

March 2022

Car Marketing & Retailing - China

“Specialised automotive platforms remain the main channel among car owners for car purchase-related information, but new online channels, such as social media and short video platforms, have been gradually accepted, mainly by young consumers. Brand apps have become an effective portal for brands to establish bonds with car owners online ...

February 2022

汽车营销和零售 - China

“汽车垂直平台依然是消费者获取汽车信息的主要渠道，但如今社交媒体、短视频类等线上新渠道正逐渐被以年轻消费者为代表的人群所接受。官方App成为品牌与车主用户在线上建立联系的有效窗口，除了汽车相关的信息，生活服务类的内容亦能引起车主用户的共鸣。随着汽车市场进入存量时期，品牌开始着力于通过多样化的营销新形式满足细分人群的差异化需求。同时，随着品牌对用户思维的愈加重视，以用户需求为导向的个性化定制化产品及服务将受到青睐。”

— 袁淼，研究分析师

Car Purchasing Process - China

"With the continuous rebound and growth of the domestic macro economy in China, more consumers in the auto market have had the chance to satisfy their need to purchase another car or replace a car, leading to a noticeable increase in the year-on-year growth of new car sales volume. At ...