

## Attitudes towards Emerging Tech - China - February 2019

Report Price: £3302.97 | \$4460.00 | €3717.16

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“Emerging technologies are no longer unfamiliar to consumers with the development of online information channels and e-commerce. Consumers’ interests have expanded from mature products like wireless earphones to emerging technologies like VR, AR and AI.”  
 – **Kaye Huang, Research Analyst**

This report looks at the following areas:

- Provide convenience for “lazy” consumers
- Make consumers feel special
- Use emerging tech to assist decision making

The majority of Chinese consumers have heard of the top emerging technology terms and have a strong interest in owning products related to these emerging technologies. The basic feature of emerging tech products expected by consumers is efficiency improvement. Meanwhile, consumers are also eager to show that they lead a trendy lifestyle and have unique personalities through owning and using emerging tech products, which is also an important selling point for brands.

This Report covers consumers’ knowledge of emerging tech, ownership and interest of owning emerging tech products. By looking at the triggers and barriers for them to buy emerging tech products, this Report also identifies effective marketing strategies across demographics.

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