

Car Purchasing Process - China - October 2017

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“The decision-making process of affluent 25-29-year-old first-time car buyers lasts for less than three months. They are more willing to gather information from social networks and other unauthentic channels like livestreaming apps and second-hand car platforms than other car buyers. But to convince them, brands’ official websites and WeChat accounts are critical.”

– Aaron Guo, Senior Analyst

This report looks at the following areas:

- How has technology reshaped the car purchasing journey?
- How is the role of cars evolving in China?
- How to differentiate MPV models?

The new passenger car market enjoyed a long-absent double-digit growth in 2016. But it has been struggling again in 2017. Such a phenomenon is a combined result of changing government policy, shifting manufacturer strategy and evolving car purchasing journey of consumers.

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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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