

April 2017

针对单身消费者的营销 - China

“单身消费者群体的心态呈现多元化——有人乐于（而且自愿）单身，有些人热切渴望走入婚姻（候婚一族）。但是其兴趣爱好和对不同市场促销活动的兴趣程度都与已婚消费者非常相似。事实证明，那些认为单身者在社交方面不够活跃，生活得不快乐，缺乏与父母或未来伴侣建立亲密关系的能力等观点都属于误解和偏见。”

— 马子淳，高级研究分析师

March 2017

Marketing to Singles - China

“The singles market is made up with diverse minds – some happy (and voluntary) to be single and some struggling to get married (ie married-people-in-waiting), but their passions, hobbies and interest in diverse campaigns and promotions are similar to married people. That singles are less active in social activities, less ...

针对55岁以上人群的营销 - China

“人们对中老年消费者有三大误解：其一，认为他们生活方式过时老土，因此也不会思考如何改善；其二，认为他们愿意购买高级的或者更先进的产品，仅仅是因为他们有足够的财力；其三，未能认识到他们价值观和生活追求的多样性。”

February 2017

Marketing to Over-55s - China

“Three misconceptions about senior consumers: assuming they tend to live the old fashioned way and thus think less about improvement and would pay more for premium or advanced product features just because they can afford and not recognising the diversity of the senior consumers in terms of their values and ...