

March 2021

Purchasing Technology Products in Lower Tier Cities - China

“Consumers from lower tier cities have high expectation on the enhancement of quality of life brought by technology products, especially smart products. When purchasing technology products, they are more willing to combine offline product trial with recommendation from KOLs (Key Opinion Leaders), so as to have an in-depth understanding of ...

Marketing to Parents in Lower Tier Cities - China

“The parenting concepts of young parents, mainly those born in the 1980s and 1990s, in lower tier cities have changed significantly. They have realized that family exerts a great impact on children’s growth. Many parents have chosen mother and baby communities as ‘parenting assistants’, where they can get ‘words of ...

Beauty Consumers in Lower Tier Cities - China

“Although they widely use online information channels, lower tier city consumers have more trust in ‘ordinary people’. They are active users of online shopping channels but have widespread distrust about the authenticity of products bought online. Many are using essence/serum in addition to toner, lotion and cream, but there ...

February 2021

低线城市健康饮食 - China

“各线城市消费者对于健康生活和饮食的要素的看法一致，但低线城市消费者不像一线城市那样积极进行健康管理。这些消费者更担心牺牲口味，因此，缺乏自控力可能成为他们健康饮食之路的障碍。品牌可以运用科技、简化宣称，并利用这些消费者对于个人品牌的高信任度帮助他们养成更健康的习惯。”

— 蒋安妮，研究分析师

January 2021

低线城市美妆消费者 - China

“低线城市的消费者虽然广泛使用线上信息渠道，但是更信赖“素人”。她们虽然活跃地使用网购渠道，但是广泛存在对货品真假的不信任。虽然大部分已经在水、乳、霜之外使用精华，但是追求的功效仍有相当的升级空间。虽然听说过敏感肌，但是相关认知却仍然模糊.....这是正在追赶一线城市消费者脚步的，“转型期”中的低线级城市女性消费者现状。为了瞄准她们所能释放的巨大市场潜力，品牌需要明确这些观念、认知、习惯与一线城市的差异，更恰当地调整策略，以期进一步争夺下沉市场。”

低线城市：科技产品购买行为 - China

“低线城市消费者对于科技产品，尤其是智能产品，所能带来的生活品质提升非常期待。他们在选购科技产品时，更希望结合博主的推荐，去线下实际体验，从而加深对科技新概念的理解，并理性平衡对于不同价位产品的期待值。基于对同一品牌高低配产品差异颇大的认识，低线城市消费者更愿意优先考虑配置。在科技产品同质化严重的现状下，通过O2O新型体验店的形式提高到店消费转化率，或通过提升‘社会价值’来增加品牌辨识度，将成为品牌实现差异化的有效方法。”

— 尹昱力，研究分析师

— 邵愉茜，研究分析师

Car Owners in Lower Tier Cities - China

“Although consumers demonstrate practical-oriented preferences when it comes to decision-making and aftersales channels, car owners in lower tier cities are more keen to learn about cutting-edge technology and show higher acceptance of new energy cars. This is also due to the fact that they are more interested in presenting their ...

December 2020

低线城市：针对父母的营销 - China

“以80、90后为主的低线城市家长的育儿观已经有了明显的变化，他们意识到原生家庭对孩子成长的重大影响，很多家长选择母婴社区作为首席‘育儿帮手’，从中获取‘经验之谈’来更科学地养育孩子；孩子也逐渐成为现代家庭的核心，从现阶段的产品选择到他们未来的人生规划，孩子的独立意志愈发被尊重。品牌应该避免简单粗暴的‘消费导向’营销模式，而为家长提供更多优质的亲子服务与活动来强化‘信赖感’属性。通过注入趣味性、学习性及社交性等附加价值，加强与大朋友、小朋友的互动，建立与时俱进、有时尚感的品牌形象。”

低线城市车主 - China

“虽然在购车决策和售后渠道的选择上都呈现出以实用性为导向的偏好，低线城市车主对于了解前沿科技资讯的渴望、对新能源车的接受程度却更高。这也是由于他们在注重基础功能的同时，更加期待能展现自己的时尚和个性，并希望通过与家人朋友分享更多关于车的话题和增加车内互动场景来增进人际交往和感情交流。在售后方面，制定符合低线城市车主需求的配置功能以及提供专业可信的维修保养服务显得尤为重要。汽车品牌也可以借力新科技或新平台，在售后和维修方案上进行业务拓宽和创新。”

— 袁淼，研究分析师，2020年11月17日

Healthy Eating in Lower Tier Cities - China

“Consumers across all city tiers agree on what factors contribute to a healthy lifestyle and diet but lower tier city consumers are not as proactive in their health management. These consumers are more concerned about having to compromise on taste and, therefore, may encounter barriers to healthy eating in terms ...

Spending Habits in Lower Tier Cities - China

“Economic uncertainty has made lower tier city consumers’ attitudes and behaviour more cautious. However, they are still pursuing premium brands and quality products. Their concern is not resulting in a ‘consumption downgrading’; on the contrary, it may lead to higher expectations of product value and meaningful consumption. Apart from meeting ...

November 2020

低线城市：消费习惯研究 - China

“虽然经济环境的不稳定性让低线城市消费者的消费心态和行为在短期内趋于谨慎，但他们对于高端品牌和产品品质的追求仍在，“消费顾虑”并没有导致明显的“消费降级”，反而可能让消费者对产品价值和消费意义有一个更

Social Media Usage in Lower Tier Cities - China

“Lower tier city consumers rely on online channels for every step when shopping, from learning what is on-trend to keeping in touch with brands, from selecting

高的衡量标准。除了满足基本需要，超前消费能在日常消费场景中为消费者带来累加的满足感，更个性化的高端产品则代表着质感与情调。疫情也让消费者愿意更多购买本土品牌来表现对国家的支持，国产品牌不妨积极利用本土文化元素，通过在产品设计中增加文化体验元素，更多诠释品牌活动的历史内涵和文化意义，来提升产品设计感和品牌质感，触及低线城市消费者。”

and purchasing products to sharing their shopping experience. For brands seeking to penetrate the lower tier market, it is important to build multi-functional platforms ...

September 2020

低线城市：社交媒体使用习惯 - China

“低线城市消费者通过社交媒体来实现从了解消费趋势到深度接触品牌，从选购产品到分享消费经验的全过程。对于想要打入下沉市场的品牌来说，打造将资讯、娱乐、社交和购买融为一体平台和内容尤为重要。就平台而言，实现场景化、呈现高密度信息的社交电商平台和提供多样化的本地服务的品牌购物社群是品牌提升销量转化的重要战场。在内容和形式上，贴近消费者生活并提供过程体验的视频会能他们带来更多临场感和代入感，而有拼劲的博主会增加带货的感染力和说服力。品牌可以着眼于帮助消费者实现他们的‘网红梦’，提供更精准、更人性化的推荐，从而建立起品牌与用户之间的双赢关系。”

— 邵愉茜，初级研究分析师