

## 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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