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数码趋势 ——上半年 - China

"生成式AI正在全面革新生产力。中国消费者对这一新兴概念的认知度颇高，但生成式AI工具的实际使用率仍然较低。此外，中国消费者在认可生成式AI带来的积极影响的同时，也对其潜在风险表示担忧。因此，品牌有必要为消费者赋能，让消费者了解并掌控这类工具，将其视作人类创造力和生产力的辅助工具，而非替代品。此外，品牌应在AI的效率、准确性以及更人性化的互动之间找到平衡，以充分释放生成式AI的潜力。"

– —— 许成维，研究分析师

Z世代科技产品使用习惯 - China

"作为娴熟的科技用户，Z世代积极拥抱新兴科技并愿意投资前沿产品。同时，他们在购买决策上仍然保持谨慎和理性。针对他们的兴趣定制的科技产品/功能以及以家庭为中心的营销策略可以有效地触及这些精明的受众。此外，智能家居品牌可以通过帮助Z世代实现便捷和愉悦的居家生活，更好地吸引该群体。"

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Digital Trends - 1H - China

"Generative AI is revolutionising productivity. Chinese consumers show high awareness of this novel concept but the actual adoption rate of generative AI tools remains low. While valuing the positive impact of generative AI, Chinese consumers remain concerned about its potential risks. It is therefore important for brands to empower consumers ...

Technology Habits of Gen Z - China

"As adept technology users, Gen Z actively embrace emerging technologies and are willing to invest in cutting-edge products. At the same time, they remain cautious and rational in their purchasing decisions. Technology products/functions tailored to their interests and a family-centric marketing strategy can effectively reach this discerning audience. In ...