

Marketing to Students - China - October 2016

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“Chinese university students are more independent financially and mentally. They make sensible, value-driven purchases and like brands that speak their minds. Showing off is not a primary pursuit. They intend to live free from societal pressure and competition. To achieve greater autonomy, they look for ways to develop special skills and improve themselves economically and spiritually.”

– **Alina Ma, Senior Research Analyst**

This report looks at the following areas:

- **Diversified tensions and emotional needs**
- **Empowering youth to embody entrepreneurship**
- **Not just book learning**
- **Feeling too much?**
- **Minimising possession is a fad among future shoppers**

Chinese university students have higher spending power, not just coming from their family, but earned via hobbies and their own business. They are accordingly more financially independent and tend to adopt a practical and rational approach when purchasing. Brands need to show that they understand students' unique life value, beliefs and attitudes and more importantly, they share the same opinions.

University students want to show that they can lead a better life in their own way. The biggest difference from older cohorts is that they are more likely to follow their heart, rather than make a decision due to societal pressure.

So compared to a display of wealth, they are more interested in self-improvement. To enable them to become the author of their own lives, companies should act as a partner to help strengthen their competency and emotional intelligence (eg feeling positive in front of failures, confident when facing strong competitors).

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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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