

Living in Lower Tier Cities - China - July 2019

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

The Report explores how marketing strategies can be effective in strengthening product-brand association, enhancing lifestyle and trendy experiences, and promoting service solutions. When targeting consumers in lower tier cities, it is crucial to communicate the concept of "overall value for money", and harness gamified e-learning and social commerce to help create a sense of fulfilment and being connected to others, and at the same time, keep them more engaged with the brand.



"Gaps between tier one and lower tier cities are narrowing both in educational and economic respects.

Consumers in lower tier cities show a strong willingness to pursue the latest trends, driven by the fast spread of information, but have less products and services available to them compared to those in tier one cities."

– Keiyou Wang, Category Director, China

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