

Marketing to Students - China - September 2017

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“Chinese university students are more into trend-leading brand propositions than before and respect values that they do not necessarily agree with. They tend to be more laidback than older generations – appreciating flexible opportunities for learning and earning and shying away from aggressive and pushy ways to achieve.”

– **Alina Ma, Senior Research Analyst**

This report looks at the following areas:

- **Embodying the concept of slowing down**
- **More into “good” and “in” brands**
- **Playing it safe cannot lead to a home run**
- **Young actors (小鲜肉) unable to effectively trigger young men into buy skin care products**

As Chinese university/college students have flown their parents’ protective nest and are trying to fit in with a fast-changing world on their own, they have an open-minded and flexible mindset. Purchasing preferences may not entirely represent the latest and most trendy thinking even though they live a connected life, because of the long-standing, significant influence of their parents. It is worth studying this unique demographic group because their spending power is increasing and likely to be higher than ever before, as having part-time jobs is becoming the norm.

This Report is the second specifically exploring attitudes of and trends among university and college students aged 18-22 and focusing on the differences from other demographic groups (eg teenagers who are in junior high or high school, first jobbers aged 23 or above, young parents, middle-aged people and seniors).

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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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