

Marketing to University Students - China - October 2018

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“Today’s university students are more distinctive and have personality. They value diligence and excellence also an informal and laid-back attitude. They appear both very practical and spoiled. Professional/academic skills are proactively invested, as well as hobby and leisure activities.”

– **Scarlett Zhao, Associate Research Analyst**

This report looks at the following areas:

An average of 3.4 channels is utilized to showcase their passions, in a creative manner and also aiming to inspire others. Products/services embedded with sociable attributes and in-depth compassion will win hearts of these youngsters.

- **The importance of social circles**
- **Simultaneously hardworking and laid-back**
- **From emoji to meme marketing**

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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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The Consumer – What You Need to Know

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Methodology

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