

Digital Trends - China - March 2016

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"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."

– Terra Xu, Senior Research Analyst

This report looks at the following areas:

- Attracting purchase of new digital products
- Opportunity for multifunctional products with enhanced features
- Marketing to affluent consumers
- Attracting visit to bricks-and-mortar stores by technology facilities

To attract visit, offline stores can leverage the power of technology, such as virtual reality and augmented reality.

Facing the challenge from e-commerce, bricks-and-mortar stores may leverage the power of technology to attract visit. Fun-to-use in-store digital devices are especially attractive to families with children. Companies and brands can consider using the emerging VR and AR technology to enhance in-store experience.

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DID YOU KNOW?

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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- Marketing to affluent consumers
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Market Trends – What You Need to Know

- Smartphone is the major device for accessing the internet, while smart TV sees potential to grow
- Marketers actively adopt AR and VR technology in marketing campaigns
- Bricks-and-mortar stores using technology to enhance experience

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- Profiles of different types of digital product consumers
- Consumers have fewer types of digital products, while the penetration of smart TVs sees increase
- Consumers purchase smartphones most frequently
- Consumers are most actively using smartphones, while tablets are used for fewer types of activities
- Consumers tend to reduce entertainment activities on digital products
- Mobile payment and free Wi-Fi are most attractive in-store digital facilities, while families with children are interested in fun-to-use devices

Attitudes towards Digital Products

- Consumers prefer multi-functional digital products

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Abbreviations

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