

Car Usage Habits - China - April 2015

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“With fierce competition in the market, car marketers not only need to create more appealing stories and use them to impress consumers, but also need to make their marketing approaches less intrusive and more interactive. There is also a new and untapped opportunity for brands to catch consumer attention by addressing health problems associated with overuse of cars.”

– Yujing Li, Senior Research Analyst

This report looks at the following areas:

- How do consumers use their cars?
- How do consumers feel about driving?
- Is there any opportunity for brands in terms of marketing?

This report is all about why consumers purchase certain types of cars and how they use their cars. Mintel identifies that consumers' initial purchase intentions can be diverse, although they are likely to purchase the same car model. For example, both high earners and parents use driving as a means to facilitate their social lives, but parents tend to associate driving with family commitments, while high earners are likely to drive for business-related occasions in order to meet more clients.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Introduction

Definition
Methodology
Abbreviations

Executive Summary

Car usage occasions

70% of car owners have done 1-2 day's trip

Figure 1: Car usage occasions, December 2014

More than half of car owners use cars on at least seven occasions

Figure 2: Repertoire analysis of car usage occasions, December 2014

Different car usage habits of young consumers may influence final purchase

SUV owners use their cars for more occasions

Figure 3: Repertoire analysis of car usage occasions, by type of car owned, December 2014

Feelings about driving

High earners and parents think driving expands their social circle

Figure 4: Consumer sentiment about driving cars, by demographics, December 2014

High earners are more likely to see driving as a way to relieve pressure

Figure 5: Consumer sentiment about driving cars, by household income, December 2014

Car owners are more likely to feel fulfilled rather than excited when driving

Figure 6: Consumer sentiment about driving cars, December 2014

Consumer segmentation

Key issues

Using family sentiment to evoke consumers instead of introducing functions directly

Heavy car usage indicates more attention to safety and comfort

Collaborating with travel industry to deepen brand influence

Making online campaign less intrusive in car advertising

What we think

Issues and Insights

Using family sentiment to appeal to consumers instead of functions

The facts

The implications

Heavy car usage indicates more attention to safety and comfort

The facts

The implications

Collaborating with travel industry to deepen brand influence

The facts

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The implications

Making online campaign less intrusive in car advertising

The facts

The implications

Trend Application

Who are the Joneses?

Immaterial World

Many Mes

The Consumer – Trends in Car Ownership

Key points

Ownership of Japanese brands growing fast

Figure 7: Types of car already owned, by brand, August 2013 and December 2014

Figure 8: Japanese brands ownership, by personal income, August 2013 and December 2014

Consumers are spending more on their cars

Figure 9: Types of car already owned, by price range, August 2013 and December 2014

Consumers show more preference for SUVs and MPVs

Figure 10: Types of car already owned, by body type, August 2013 and December 2014

The Consumer – How do Consumers Use Their Cars?

Key points

70% of car owners have done 1-2 day's trip

Figure 11: Car usage occasions, December 2014

More than half car owners use cars in at least seven occasions

Figure 12: Repertoire analysis of car usage occasions, December 2014

The different car usage habits of young consumers may have an influence on their final purchase

Consumers in their 30s are heavy car users

Figure 13: Repertoire analysis of car usage occasions, by age, December 2014

Figure 14: Car usage occasions, by age, December 2014

SUV owners use their cars for more occasions

Figure 15: Repertoire analysis of car usage occasions, by type of car owned, December 2014

Figure 16: Car usage occasions, by car type, December 2014

The Consumer – How do Consumers Feel About Driving?

Key points

An opportunity for basic passenger cars to win back consumers

Figure 17: Consumer sentiment about driving cars, by type of car owned, December 2014

Figure 18: Monthly household income of car owners, by type of car owned, December 2014

High earners and parents are likely to expand their social circle via driving

Figure 19: Consumer sentiment about driving cars, by demographics, December 2014

High earners are more likely to see driving as a way to relieve pressure

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Figure 20: Consumer sentiment about driving cars, by household income, December 2014

People from Beijing and basic passenger car owners are more irritated in rush hour

Figure 21: Consumer sentiment about driving cars, by demographic and type of car owned, December 2014

Car owners are more likely to feel fulfilled than excited when driving

Figure 22: Consumer sentiment about driving cars, December 2014

Potential opportunity to make brand stand out

Figure 23: Consumer sentiment about driving cars, by different car owners, December 2014

Figure 24: Consumer sentiment about driving cars, by car type and brands, December 2014

The Consumer – Lifestyle of Car Owners

Key points

US and Korean car owners are likely to be sociable and stay in fashion

Figure 25: selected lifestyle statements about car owners, by brands' country of origin, December 2014

Japanese brand owners are likely to check and write comments

Figure 26: selected lifestyle statements about car owners, by brands' country of origin, December 2014

Potential method to attract Chinese self-owned brand buyers

Figure 27: selected lifestyle statements about car owners, by brands' country of origin, December 2014

The Consumer –Target Car User Groups

Key points

Mapping out the different consumer clusters

Figure 28: Consumer segmentation, December 2014

Figure 29: Agreement to attitudinal statements, by cluster group, December 2014

Low-frequency Drivers

Demographic profile

Cars they tend to drive

Attitudes towards cars

Lifestyle

Marketing implications

Family Drivers

Demographic profile

Cars they tend to drive

Attitudes towards cars

Lifestyle

Marketing implications

Daily Commuters

Demographic profile

Cars they tend to drive

Attitudes towards cars

Lifestyle

Marketing implications

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Image Seekers

Demographic profile

Cars they tend to drive

Attitudes towards cars

Lifestyle

Marketing implications

Want-it-alls

Demographic profile

Cars they tend to drive

Attitudes towards cars

Lifestyle

Marketing implications

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