

January 2018

针对年轻父母的营销 - China

“与前几代人相比，当代中国父母更倾向于分担家务责任，也愿意让孩子（和自己）变得更独立自主。他们更有可能认为使用教育性的高科技工具（如语言学习和理财等工具）以及照顾宠物有助于孩子成长，而不会认为它们分散孩子注意力。”

— 马子淳，高级研究分析师

December 2017

Marketing to Young Parents - China

“Chinese mums and dads have a higher tendency to share household responsibilities and a willingness to encourage independence in their children (and themselves) than previous generations have. Educational high-tech tools (eg language learning and financial management) and taking care of pets are more likely to be considered a help rather ...

针对青少年的营销 - China

“尽管青少年最关注的仍是学业成就，但是由于当今社会的创业热情日益高涨，他们的学业压力有所降低。他们（包括其父母）不再像以往那样热衷于固守传统的人生路线，即上学、就业、工作、然后退休。理财服务、科技产品和在营销中使用音乐等都是市场新机遇所在。”

— 马子淳，高级研究分析师

November 2017

Marketing to Teens - China

“Although academic achievement is the top priority, the growing level of entrepreneurship enables teens to feel less stressed about their grades. They (and their parents) are less keen to follow the traditional route from school to a job for life before retiring. New opportunities lie in financial services, technology products ...