portable media player
 Wearable product
 Methodology
 Abbreviations

Executive Summary

Technology market overview

Figure 1: Consumer expenditure, by sector, 2013

The consumer

The consumer – ownership and awareness of technology brands

Figure 2: Ownership and awareness of technology brands – international brands, July 2014

Figure 3: Ownership and awareness of technology brands – domestic brands, July 2014

Figure 4: Current usage of technology brands, by number of brands used, July 2014

The consumer – perceptions of technology brands

Figure 5: Perceptions of technology brands, July 2014

The consumer – influences on brand choice for technology products

Figure 6: Influences on brand choice – technology products, July 2014

The consumer – Influences on brand choice for technology services

Figure 7: Influences on brand choice – technology services, July 2014

The consumer – attitudes towards brand switching

Figure 8: Attitudes towards brand switching – consumer technology products, July 2014

Figure 9: Attitudes towards brand switching – technology and internet services, July 2014

The consumer – attitudes towards technology brands

Figure 10: Attitudes towards technology brands, July 2014

Key issues

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?

Is offline presence still needed?

What it means

Issues and Insights

BUY THIS
 REPORT NOW

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: reports@mintel.com

The Importance of Brands in Technology - China - October 2014

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

How do domestic technology brands fare against international brands?

The facts

The implications

Figure 11: Perceptions of technology brands, July 2014

Are Chinese consumers loyal to brands in the technology world?

The facts

The implications

Figure 12: Proportion of all-time brand owners who still own a product made by that brand, July 2014

How far can technology brands stretch across categories?

The facts

The implications

Is offline presence still needed?

The facts

The implications

Trend Application

A panic attack

Pay or for free

Local know-how

Technology Market Overview

Key points

Consume expenditure outlook

Figure 13: Consumer expenditure, by sector, 2013

Figure 14: Breakdown of consumer expenditure, by country comparison, 2013

Ownership overview

Figure 15: Technology products ownership, March 2014

Who's Innovating?

Key points

Wearable devices – the new opportunity

Biometric technology is changing the way of payment

Samsung partners with others to reinforce product positioning

Companies and Brands

International companies

Samsung Group

Latest developments

Apple Inc.

Latest developments

Microsoft Corporation

Latest developments

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

The Importance of Brands in Technology - China - October 2014

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Google

Latest developments

Sony Corporation

Latest developments

Amazon.com, Inc.

Latest developments

Local companies

Tencent Holding Limited

Latest developments

Baidu, Inc.

Latest developments

Alibaba Group

Latest developments

Lenovo Group Ltd.

Latest developments

Huawei Technologies Co. Ltd.

Latest developments

Xiaomi Inc.

Latest developments

The Consumer – Ownership and Awareness of Technology Brands

Key points

High awareness for all the brands across tier one to three cities

Figure 16: Awareness of the brands, July 2014

Figure 17: Year of establishment and year of China entry of technology brands, 2014

Microsoft is still the most owned international technology brand

Figure 18: Ownership and awareness of technology brands – international brands, July 2014

“BAT” dominates

Figure 19: Ownership and awareness of technology brands – domestic brands, July 2014

Troubled Sony

Figure 20: Summary of technology brand awareness and awareness-to-usage conversion – international and domestic brands, July 2014

Gender preferences for Microsoft, Sony and Huawei

Figure 21: Current usage of technology brands, by gender, July 2014

Young men favour Xiaomi

Figure 22: Current usage of technology brands – international brands, by gender and age, July 2014

People from tier one cities adore Apple

Figure 23: Current usage of technology brands – international brands, by city tier, July 2014

Figure 24: Current usage of technology brands – domestic brands, by city tier, July 2014

Consumers use multiple technology brands

Figure 25: Current usage of technology brands, by number of brands used, July 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

The Importance of Brands in Technology - China - October 2014

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Number of brands people use correlates with income and city tier

Figure 26: Current usage of technology brands, by number of brands used, by monthly personal income and city tier July 2014

The Consumer – Perceptions of Technology Brands

Key points

Apple builds a premium and innovative image which currently no one matches

Figure 27: Perceptions of technology brands – international brands, July 2014

Correspondence analysis methodology

Correspondence analysis

Figure 28: Perceptions of technology brands, July 2014

The Consumer – Influences on Brand Choice for Technology Products

Key points

Brand plays a key role in technology product purchase

Figure 29: Influences on brand choice – technology products, July 2014

Brand is more important for men, 30-39-year-olds and people with monthly income more than RMB3,000

Figure 30: Top three influences on choice of technology product brand, by gender, age, and monthly personal income, July 2014

Positive previous usage experience is crucial for people with limited income

Figure 31: Next top three influences on choice of technology product brand, by gender, age, and monthly personal income, July 2014

The Consumer – Influences on Brand Choice for Technology Services

Key points

Information security is of mounting importance

Figure 32: Influences on brand choice – technology services, July 2014

People with low income and education level value information security more

Figure 33: Top influence on choice of technology and internet service brand, by monthly personal income and education level, July 2014

User-friendly services are particularly important to women and people in their twenties

Figure 34: Next top influence on choice of technology and internet service brand, by gender and age, July 2014

Men, married people, and families with children care more about brand

Figure 35: Brand's influence on choice of technology and internet service brand, by gender, marital status and children in household, July 2014

People with higher income level also consider additional factors

Figure 36: Other influences on choice of technology and internet service brand, by monthly personal income, July 2014

The Consumer – Attitudes towards Brand Switching

Key points

Technology advancement encourages people to switch brands

Figure 37: Attitudes towards brand switching – consumer technology products, July 2014

User-friendly services helps to retain consumers

Figure 38: Attitudes towards brand switching – technology and internet services, July 2014

Men are more likely to stick to currently used technology services

Figure 39: Attitudes towards brand switching – technology and internet services, by age and gender, July 2014

The Consumer – Attitudes towards Technology Brands

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

The Importance of Brands in Technology - China - October 2014

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Key points

Consumers use brands to show their lifestyle aspirations

Figure 40: Attitudes towards technology brands – lifestyle and status-related, July 2014

Consumers feel more emotional benefits while income grows

Figure 41: Attitudes towards technology brands – lifestyle and status-related, by income on any agree, July 2014

Most people are satisfied with domestic brands, but they still have room to improve

Figure 42: Attitudes towards technology brands – international versus domestic brands, July 2014

Consumers want one brand for multitasking

Figure 43: Attitudes towards technology brands – brand stretching across categories, July 2014

Consistent promotion activities are important

Figure 44: Attitudes towards technology brands – price-related, July 2014

Men in their twenties, women above 30 and people with high income are more willing to pay premium for well-known brand

Figure 45: Attitudes towards technology brands – price-related, by gender and age, and income, July 2014

It is essential to offer consistent quality of pre and aftersales services and build usability first

Figure 46: Attitudes towards technology brands – experience and innovation, July 2014

Appendix – The Consumer – Ownership and Awareness of Technology Brands

Figure 47: Ownership and awareness of technology brands, July 2014

Figure 48: Ownership and awareness of technology brands – Current users of international brands, by demographics, July 2014

Figure 49: Ownership and awareness of technology brands – Apple, by demographics, July 2014

Figure 50: Ownership and awareness of technology brands – Samsung, by demographics, July 2014

Figure 51: Ownership and awareness of technology brands – Sony, by demographics, July 2014

Figure 52: Ownership and awareness of technology brands – Microsoft, by demographics, July 2014

Figure 53: Ownership and awareness of technology brands – Google, by demographics, July 2014

Figure 54: Ownership and awareness of technology brands – Amazon, by demographics, July 2014

Figure 55: Ownership and awareness of technology brands – Current users of local brands, by demographics, July 2014

Figure 56: Ownership and awareness of technology brands – Lenovo, by demographics, July 2014

Figure 57: Ownership and awareness of technology brands – Huawei, by demographics, July 2014

Figure 58: Ownership and awareness of technology brands – Xiaomi, by demographics, July 2014

Figure 59: Ownership and awareness of technology brands – Taobao/Tmall, by demographics, July 2014

Figure 60: Ownership and awareness of technology brands – Tencent, by demographics, July 2014

Figure 61: Ownership and awareness of technology brands – Baidu, by demographics, July 2014

Repertoire analysis

Figure 62: Repertoire of ownership and awareness of technology brands, July 2014

Figure 63: Repertoire of ownership and awareness of technology brands, by demographics, July 2014

Figure 64: Attitudes towards technology products and services, by repertoire of ownership and awareness of technology brands, July 2014

Appendix – The Consumer – Perceptions of Technology Brands

Figure 65: Perceptions of international technology brands, July 2014

Figure 66: Perceptions of domestic technology brands, July 2014

Figure 67: Most popular perceptions of technology brands – Apple, by demographics, July 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

The Importance of Brands in Technology - China - October 2014

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 68: Next most popular perceptions of technology brands – Apple, by demographics, July 2014

Figure 69: Most popular perceptions of technology brands – Samsung, by demographics, July 2014

Figure 70: Next most popular perceptions of technology brands – Samsung, by demographics, July 2014

Figure 71: Most popular perceptions of technology brands – Sony, by demographics, July 2014

Figure 72: Next most popular perceptions of technology brands – Sony, by demographics, July 2014

Figure 73: Most popular perceptions of technology brands – Microsoft, by demographics, July 2014

Figure 74: Next most popular perceptions of technology brands – Microsoft, by demographics, July 2014

Figure 75: Most popular perceptions of technology brands – Google, by demographics, July 2014

Figure 76: Next most popular perceptions of technology brands – Google, by demographics, July 2014

Figure 77: Most popular perceptions of technology brands – Amazon, by demographics, July 2014

Figure 78: Next most popular perceptions of technology brands – Amazon, by demographics, July 2014

Figure 79: Most popular perceptions of technology brands – Lenovo, by demographics, July 2014

Figure 80: Next most popular perceptions of technology brands – Lenovo, by demographics, July 2014

Figure 81: Most popular perceptions of technology brands – Huawei, by demographics, July 2014

Figure 82: Next most popular perceptions of technology brands – Huawei, by demographics, July 2014

Figure 83: Most popular perceptions of technology brands – Xiaomi, by demographics, July 2014

Figure 84: Next most popular perceptions of technology brands – Xiaomi, by demographics, July 2014

Figure 85: Most popular perceptions of technology brands – Taobao/Tmall, by demographics, July 2014

Figure 86: Next most popular perceptions of technology brands – Taobao/Tmall, by demographics, July 2014

Figure 87: Most popular perceptions of technology brands – Tencent, by demographics, July 2014

Figure 88: Next most popular perceptions of technology brands – Tencent, by demographics, July 2014

Figure 89: Most popular perceptions of technology brands – Baidu, by demographics, July 2014

Figure 90: Next most popular perceptions of technology brands – Baidu, by demographics, July 2014

Appendix – The Consumer – Influences on Brand Choice for Technology Products

Figure 91: Influences on choice of technology product brand, July 2014

Figure 92: Most popular influences on choice of technology product brand, by demographics, July 2014

Figure 93: Next most popular influences on choice of technology product brand, by demographics, July 2014

Appendix – The Consumer – Influences on Brand Choice for Technology Services

Figure 94: Influences on choice of technology/internet service brand, July 2014

Figure 95: Most popular influences on choice of technology/internet service brand, by demographics, July 2014

Figure 96: Next most popular influences on choice of technology/internet service brand, by demographics, July 2014

Figure 97: Other influences on choice of technology/internet service brand, by demographics, July 2014

Appendix – The Consumer – Attitudes towards Technology Brands

Figure 98: Attitudes towards technology products and services, July 2014

Figure 99: Attitudes towards technology products and services – Consumer technology products, by demographics, July 2014

Figure 100: Attitudes towards technology products and services – Internet and technology services, by demographics, July 2014

Figure 101: Attitudes towards technology products and services, by current ownership of technology brands – International brands, July 2014

Figure 102: Attitudes towards technology products and services, by current ownership of technology brands – Local brands, July 2014

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

The Importance of Brands in Technology - China - October 2014

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Appendix – The Consumer – Attitudes towards Technology Brands

Figure 103: Attitudes towards technology brands, July 2014

Figure 104: Agreement with the statement 'Technology products from local brands are as good as those from international brands', by demographics, July 2014

Figure 105: Agreement with the statement 'Compared to international internet companies, the services provided by local internet companies are more closely linked with our daily life', by demographics, July 2014

Figure 106: Agreement with the statement 'The products/services provided by local technology brands meet my expectation in terms of performance', by demographics, July 2014

Figure 107: Agreement with the statement 'It is convenient to use different technology products/services from the same brand', by demographics, July 2014

Figure 108: Agreement with the statement 'Advertisements focusing on building brand image rather than displaying products functions impress me more', by demographics, July 2014

Figure 109: Agreement with the statement 'It is worth paying more for technology products/services provided by a well-known brand', by demographics, July 2014

Figure 110: Agreement with the statement 'It is important for brands to keep consistent pricing when carrying out promotional activities in different channels', by demographics, July 2014

Figure 111: Agreement with the statement 'Using premium technology brands helps me gain 'face'', by demographics, July 2014

Figure 112: Agreement with the statement 'The technology brand you use can reflect your desired lifestyle', by demographics, July 2014

Figure 113: Agreement with the statement 'Newly emerged technology brands provide more innovative products/services than established brands', by demographics, July 2014

Figure 114: Agreement with the statement 'Usability is more important than brand', by demographics, July 2014

Figure 115: Agreement with the statement 'The quality of presales experience service is as important as aftersales when choosing a technology brand', by demographics, July 2014

Figure 116: Attitudes towards technology brands, by current ownership of technology brands – International brands, July 2014

Figure 117: Attitudes towards technology brands, by current ownership of technology brands – Local brands, July 2014

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com