

March 2016

数码趋势 - China

“中国消费者热衷于购买和使用数码产品，增强型多功能数码产品可能会更吸引他们。智能电视在渗透和使用频率方面的增长潜力巨大。线下实体店可以利用虚拟现实（VR）和增强现实（AR）等科技力量来吸引消费者光顾。”

— 徐天韵，高级研究分析师

手机 - China

“为了在饱和的手机市场中脱颖而出，鼓励消费者加大消费力度，品牌需要致力于满足消费者尚未被满足的需求、构建高端品牌，并打造与众不同的品牌形象。”

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Mobile Phones - China

“To stand out and attract purchases in China’s saturated mobile phone market, brands need to dedicate themselves to satisfying consumers’ unmet needs, building premium brand perceptions and differentiating brand identities.”

Digital Trends - China

"Chinese consumers are open to purchasing and using digital products, and multifunctional digital products with enhanced features may be attractive to Chinese consumers. Smart TVs see the potential to grow in terms of both penetration and as a marketing channel. To attract visit, offline stores can leverage the power of ...